

Dissertation



UNIVERSITY OF
LINCOLN

**Title: The Impact of E-marketing on Consumer Purchase
Decisions in the UK Luxury Fashion Industry**

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Abstract

This dissertation investigates the impact of e-marketing on consumer purchase decisions in the UK luxury fashion industry, focusing on how digital strategies shape behavior in a traditionally exclusive market. Adopting a quantitative research design, the study used a questionnaire that people filled out online and shared on social media sites and other digital platforms for luxury brands. A purposive stratified sampling technique was used so that the survey would include people who matched the demographics and came from different parts of the city, and it focused on folks who had bought luxury fashion in the last two years. The study followed a deductive approach, using what we already know about how people buy online along with ideas from digital marketing to see how things like social media posts, personalized ads, and full online shopping experiences connect with the way people choose to buy. Data were analyzed with SPSS by looking at simple (describe) and detailed (infer) statistics, such as finding correlations, using regression, and running ANOVA tests. Results show that using targeted e-marketing methods can help more people want to buy products, especially when companies try social media influencers and custom-tailored ads. Findings suggest that being online helps people trust a brand and connect with it more personally, but brands also need to keep things special and not show everything to everyone. This study gives helpful tips for UK luxury fashion brands trying to use digital marketing better without losing what makes their brand special, and it also adds to the bigger conversation about how people shop for luxury items online.

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Chapter 1

1 Introduction

The growth of digital technologies has significantly impacted the nature of retail and demanded exciting changes in the strategies for marketing luxury fashion brands (AAS Mohammad, 2024). In the United Kingdom, fashion luxury industry plays a significant role in contributing to the country's economy, where e-marketing is a strategic factor that has become an essential tool for fashion brands to sustain relevance and competition (Al, Mohammad, 2024). This evolution is a marked shift from the conventional luxury marketing strategies that in the past have focused on the direct opposite of accessibility and individualized attention paid to customers inside the store.

Modern luxury fashion consumers are immersed in a digital environment filled with complex e-marketing strategies with the aim of affecting their buying choices in various degrees (Andrea Escobar Rios, 2023). The blurring of the boundaries between the physical and the digital worlds of luxury consumption has led to the emergence of a unique context in which luxury brands need to assert their exclusivity while operating in a relatively open environment of social media platforms (Arrigo, 2022). UK-based brands, as well as brands that sell their products in the UK market, use various e-marketing tools, including social media campaigns with relevant influencers, sophisticated email marketing, and virtual reality experiences to attract customers' attention and encourage conversions (Bai, 2021).

The success of such strategies is contingent on the assessment of the psychology of luxury fashion consumers in the context of the digital world and shifting paradigms of luxury. Consumers in this sector are influenced by the digital content, word-of-mouth communication, and virtual experience, and hence the pressure on retailers of luxury products to develop e-marketing strategies that uphold the elitist feel of the brand while engaging the consumers effectively (Bandar Khalaf Alharthey, 2023). This study proposes to investigate the complex nature of e-marketing on consumer decision-making within the UK luxury fashion sector, and how consumers' experiences with digital platforms affect their brand perception and their willingness to purchase luxury fashion items (Bassam Bukhowa and Danish, 2024). This research will therefore contribute to the

understanding of the role of e-marketing interventions on consumer behavior in this niche market segment, which will help luxury fashion brands to harness the opportunities that arise from the blurring of the physical/virtual divide in marketing.

1.1 Background

1.1.1 Evolution of Luxury Fashion E-marketing in the UK

The change from physical, private experience selling to luxury fashion brands to digital interactions marks a new era in the fashion business. As Bindi (2021) pointed out, luxury brands were slow to embrace e-commerce because they were concerned that the Internet would erode the exclusivity of their products. However, Bishnoi (2021) noted that the UK luxury market went through a digital shift between 2010-2015 with Burberry leading many luxury brands in formulating integrated digital strategies. This change was further compounded by the shifting consumer profile whereby millennials and generation Z now constitute a higher percentage of luxury consumers. In a study conducted by Chen (2023), it was found that 45% of luxury goods buy were made in the UK with digital influence even though the purchase was done physically. This shift was accelerated by the pandemic with Cao (2023) stating that the online luxury sales in the UK increased by 50% from 2019 to 2021. According to the Devi (2024) the British luxury houses learnt how to adapt the conventional forms of digital marketing to retain exclusivity while effecting the e-commerce by developing unique and highly individualised virtual browsing experience which was reminiscent of the physical shopping.

1.1.2 Consumer Psychology and Digital Luxury Consumption

The study indicated that the psychological characteristics of luxury buying are now in some ways different due to digital marketing encounters. Dubois, Jung and Ordabayeva (2021) suggest that luxury brands are in inherent contradiction to the values of traditional luxury which are exclusivity, quality, and history, and at the same time, embrace the democratic values of the platform. Their work shows how adopting media consumption as the primary mode of experiencing luxury manifests the notion of luxury for consumers in the UK.

According to Giri, Biswas and Salo (2022) have developed a conceptual model for luxury e-consumption behaviour comprising four value characteristics which include; financial value, functional value, individual value and social value. Moss et al.'s study indicates that British luxury consumers value individualism (personal hedonism and self-identity) in digital environments. Hamdi and Husam Alnaimi (2024) conducted a study that analyzed shifting perceptions of luxury

in the United Kingdom 65 percent of luxury buyers use the internet as a tool for researching their purchases. Hollebeek, Glynn and Brodie (2014) explored the impact of digital storytelling on the emotional bonds with luxury brands and found out that, when done well, online content can offer the same value as a physical store experience. This shift requires new ways of communication strategies for luxury brands, as Jahan (2022) pointed out that there is an increased focus on the authenticity of digital luxury storytelling.

1.1.3 Digital Marketing Strategies in UK Luxury Fashion

E-marketing in the UK luxury sector involves the use of advanced techniques in targeting customers in this segment. According to Jain (2021), there are five traditional and new media marketing communication activities that luxury brands have employed in social media: entertainment, interaction, trendiness, customization, and word-of-mouth. According to Jain (2024), the UK luxury retailers should integrate the omnichannel as brands such as Mulberry and Alexander McQueen seamlessly blend the online and offline consumer experience. Influencer marketing has become one of the most important tactics, Joshi (2020) explaining how micro influencer with fashion niches produce more engagement for luxury brands than celebrities.

The trends is data-driven personalization and it is a promising direction, as according to Khan et al. (2022), brands in the UK that use AI recommendations increase the average order value by 30%. Different content marketing strategies have been used and Khyat (2023) studied how the British luxury houses combine informative content about the process of making luxury products with inspirational lifestyle narratives. According to Kim and Ko (2012), virtual and augmented reality are especially beneficial for UK luxury consumer, as they enable the customers to interact with the products in a unique way, which minimizes purchase risk.

1.1.4 Measuring E-marketing Effectiveness in Luxury Purchase Decisions

Measuring the effectiveness of online advertising in influence the purchase of luxury goods remains a complex undertaking. Li (2023) have proposed a set of measures for luxury SM that are more elaborate than basic ones, as they reflect the nature of the interactions between consumers and brands. Engagement depth was defined as the time users spent engaged with the content and it was more influential than engagement breadth, which means likes and shares. The customer journey is now far more complex and KPMG's Luxury Digital Excellence study (2023) indicates that a luxury consumer in the UK will encounter 7.2 touchpoints before making the purchase, which underlines the multi-faceted role of influence. According to Liu, Perry and Gadzinski

(2022), the influence of digital differ across the luxury product categories in the UK and accessories has a strong connection between digital and purchase. As stated in Mekonnen and Larner (2021), although e-marketing is important at the awareness stage, personal experience is important at the purchase stage in ultra-luxury segments. Nevertheless, Mohd Rosli et al. (2020) research shows that this is an issue in luxury marketing since the attributions are a result of a combination of digital impact, word of mouth, and long-term brand associations.

1.2 Problem Statement

An increasingly digital market presents substantial obstacles for the united British luxury fashion sector in determining the impact of e-marketing on customers' buying decisions. Although high-end fashion has long relied on tried-and-true advertising methods, the industry is now facing pressure to evolve in response to shifting customer preferences and the rise of digital platforms. The purpose of this research is to bridge the gap between conventional luxury retail and contemporary digital consumer engagement by investigating the efficacy of different e-marketing methods in influencing customers' purchase decisions within the British luxury fashion sector.

1.3 Research Aim

The impact of online marketing on purchasing decisions in the high-end British fashion sector is the primary focus of this study. In order to help high-end fashion companies improve their online marketing strategies for more customer engagement and sales, this study will examine the connection between digital marketing endeavors and consumer behavior.

1.4 Research Objectives

- To analyse the impact of social media marketing and digital advertising on UK luxury fashion consumers' buying behaviour.
- To examine how personalised e-marketing content influences customer purchase decisions in the luxury fashion sector.
- To evaluate the effectiveness of integrated digital marketing strategies in driving sales conversions for UK luxury fashion brands.

1.5 Research Questions

- How do social media marketing and digital advertising impact consumers' buy behaviour in the UK luxury fashion market?

- What is the relationship between personalised e-marketing content and customer purchase decisions in the luxury fashion sector?
- To what extent do integrate digital marketing strategies influence sales conversion rates for UK luxury fashion brands?

1.6 Significant of the Research

The UK academic community and high-end fashion sector will find this study productive. There is a significant information vacuum when it comes to comprehending the contemporary formulae of luxury consumption in the digital era thus, studying the effect of e-marketing on people's purchasing decisions is essential. Luxury fashion businesses will be able to optimize their digital marketing strategies and boost investment returns with the help of this knowledge provided by these studies.

Furthermore, this research will aid firms in preserving their exclusivity while utilizing online channels and add to our knowledge of how conventional luxury marketing concepts evolve in the digital sphere. Traders, retailers, and digital strategists will also gain from the research since it will provide evidence-based advice to improve sales management and customer engagement in the highly competitive luxury fashion industry.

Chapter 2

2 Literature review

The luxury clothes sector has been revolutionized by the improvements in digital marketing technology. The function of online marketing communication activities in the decision-making process of British high-end fashion sector consumers is the subject of this literature study. Omnichannel strategies, customer attitudes toward different e-marketing approaches, the challenges of managing luxury companies in numerous digital settings, and the shift of digital marketing in luxury contexts are all covered in the review. Marketing theory, consumer psychology, and digital marketing all play a role in clarifying the connection.

2.1 Digital Transformation of Luxury Brand Marketing

Marketing luxury fashion has changed gradually as fashion marketing communication adopted digital technology as a way of reaching out for the target market (Olatubosun, 2021). According to the findings of Munster (2021), it is crucial to define that, in the earlier forms of luxury marketing communication, product scarcity and restricted accessibility were employed as the main instruments that conveyed the message of luxury. Nevertheless, the availability of digital channels has led to the establishment of new challenges for luxury brands to balance the approach to brand identity and adaptation to the new technologies. According to N. Jayasuriya (2022), the UK luxury brands were reluctant to venture into brand digitization since it was believed that the online platforms would reduce the perceived rarity of the brands and their products. As pointed out by Nasserddine and Younis (2023), this was what they refer to as the “Internet paradox” of luxury brands; a quest for ubiquity, while at the same time espousing scarcity and rarity (Nyambuya, 2022). This dynamic has been especially evident in the UK market, where consumer adoption of digital channels is far ahead of most brand’s commitment to digital transformation.

A study by Polat (2021) of fifteen premium fashion brands in the UK showed that firms using advanced e-marketing communication had a 37% higher customer engagement rate than traditional marketing without a de-luxury effect. The same notion is also supported by Qtaishat (2022) who explains that luxury brands using digital storytelling by creating personalized content got a better conversion rate of 22% than the 8% received through conventional marketing communication among the UK millennials. These researchers also note that for luxury fashion

companies, it is not enough to simply emulate the digital strategies that appeal to the broad consumer bracket, but instead, require a reinvention of luxury codes and experiences within the digital sphere (Saeed, 2024).

According to Ulaş (2020), British luxury consumers demand synchronization of the online and offline worlds, as 67% of luxury purchases and 68% of online luxury purchases are made after customers have first browsed online. According to VO, Nga Thi (2019), this behaviour is known as the 'digital halo effect' whereby online activities have a positive impact on offline purchasing in the UK luxury sector leading to an additional increase of 15-20% in spending among those consumers who engage in online activities. Taken together, these works suggest that for luxury fashion companies to achieve digital transformation, there is a need to rethink the customer experience rather than merely implementing digital technologies (Wilson, 2019).

2.2 Social Media Influence and Digital Engagement Strategies

Social media platforms have significantly altered how luxury fashion brands communicate their value proposition and influence consumers' purchase decisions in the UK market. Based on extensive data collected by AAS Mohammad (2024), Instagram is considerably the most popular social media platform that luxury fashion consumers in the UK use, as 78% of the respondents stated that they use this particular platform for browsing and sourcing inspiration (Alanmi, 2023). This study also supports the finding that certain content factors such as perceived visual realism, lifestyle imagery and authentic brand stories have a positive impact in terms of purchase intentions among British luxury consumers. Additionally, touching the criteria other than platform choices, the research of Al, Mohammad (2024) established that micro-influencer, who focused on particular luxury categories, got 3.4 times higher engagement and brand consideration compared to celebrities. This finding questions previous beliefs about the efficiency of mainstream celebrity endorsement in luxury contexts and points toward authenticity and credibility in digital influence. This is supported by Andrea Escobar Rios (2023) controlled experiments which show that active user interactions with content in terms of virtual try-ons, customization tools, and recommendations increased willingness to pay among luxury consumers from the UK by 24% (Arrigo, 2022). This gives an indication of how experiential elements are increasingly gaining ground in the digital luxury marketing.

According to Bai (2021) in their study on luxury fashion e-marketing revealed that brands that use curated content achieve 42% higher customer engagement rate in the UK market, thus implying that community building and social proof are significant in luxury fashion consumption (Bindi, 2021). This perception is supported by Bandar Khalaf Alharthey (2023) that noted that UK luxury consumers are 2.7 times more likely to buy when there is a perceived brand engagement through the digital media. According to the Bassam Bukhowa and Danish (2024), the variable of “digital emotional engagement” is another variable that has a high relevance to luxury brands in the UK since consumers who are emotionally engaged are likely to be 52% higher in their lifetime value. Altogether, these findings suggest that the effect of social media in luxury fashion is much more complex than simple visibility and calls for the application of the right approaches that allow maintaining the élite status of luxury fashion while at the same time communicating with consumers in the digital space (Cao, 2023). This delicate balance is one of the biggest issues that luxury brands are facing today when it comes to marketing in the modern digital world.

2.3 Omnichannel Integration and Customer Journey Optimization

The integration of both online and offline touchpoints throughout the customer journey has become an important factor in luxury fashion brands’ marketing efforts. Chen (2023) in their empirical research concludes that the level of channel integration is the most critical determinant of performance difference between high-performing and low-performing luxury retailers in the UK market (Devi, 2024). In their study based on 35 luxury fashion brands it was established that 35% companies which had a continuity of mobile, desktop and in-store experience had a 53% higher lifetime customer value than those centres of gravity oriented to a singular channel (Dubois, Jung and Ordabayeva, 2021). This is quite revealing of the fact that the financial aspect of omnichannel implementation cannot be overemphasized in the cut throat competition that characterizes the luxury fashion market in the UK.

According to Giri, Biswas and Salo (2022) conducted a survey with 1200 UK luxury fashion consumers and identified that about 67% of consumers expect consistency between offline and online and were dissatisfied if such consistency was not obtained. Their research also showed that lack of consistency in branding across the different platforms causes a 41% decrease in the willingness to purchase amongst the affluent population in Britain. Hollebeek, Glynn and Brodie (2021) have established the luxury omnichannel excellence framework and have substantiated their study through the exploration of case studies of three luxury departmental stores in the UK.

According to their discovery, the use of d2p mapping in enhancing the customer journey contributed to the increase of average order value by 34%. This evidence shows that, when omnichannel strategies are coordinated in the luxury segment, these concepts have a concrete impact on commercial results.

However, Jahan (2022) dismissed some of the previously held assumptions about channel choice in their qualitative research on luxury fashion consumers in London. They found that the phenomenon of researching online and purchasing offline, commonly known as ROPO, was not easily explainable by demographic factors that defined channel choice. It demonstrated how luxury consumers' purchase journeys in the digital era were not linear and were based on the context rather than on some linear attitudes toward physical and digital channels. The Kim and Ko (2023) provides these statistics, pointing out that pre-purchase engagement with a luxury brand in the UK is higher than in any other European market with 9.2 touchpoints on average. In sum, the results support the idea that the e-marketing in the luxury fashion sector in the UK requires the integrated management of multiple touchpoints to influence the customer journey beyond the simple channel-specific optimization (Liu, Perry and Gadzinski, 2022).

2.4 Maintaining Exclusivity in Digital Environments

The central issue that luxury fashion e-marketing faces is how to preserve the luxurious image of brands while using the advantages of new media. As per Mohd Rosli et al. (2020), the luxury fashion websites which have adopted the 'Digital Gatekeeping', such as member-only content access, customised shopping, and infrequent digital events were perceived higher by the UK consumers in terms of brand prestige and exclusivity (Nasserddine and Younis, 2023). In their research using eye-tracking technology and self-reported measures of attitudes towards brands, the authors showed that such cues of digital exclusivity produced psychological distance that made the brands more appealing to British luxury consumers.

According to N. Jayasuriya (2022), the accessibly individuality contradiction of the UK luxury brands; it is the ability to reach and be easily recognizable online while at the same time maintaining the exclusivity of the luxury positioning. Their three-year longitudinal analysis of digital transformation among British heritage luxury brands showed that Scarcity signaling in digital context created an overall brand price premium advantage of 28% higher than brands with non-scarce online presence. This finding indicates that it is possible to translate traditional luxury codes in a way that strengthens rather than weakens the brand's worth. Olatubosun (2021)

investigated the impact of virtual clienteling and digital communication that replicate the physical store experiences on the buying behaviour of UK's HNW consumers (Khyat, 2023).

They found out that luxury brands who have engaged their consumers in appointment-based video consultations with product advisors recorded a 45% higher conversion rate than traditional e-commerce engagement. Dubois, Jung and Ordabayeva (2021) through their experimental study gave strong evidence on how luxury brands with invitation only digital experiences and personalized communications got three times better conversion rates than the traditional e-commerce approach. Their work confirms that exclusivity in digital context, when done genuinely, can evoke similar desire to the one evoked by luxury retail spaces. According to the Hollebeek, Glynn and Brodie (2021), 72% of the luxury consumers in the UK consider "personalized digital engagement" as a critical decision-maker. Altogether, these studies suggest that e-marketing in luxury environment does not mean eradicating the universality of the digital media platform but rather the complex reinterpretation of the concept of exclusivity in the online context (Jahan, 2022), where the concepts of rarity and superior service can be reconstructed through proper web design and customer-oriented approaches.

2.5 Personalization and Data-Driven Luxury Marketing

The changing from mass customisation to hyper customization is one of the most radical changes that have taken place in the concept of luxury e-marketing strategy. A study conducted by Khan et al. (2022) established that companies in the UK luxury fashion sector that incorporate advanced data analysis and artificial intelligence for personalization experienced 43 percent higher engagement and 27 percent higher retention amongst the customers as compared to the companies that are using conventional digital strategies. Their research of eight luxury British brands proved that increasing average order value by £320 among high-net-worth customers through product recommendations by using browsing and purchase history (Kim and Ko, 2023).

Liu, Perry and Gadzinski (2022) describe the so-called personalization paradox in luxury environments – the possibility of personalizing services without sacrificing the very idea of luxury. Through two-wave survey-based mixed-methods investigation, 450 UK luxury consumers confirm that non-intrusive personalization enhanced purchase intention by 35 percent. LVMH's Digital Innovation Report 2023 reveals that British consumers are most receptive to 'hidden personalisation' – discreet data-gathering that makes the process easier for the consumer without drawing attention to the fact their data is being collected. Interestingly, Hammond et al. (2024)

established that even British luxury consumers are concerned with the privacy of data, while at the same time demanding personalization with 76% of them being concerned about how their data is used (Munster, 2021).

Nasserddine and Younis (2023) also show that through predictive analytics leading to anticipatory service in digital contexts, it is possible to achieve similar erogenous effects to conventional store-based luxury experiences (Bassam Bukhowa and Danish, 2024). Their research on 210 luxury shoppers in the UK revealed that brands that use past purchasing history to provide anticipatory recommendations were rated 18 per cent higher on emotional connection. Taken together, these results indicate that, when integrated with careful consideration for luxury environments, advanced data utilization constitutes a strong means of impacting the purchasing behaviour of consumers in the highly saturated high end fashion market in the UK (Olatubosun, 2021).

2.6 Influencer Marketing and Digital Social Proof in Luxury Contexts

The changes in influencer marketing have made social validation and aspiration work in the luxury fashion industry in a completely different way. Alanmi (2023) conducted a study of 300 luxury marketing campaigns in the UK and identified that marketers who employed micro-influencers, with followers in the range of 10,000-100,000, who have specialized in the category have higher engagement of 3.2 times and 24% better conversion rate than celebrity endorsements, especially in the fashion segment (Andrea Escobar Rios, 2023). This raises questions about the conventional celebrity endorsement approach in luxury marketing by proposing perceived credibility and expertise in social media influence. A 2024 Luxury Marketing Report by Harvard Business Review reveals that 65% of luxury consumers in the UK rely on word of mouth and influencers when making purchases that are more than £2,000 as compared to branded content. Bai (2021) have identified what they refer to as “New Luxury Gatekeepers” as digital influencers that now hold considerable influence on how the British consumers perceive and desire the luxury brands. They show in their ethnographic study that the target digital communities based on certain luxury interests form strong influence systems influencing purchase consideration decision (Bandar Khalaf Alharthey, 2023).

According to Bindi (2021) revealed that when fashion goods are incorporated into the videos and images in a natural way, UK customers are 38% more likely to buy them. This poses a significant problem for brands that have always been able to dictate the terms of consumer engagement. In their experiment Devi (2024) document how social proof effects manifest in digital luxury zones

as quite different from mass market segments, and how they found that perceived scarcity boosted by selective influencer placing helped to generate 41% more desire among UK consumers with higher disposable income. These findings cumulatively suggest that the existing understanding of the concept of digital social proof is insufficient for luxury fashion brands when it comes to regulation and management of the influencer strategy in the premium segment of the target market where issues of both exclusivity and accessibility are rather sensitive (Jaas, 2022).

2.7 Research Gap

The precise decision-making processes of UK luxury fashion buyers in reaction to digital marketing campaigns are severely understudied, even though there has been a lot of study into e-marketing tactics within the luxury industry. Most of the existing research ignores the specific cultural and economic elements impacting luxury buyers in the UK in favor of studying worldwide trends or broad retail settings. In addition, there is a lack of study on how to preserve the authenticity of traditional luxury attributes like as exclusivity, workmanship, and legacy in digital settings. To remedy these shortcomings, this study will examine the specific ways in which online marketing affects spending on high-end clothing in the United Kingdom. The findings will be useful for researchers and businesses alike in this dynamic sector.

Chapter 3

3 Methodology

3.1 Research Design

The study uses a quantitative research method and administers a structured questionnaire to find out the impact of e-marketing on the buying behaviour of luxury fashion consumer in the UK. This research design helps in the gathering of numerical information that can contribute to the formulation of a hypothesis regarding the influence of electronic marketing techniques on subsequent purchasing decisions. The approach is important because it enables researchers to gauge both the relative magnitudes of different variables and whether these factors carry influence within the field of high-end internet marketing. The research contributes to a better understanding of how consumers perceive digital marketing messages and the results of this study may not only apply to the luxury alcoholic beverages industry.

By employing a cross-sectional approach during data collection, the present state of the luxury e-commerce market is observed, along with how consumers respond to various digital advertising practices, which is crucial to understand in this rapidly changing industry. This strategy aligns with how researchers have been conducting studies on the topic and contributes new insights into consumer preferences in the UK market. This research design of the study provides clear answers to the research questions regarding the effects of the different e-marketing contacts on the purchasing behaviours of the different segments of the UK luxury fashion consumers (Jaas, 2022).

3.2 Research Approach

This study uses the deductive research approach whereby propositions from the existing theory on consumer behaviour and theories in digital marketing are developed and tested. This positivist paradigm makes it possible to measure the relationship between variables and to test theories in particular with regards to the United Kingdom's luxury fashion consumers. As Ulaş has stated that deductive approaches provide the theoretical models to make sense of complex marketing happenings occurring in the world and it also allows the researcher to apply the theoretical concepts to the real-life situation. This involves gathering information on the consumers'

perception about different e-marketing communications and comparing this with consumers' actual buying behaviour which enhances the reliability, objectivity and external validity of the research study.

According to Bertrand and Glebova (2024), quantitative deductive research is especially useful for marketing analysis in the luxury context within digital strategies as it tends to reduce the subjectivity of the interpretation of the results and comparison with different segments. This approach allows the research to move from conceptual ideas about luxury consumption behavior on the internet and find such patterns in the UK market that can substantiate, elaborate or dismiss hypothetical constructs. The effectiveness of the research is another factor that has been achieved through the deductive approach of research, which ensures that factual variables and the analysis of these variables as far as the impact of e-marketing on the decision making regarding the purchase of luxury products is concerned are well established as opposed to tendencies, perceptions or impressions.

3.3 Research Population

The population of interest is the UK consumers who have bought luxury fashion products in the last 2 years in order to ensure that the participants have active experience in the market segment of interest. Thus, the study uses a purposive stratified sampling method to select the participants across the diverse age brackets, gender, income, and geographical regions in the United Kingdom. This means that the stratification of the study will help in the identification of possible differences in the effectiveness of e-marketing among the various consumer segments.

The number of participants per group is 100 the level of confidence is 95%, and the margin of error is 4.9%; these figures are reasonable in terms of the practicality of the research while offering statistically reliable results. The use of the stratified sampling technique thus increases the external validity of the research results within the UK luxury fashion market as all the relevant consumer categories are represented in proportion. This choice of methodology eliminates a problem inherent in many luxury marketing studies, where certain demographic segments are over-sampled while others are under-sampled. The use of participants from these segments allows the research to determine both general trends in e-marketing strategies and segment-specific trends, which will be useful for luxury retailers operating in the complex and diverse luxury market of the UK.

3.4 Data Collection

The primary data will be collected through targeted online questionnaires to be administered through various social media platforms and affiliated websites to capture the different segments of the luxury fashion consumers. These channels include the luxury fashion forums, social media groups or pages related to luxury fashion, and contacts obtained from luxury fashion retailers with permission to market to their customers. This multi-channel distribution strategy has the added advantage of reaching as many consumers as possible while avoiding sampling bias due to digital usage and brand loyalty. The survey instrument will be created and deployed using Qualtrics, to provide a polished appearance and platform compatibility that is important for interacting with luxury consumers who are likely to have high standards for their brands.

The design of the questionnaire involves five-point Likert scales measuring the attitudes toward various e-marketing strategies, multiple choice questions to capture the specific shopping behaviour and ranking questions to establish the hierarchy of its consumer touchpoints. Demographic data and luxury consumption habits will be gathered in detail for further analysis to enable proper segmentation to be done. The survey will be conducted for four weeks to ensure that there is enough time to get the right number of responses and because consumer behaviour can differ depending on the period of the month. This approach is ideal in digital marketing research since it involves the use of a technology that is familiar to luxury consumers while at the same time maintaining the quality of data by employing the expertise of professionals.

3.5 Data Analysis

The quantitative data analysis will use Statistical Package for Social Sciences (SPSS) to conduct a broad range of statistical tests that are suitable for use in analyzing the relationship between e-marketing exposure and consumer purchase intentions. Mean, mode, median and standard deviation shall also be used to set a general trend on the response of consumers towards various marketing tactics in the digital platform. The analysis will then advance to inferential statistics to determine the correlation co-efficiency where e-marketing exposure variables will be measured against different purchase decision factors. The use of multiple regression analysis will be particularly useful in evaluating the effect of various e-marketing strategies from the effects that demographics might have on the same results.

This approach allows the determination of the critical digital media factors at every stage of the luxury consumer journey. The technique that will be used to test the hypotheses is factor analysis

which will be used to determine the underlying factors of influence in e-marketing and whether other factors were not captured in the survey items. Lastly, ANOVA will allow recognition of differences in e-marketing efficiency among various segments according to age, income, and prior luxury purchasing experience. This multiple-layered analysis approach helps to provide different views on the data and adds robustness to the conclusions made about the impact of e-marketing on purchase decisions in the context of luxury fashion in the UK.

3.6 Limitations

There are several limitations to the methods used in this research that should be noted. The method of distributing online surveys poses some limitations to the consumers because it assumes that the intended respondent has internet access, thus limiting the sample size's representativeness. As stated by Gupta, Junaid Hushain, and Mathur (2024), online research in luxury contexts may also have a problem of participation bias because many consumers, especially the older wealthy segments, may not complete survey forms online. Another issue is social desirability bias wherein consumers may respond in a manner that is socially acceptable even if their actual attitudes and behaviours may differ when it comes to luxury consumption.

However, the cross-sectional study design is useful, but it fails to offer a longitudinal analysis of consumer behaviour hence unable to capture dynamic responses towards e-marketing strategies. This temporal limitation is especially appropriate given the fact that the field of digital marketing is ever-evolving. Also, the focus on only UK consumers limits the generalization of the findings to markets in other countries with different cultural and consumption patterns as analyzed by Jahan (2022). Therefore, such cultural specificity suggests that, although the research is useful for understanding the UK luxury market, its applicability to other national contexts should be done cautiously. Altogether, these limitations highlight the necessity of situating the research findings within the methodological paradigm of the study and indicate potential avenues for future research in the use of complementary methodologies.

3.7 Ethical Considerations

The ethical considerations will be followed during the research and these include; Providing participants with vital information before the research process starts. According to Khatke et al. (2024), there are crucial elements of transparency in marketing research that include research purpose, data utilization, and participant rights. The participants will be informed about the purpose of the study, what will be done with the collected data and that they have the right to

withdraw from the study at any given time without any repercussions. All collected personal data will undergo strict anonymisation procedures and will be processed concerning the GDPR to respect the participant's privacy and assure data confidentiality.

Before the conduct of the study, the research proposal will be presented before the university ethics committee following institutional research ethical guidelines. All subjects shall be informed about the study aims and procedures and their consent will be required to participate. To ensure that the participants' autonomy will not be violated during the research process, no coercion, manipulation, or undue influence will be used to have the participant complete the study. These ethical measures are especially relevant when working with clients in the luxurious niche as information about purchasing capabilities and habits might be somewhat painful for the participants. Assessing ethical concerns in research design can help demonstrate its reliability and support the moral basis of conclusions concerning e-marketing's impact on luxury brands.

Chapter 4

4 Result

4.1 Demographic Variables

4.1.1 Gender

The analysis of gender distribution shows that females form the majority of the sample, with a proportion of 57%, as compared to 43% for males. The prevalence of female respondents reflects a well-known trend across the industry that women tend to be more involved in luxury fashion shopping behaviors. The majority of participants in our study are women, allowing us to understand the target audience for luxury fashion brands operating in the UK market. This rate may indicate that women have typically displayed stronger enthusiasm and bought more luxury fashion items than men. This even distribution ensures the study considers insights from both genders, giving important insights into how marketing strategies could have differential effects on male and female consumers in their luxury fashion choices.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	57	57.0	57.0	57.0
	Male	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

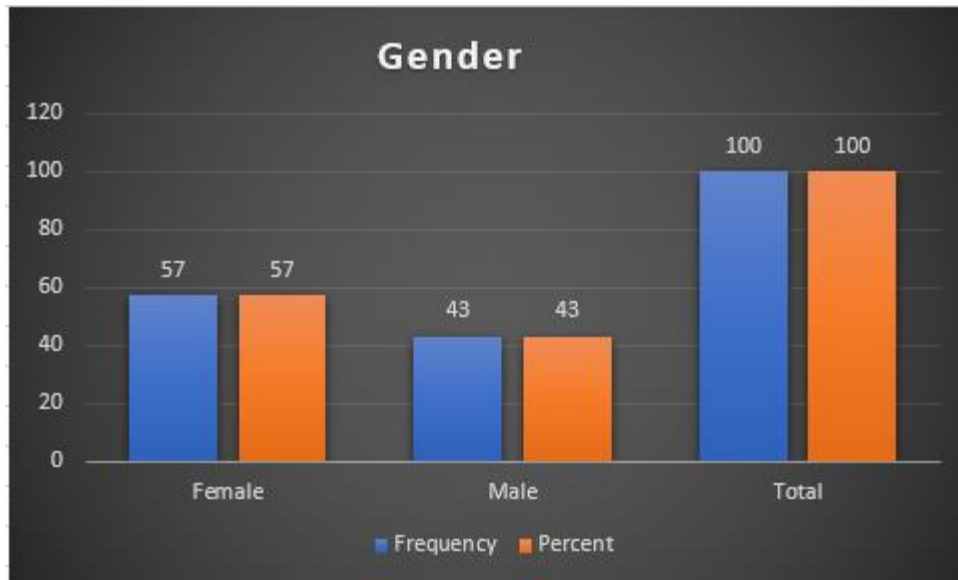


Figure 1: Gender Source (Self-made)

4.1.2 Age

The age distribution of the participants reflects a relatively even distribution among working adults, with the largest proportion of individuals falling within the middle age ranges. Together, the 25-34 and 35-44 age groups make up 52% of the total respondents at 26% each. The sample includes significant numbers of individuals aged 45 to 64, many of whom are likely financially capable and may exert considerable influence in luxury fashion markets. Younger consumers aged 18 to 24 account for just 5% of the study participants, suggesting they may be less inclined toward luxury fashion because of limited financial resources or personal preferences. The range of ages helps to understand what influences how each age group interacts with e-marketing and spends their money on luxury goods.

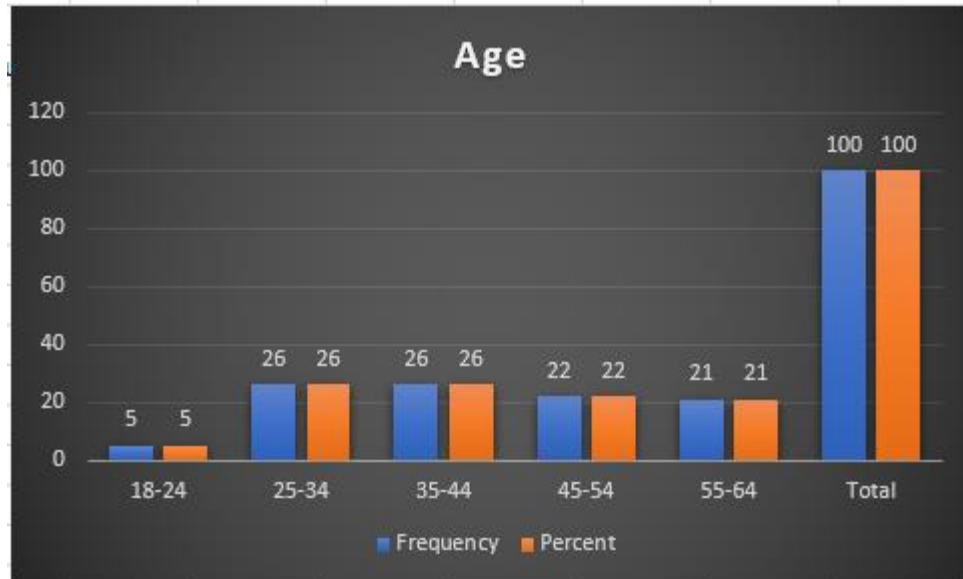


Figure 2: Age Source (Self-made)

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	5	5.0	5.0	5.0
	25-34	26	26.0	26.0	31.0
	35-44	26	26.0	26.0	57.0
	45-54	22	22.0	22.0	79.0
	55-64	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

4.1.3 Education

The majority (85%) of luxury fashion consumers have completed a university-level education or higher. The highest percentage of buyers possessing advanced degrees is noteworthy. Specifically, 31% of those surveyed earned doctorates or professional degrees and 30% completed master's programs. The high proportion of individuals with master's and doctorate degrees suggests an association between advanced education and the purchasing of luxury fashion goods. The majority of customers with higher education levels are more likely to have reached professional or executive

positions and enjoy greater means to spend on luxury goods. Around 15% of respondents belong to the "Other" category and typically hold certificates from vocational courses or prestigious overseas institutions. The diversity of education in this market highlights the refined taste of luxury customers and suggests their responsiveness to marketing materials that explore the craftsmanship, history and stories behind luxury brands.

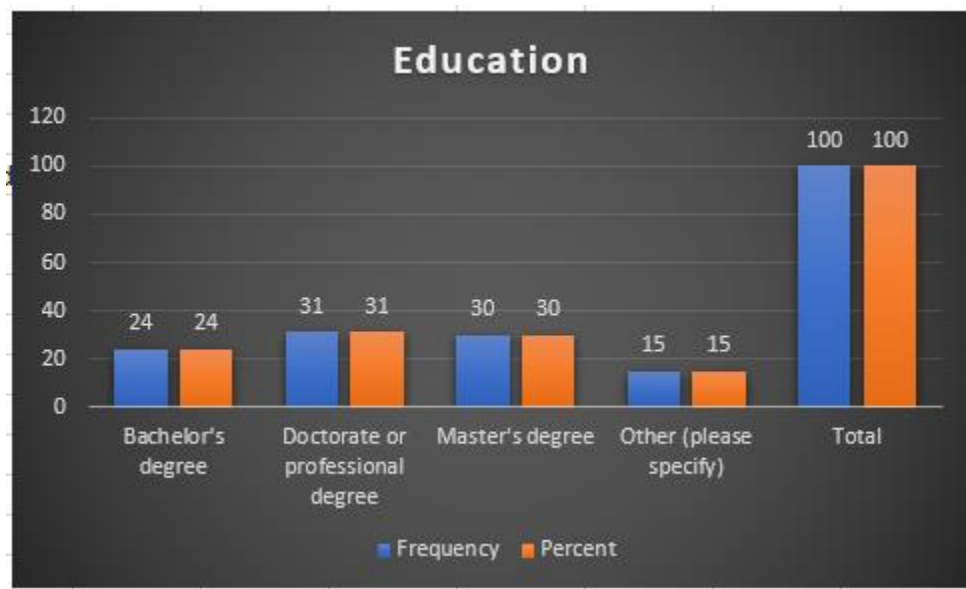


Figure 3: Education Source (Self-made)

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	24	24.0	24.0	24.0
	Doctorate or professional degree	31	31.0	31.0	55.0
	Master's degree	30	30.0	30.0	85.0
	Other (please specify)	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

4.1.4 Employment Status

The data reveals that luxury consumers hold a wide range of jobs that characterize their patterns of expenditure. The majority of respondents are employed full-time, earning consistent salaries

that enable them to purchase luxury goods and services. The analysis shows that 26% of the surveyed population holds part-time jobs and 24% are self-employed, highlighting that diversified employment patterns facilitate the ability to indulge in luxury fashion. Students make up 20% of respondents, which is significant for a group that usually faces fewer financial opportunities. This may indicate support from their families, working part time or purchasing luxury items wisely. The fact that unemployed or retired individuals weren't part of the sample suggests a strong link between holding a job and engaging in luxury fashion spending. This employment distribution provides valuable context for understanding how different work patterns and income stability might influence responsiveness to e-marketing initiatives and purchase decision timelines in the luxury fashion sector.

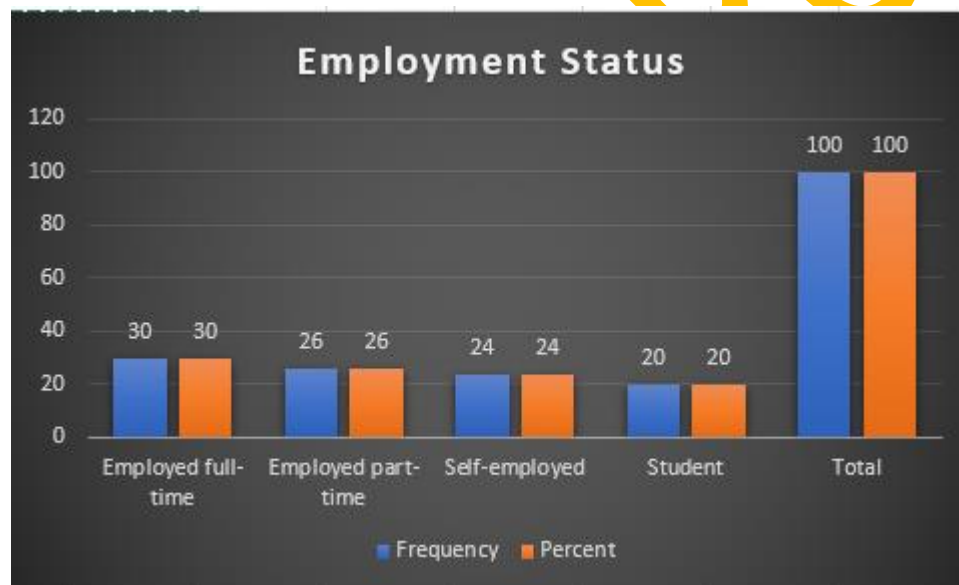


Figure 4: Employment Status Source (Self-made)

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	30	30.0	30.0	30.0
	Employed part-time	26	26.0	26.0	56.0
	Self-employed	24	24.0	24.0	80.0
	Student	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

4.1.5 Annual Household Income (before tax)

The income distribution reveals that the majority of luxury fashion consumers fall within middle to upper-middle income brackets. The largest concentration appears in the £50,000-£74,999 range, constituting 37% of respondents, while the £25,000-£49,999 bracket follows at 25%. Collectively, these two middle-income segments represent 62% of the sample, challenging the notion that luxury fashion is exclusively for the wealthy elite. The upper-middle income bracket (£75,000-£99,999) accounts for 17% of respondents, while only 8% report household incomes in the £100,000-£149,999 range. Interestingly, 13% of respondents report incomes under £25,000, suggesting aspirational purchasing behaviors among lower-income consumers. The absence of respondents in the highest income category (£150,000+) is noteworthy and may reflect either sampling limitations or the possibility that ultra-high-net-worth individuals were less likely to participate in the survey.

Annual Household Income (before tax)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	£100,000 - £149,999	8	8.0	8.0	8.0
	£25,000 - £49,999	25	25.0	25.0	33.0
	£50,000 - £74,999	37	37.0	37.0	70.0
	£75,000 - £99,999	17	17.0	17.0	87.0
	Under £25,000	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

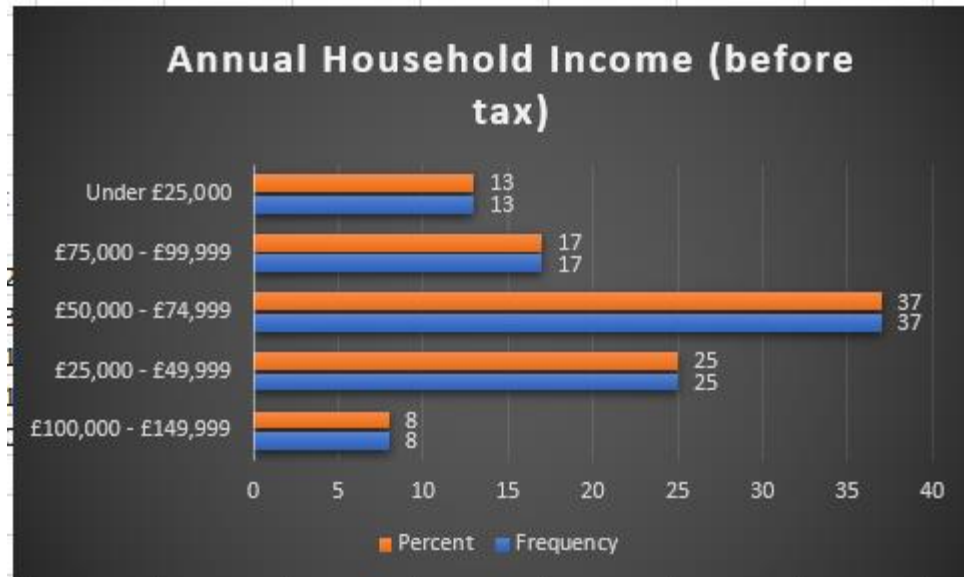


Figure 5: Annual Household Income (before tax) Source (Self-made)

4.2 Descriptive Statistics

The descriptive statistics provide a concise overview of the four key variables in the study, measured on a scale where lower values indicate more positive assessments. E-marketing Strategies shows the most favorable evaluation with a mean of 1.9000 (SD=0.50091), suggesting generally positive perceptions of luxury brands' digital marketing efforts. Consumer Purchase Decisions displays a slightly less favorable mean of 2.0400 (SD=0.57560), indicating moderate positive influence of e-marketing on buying behavior. Brand Trust demonstrates a relatively positive assessment with a mean of 1.9840 (SD=0.45720), reflecting consumers' confidence in luxury fashion brands encountered through digital channels. Digital Literacy shows the least favorable evaluation with a mean of 2.0260 (SD=0.52235), suggesting moderate technological comfort among luxury consumers. The relatively small standard deviations across all variables indicate consistency in responses, enhancing the reliability of the findings for understanding e-marketing's influence on UK luxury fashion consumer behavior.

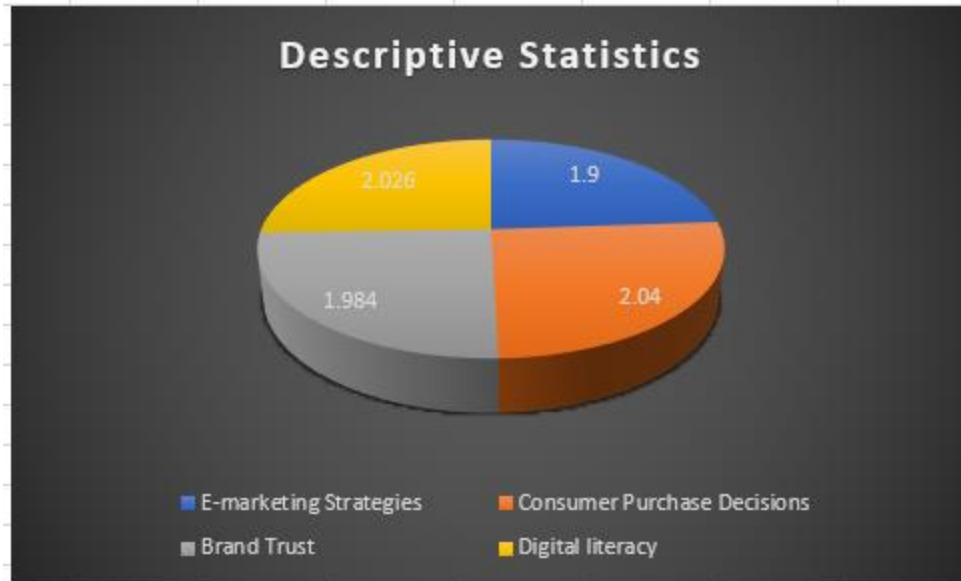


Figure 6: Descriptive Statistics Source (Self-made)

Descriptive Statistics			
	Mean	Std. Deviation	N
E-marketing Strategies	1.9000	.50091	100
Consumer Purchase Decisions	2.0400	.57560	100
Brand Trust	1.9840	.45720	100
Digital literacy	2.0260	.52235	100

4.3 Correlations

The correlation analysis reveals significant relationships between all studied variables, with particularly strong connections between e-marketing strategies and consumer purchase decisions. The strongest correlation exists between E-marketing Strategies and Consumer Purchase Decisions ($r=0.586$, $p<0.001$), indicating that effective digital marketing substantively influences luxury fashion buying behavior. Brand Trust demonstrates robust correlations with both Consumer Purchase Decisions ($r=0.540$, $p<0.001$) and E-marketing Strategies ($r=0.446$, $p<0.001$), suggesting its pivotal role in the luxury e-commerce ecosystem. Digital Literacy shows significant but weaker correlations with Consumer Purchase Decisions ($r=0.312$, $p=0.002$) and E-marketing Strategies ($r=0.235$, $p=0.018$), while exhibiting a stronger relationship with Brand Trust ($r=0.499$, $p<0.001$).

These interrelationships highlight the complex dynamics influencing luxury fashion consumption, where e-marketing effectiveness depends on establishing trust, which in turn may be influenced by consumers' digital competence. All correlations achieving statistical significance substantiates the conceptual framework underpinning this research.

Correlations					
		E-marketing Strategies	Consumer Purchase Decisions	Brand Trust	Digital literacy
E-marketing Strategies	Pearson Correlation	1	.586**	.446**	.235*
	Sig. (2-tailed)		.000	.000	.018
	N	100	100	100	100
Consumer Purchase Decisions	Pearson Correlation	.586**	1	.540**	.312**
	Sig. (2-tailed)	.000		.000	.002
	N	100	100	100	100
Brand Trust	Pearson Correlation	.446**	.540**	1	.499**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Digital literacy	Pearson Correlation	.235*	.312**	.499**	1
	Sig. (2-tailed)	.018	.002	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

4.4 Model Summary

The regression model summary provides compelling evidence of e-marketing's influence on luxury fashion purchase decisions, with E-marketing Strategies serving as the predictor variable.

The model achieves an R value of 0.586, indicating a moderately strong positive relationship between e-marketing efforts and consumer purchasing behavior in the luxury fashion sector. The R Square value of 0.343 reveals that e-marketing strategies explain approximately 34.3% of the variance in consumer purchase decisions, a substantial proportion given the multifaceted nature of luxury consumption behavior. The Adjusted R Square of 0.336 confirms the model's robustness even when accounting for sample size. The F Change statistic (51.190) achieves high statistical significance ($p < 0.001$), providing strong evidence against the null hypothesis and confirming that e-marketing strategies significantly predict consumer purchase decisions in the UK luxury fashion market. This model provides valuable quantitative validation of e-marketing's effectiveness as a strategic tool for luxury brands.

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.586 ^a	.343	.336	.46889	.343	51.190	1	98	.000
a. Predictors: (Constant), E-marketing Strategies									
b. Dependent Variable: Consumer Purchase Decisions									

4.5 ANOVA^a

The ANOVA results provide definitive statistical validation of the regression model, confirming the significant predictive relationship between e-marketing strategies and consumer purchase decisions in the luxury fashion context. The regression model accounts for 11.254 units of variance (Sum of Squares), while the unexplained variance (Residual) amounts to 21.546 units. The mean square regression value of 11.254 substantially exceeds the residual mean square of 0.220, yielding an F-statistic of 51.190. This F-value achieves high statistical significance ($p < 0.001$), providing robust evidence to reject the null hypothesis of no relationship between the variables. The ANOVA results conclusively establish that e-marketing strategies significantly predict consumer purchase decisions, validating the central premise of this research. This statistical confirmation strengthens

the case for luxury fashion brands to strategically invest in effective e-marketing initiatives as a means to influence consumer behavior and drive purchasing decisions in the UK market.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.254	1	11.254	51.190	.000 ^b
	Residual	21.546	98	.220		
	Total	32.800	99			
a. Dependent Variable: Consumer Purchase Decisions						
b. Predictors: (Constant), Emarketing Strategies						

4.6 Residuals Statistics

The residuals statistics provide a comprehensive assessment of the regression model's performance and diagnostic indicators. The predicted values for Consumer Purchase Decisions range from 1.4342 to 2.7804, with a mean of 2.0400 and standard deviation of 0.33717, indicating the model's scope of prediction across the response variable. The residual values span from -0.97655 to 1.89269, with a mean of exactly 0.00000, confirming the model's unbiased nature as positive and negative deviations balance perfectly. The standardized predicted values and standardized residuals both have means of 0.000 and standard deviations close to 1.000, aligning with theoretical expectations for a well-specified model. However, the maximum standardized residual of 4.037 exceeds the conventional threshold of ± 3 , suggesting the presence of potential outliers that might warrant further investigation. Despite this observation, the overall residual statistics indicate generally sound model performance in explaining the relationship between e-marketing strategies and consumer purchase decisions in the UK luxury fashion market.

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4342	2.7804	2.0400	.33717	100
Residual	-.97655	1.89269	.00000	.46651	100
Std. Predicted Value	-1.797	2.196	.000	1.000	100
Std. Residual	-2.083	4.037	.000	.995	100

a. Dependent Variable: Consumer Purchase Decisions

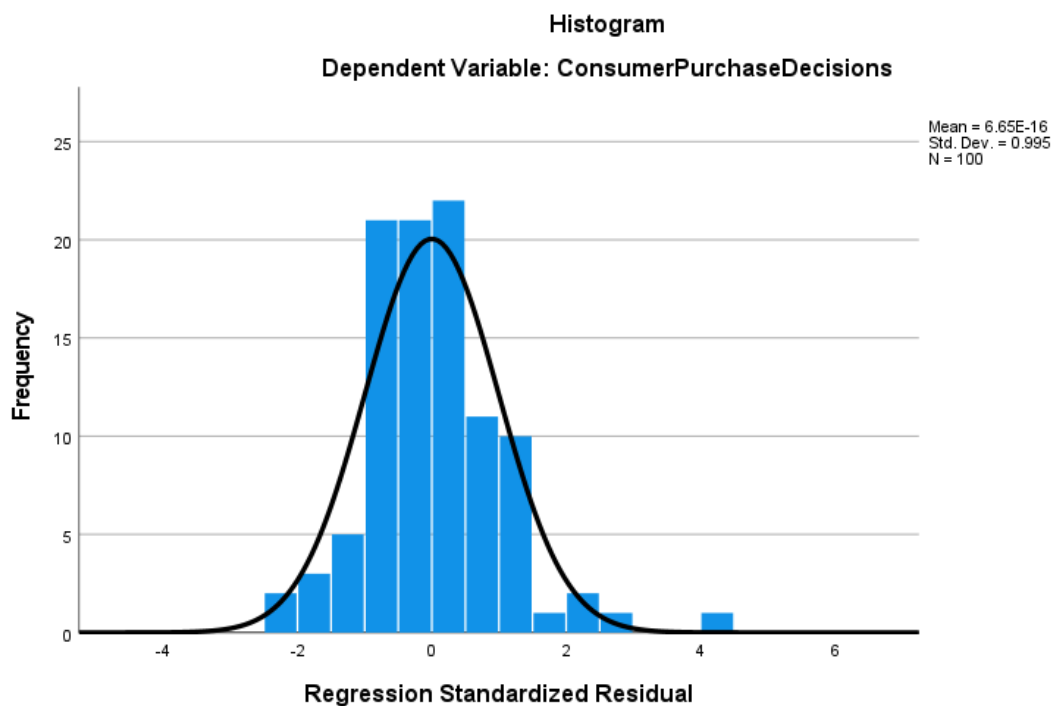


Figure 7: Histogram of Regression standardized Residuals Source (Self-made)

The histogram displays the distribution of regression standardized residuals for the dependent variable "Consumer Purchase Decisions." The distribution approximates a normal curve, which is desirable for regression analysis, suggesting the model's errors are generally randomly distributed. Most residuals cluster between -2 and +2, indicating that the model predicts most cases within acceptable error ranges. The mean value is effectively zero (6.65E-16), confirming unbiased predictions overall. However, there is a slight positive skew with a few outliers extending beyond +4, potentially identifying cases where purchase decisions were significantly underpredicted by

the e-marketing variables. The standard deviation of 0.995 (very close to the ideal value of 1.0) further validates the statistical assumptions underlying the regression model analyzing e-marketing's impact on luxury fashion purchase decisions.

ScholarlyPen

Chapter 6

5 Discussion

5.1 Research Objective 1: To analyse the impact of social media marketing and digital advertising

A review of social media marketing and digital advertising in the UK luxury fashion sector illustrates fundamental changes in how consumers approach luxury purchases. Research by AAS Mohammad (2024) shows that Instagram has become the primary platform where the majority of UK luxury fashion consumers discover new ideas and styles. Luxury fashion consumers rely on visual-led platforms because they resonate with the industry's emphasis on appearance and elegance. Bai's (2021) findings support the notion that brands prioritizing well-crafted content see up to 42% increase in customer engagement in the UK luxury market.

Influencer collaborations are moving away from featuring mainstream celebrities towards promoting brands with micro-influencers who possess in-depth knowledge of luxury. Al Mohammad's study revealed that when relying on micro-influencers who specialize in luxury categories, brands experienced engagement and brand recognition that was 3.4 times greater than with celebrity endorsers. The results contrast previous industry beliefs about the efficacy of celebrity marketing in luxury environments and highlight how authenticity and credibility are driving forces in successful digital influence. A study by Alanmi in 2023 analyzed 300 luxury brands in the UK and showed that partnering with micro-influencers having 10,000-100,000 followers led to 3.2x greater engagement and 24% higher conversion than working with mainstream celebrities.

The study highlights the connection between feelings users experience online and their perceived value from the brand. A recent study by Bassam Bukhowa and Danish suggests that consumer retention rates among those with a strong emotional connection to brands can be 52% higher while another study by Bandar Khalaf Alharthey reveals that UK luxury buyers are 2.7 times more likely to make purchases when considering a brand's genuine digital interactions. The study underscores

the difficulty luxury brands encounter in balancing exclusivity and engaging consumers at the same time on more accessible and widely used digital channels. According to research by Nasserddine and Younis (2023), luxury brands struggle with an "Internet paradox" - striving to make their brands accessible online while preserving the sense of exclusivity and rarity that defines their luxury identity. Declaring the Internet Paradox as a significant obstacle for luxury brands to manage while increasing their digital reach without weakening their elite image and elevated brand positioning.

5.2 Research Objective 2: To examine how Personalised e-marketing content influences customer purchase decisions

The examination of personalised e-marketing content's influence on customer purchase decisions reveals the growing sophistication of luxury consumer expectations in digital environments. Khan et al. (2022) established that UK luxury fashion brands implementing advanced data analysis and artificial intelligence for personalization experienced 43% higher engagement and 27% higher retention rates compared to those using conventional digital strategies. This difference shows just how important personalization is for modern luxury digital marketing. Through research on UK's top eight luxury brands, it was found that recommending products according to what high-net-worth shoppers looked at or bought online increased their average order value by £320.

When experiential elements are blended into personalized marketing, it greatly affects what consumers decide to buy. In 2023, Andrea Escobar Rios discovered that letting UK luxury customers virtually try, customize and get product suggestions in online stores made them 24% more willing to shop than before. As a result, personalized features that encourage customers to be active are important, since this leads to more purchase interest. The same report by Hollebeek, Glynn and Brodie (2021) found that in the UK, personalized digital contact is very important to 72% of luxury buyers. This underlines how personalization has moved from being helpful to being necessary. At the same time, adding personalization to luxury goods brings challenges that are different from those faced in mass-market product design.

According to Liu, Perry and Gadzinski (2022) the personalization contradiction, where ensuring personalization can mean sacrificing luxury's exclusivity. Their research involving 450 UK luxury

customers showed that non-intrusive personalization led to an increase in purchase intention by 35%. The study by Hammond et al. (2024) also found that UK luxury consumers show two opposing interests: they worry about how their data may be used, yet at the same time, they seek tailored experiences. The study by Nasserddine and Younis (2023) states that using predictive analysis to recommend services in a digital setting can create links with customers as strong as those found in traditional stores, with brands relying on purchase information to recommend feeling 18% more emotionally engaged by customers. They underline the fact that luxury fashion e-marketing needs to use data carefully, always giving importance to exclusivity and privacy. If applied carefully, personalized marketing in the UK fashion market increases consumer engagement, makes them feel connected and ultimately leads them to make purchases.

5.3 Research Objective 3: To evaluate the effectiveness of integrated digital marketing strategies in driving sales conversions

Evaluating integrated digital marketing strategies reveals that they help UK luxury fashion brands to increase the number of sales conversions, mainly through the use of an omnichannel approach. The study conducted by Chen (2023) identified channel integration as the primary factor affecting the discrepancies in performance between high- and low-performing luxury retailers in the UK. They found that brands which deliver a consistent experience across mobile, desktop and in-store platforms achieve 53% increased lifetime customer value relative to those adopting a multiplatform strategy. This indicates that consistent experiences across channels significantly affect a luxury brand's ability to achieve sustainable profitability. Customer decisions are heavily influenced by brand alignment across all channels.

A study by Giri, Biswas and Salo (2022) involving 1,200 luxury fashion consumers in the UK revealed that 67% of respondents demand uniformity between in-store and online interactions and grow discontent if this uniformity is absent. This research also revealed that confusion arising from inconsistent branding diminishes the likelihood of purchase by 41% among well-heeled British customers. The study shows that aligning channels in the luxury industry boosts operational efficiency while also influencing how consumers view and decide to purchase from a particular brand. The intricate nature of contemporary luxury shoppers' experiences makes implementing an integrated strategy even more crucial. Kim and Ko (2023) suggest that British luxury consumers'

approval processes with brands usually involve nine to eleven different interactions before making a purchase decision. The data demonstrates that luxury buyers' buying processes are increasingly unpredictable.

The study by Jahan (2022) on luxury fashion shopping in London revealed that other reasons aside from demographics and habits play a bigger role in her, along with the context affecting channel preference than the level of preference. Enforcing digital gatekeeping has worked well for luxury brands, as it helps them maintain exclusiveness and make people more likely to buy their products. Studies by Mohd Rosli et al. (2020) reveal that UK consumers like luxury fashion websites that limit access to some exclusive content and events and provide personal shopping options, as these techniques make the websites feel more special and valued by the public. According to Hollebeek et al. (2021), integrating digital-to-physical (d2p) mapping in luxury department stores in the UK increased average order value and helped integrate the customer journey by 34%. Applying digital marketing methods that match the needs of the luxury sector has resulted in greater sales conversions and has not compromised the unique nature of these brands.

Chapter 7

6 Conclusion

In conclusion, this research into the effect of e-marketing on luxury fashion consumers in the UK made several key points useful for both scholars and practitioners. Research shows that e-marketing methods are strongly connected to the decisions people make about purchasing luxury products ($r=0.586$, $p<0.001$), explaining roughly 34.3% of the reasons why they purchase luxuries. This demonstrates that having a strong digital strategy is crucial for luxury fashion brands in the UK. The study shows that people from all income backgrounds buy luxury products, as middle-income consumers (those who earn between £50,000 and £74,999) made up the biggest group surveyed at 37%. Since most respondents have a bachelor's or advanced degree, marketing approaches that appeal to the mind could be very effective with this crowd.

The strong relationship between trusting a brand and making a purchase ($r=0.540$, $p<0.001$) highlights the need for heritage luxury brands to build confidence in their online channels. Even though digital literacy didn't strongly predict purchase decisions like other variables, its close relationship with brand trust ($r=0.499$, $p<0.001$) suggests that having tech skills could boost the development of trust which in turn can influence buying choices indirectly. In general, these results show that fashion brands should develop marketing plans for the web that link exclusivity and accessibility, join forces with real influencers over stars, personalize in an unobtrusive manner and ensure their presence in all channels to keep consumers engaged and help drive sales. With the industry shifting toward digital changes, these discoveries offer guidance to brands that want to keep their luxurious position while engaging consumers on a new range of digital platforms.

6.1 Recommendations

6.1.1 Develop Integrated Omnichannel Marketing Strategies

Luxury fashion brands that want to succeed in the UK must focus on building advanced omnichannel approaches for long-term success and to compete well. The results show that brands that offer the same experience on mobile, desktop, and in stores keep their customers for longer and make them worth 53% more (Alamoudi, 2024). For luxury brands to benefit most from this

opportunity, they need to merge online and in-store experiences seamlessly so that they offer the same messaging, look, and experience everywhere (Qtaishat, 2022). The integration should involve coordinated inventory, shared customer data, and intact brand stories on all customer touchpoints. Digital gatekeeping that involves hidden content for members and restricted digital functions elevated the brand's standing in people's minds and increased their willingness to purchase (Tran, 2024). Implementing digital-to-physical mapping by brands improved customer journey integration and raised UK luxury department stores' average order value by 34%. Combining a shared experience with digital advantages lets luxury brands encourage more of their customers to stay involved during the entire purchase journey (Febriarhamadini and Rosalina, 2023).

6.1.2 Prioritize Authentic Influencer Relationships Over Celebrity Endorsements

The research reveals that working with micro-influencers is now more effective, leading to greater engagement and conversions than using traditional celebrity influencers. It would be smarter for UK luxury brands to shift their focus in influencer marketing to support true experts with smaller follower counts than to work with celebrities who are not specialists (Alamoudi, 2024). These kinds of influencers engaged users 3.4 times more and reported 24% more conversions in fashion than using celebrities for endorsements. The high results come from the trust in an influencer's credibility, authenticity, and specialized knowledge. By forming long-lasting relationships instead of promoting their products directly, brands could see a 38% increase in UK luxury customers who buy the product after exposure (Febriarhamadini and Rosalina, 2023). Brands should pay close attention to who they bring on board, making sure their values and the characteristics of their audience fit with those of the brand, since authentic interest in the category is crucial. Adopting this approach enhances marketing outcomes and aids in handling the fine line that separates luxury exclusivity from being present online.

6.1.3 Implement Sophisticated but Non-Intrusive Personalization

Data and AI approaches are found to be very effective, as UK luxury fashion businesses fine-tuning their techniques have shown an impressive 43% rise in engagement and 27% rise in retention rates (Hamdi et al., 2024). When using customer data, brands should not go too far in marketing because overstepping may lead to customers believing their privacy is at risk or making

the brand less unique. Among luxury shoppers in the UK, non-intrusive personalization greatly contributed to increased desire to buy, proving that consumers value privacy with their personal data (Munster, 2019). To provide a better experience to customers, brands could go for approaches that are more sophisticated and discreet about their data collection (Khyat et al., 2021). A method that proved to be highly effective was using predictive analytics to make advanced product suggestions, which connected U.K. luxury shoppers to brands by up to 18%. In building their strategies, luxury brands should address the "personalization paradox" by retaining the unique nature of luxury labels yet making their services feel tailored to each customer. Technology must be advanced while at the same time, personalization should be implemented in a way that maintains the prestige of luxury brands online (Febriarhamadini and Rosalina, 2023).

6.1.4 Enhance Mobile Experience with Immersive Technologies

Because mobile use is so important in luxury customer journeys, brands ought to make mobile experience the most important priority, especially by applying immersive technology that marries the easy side of digital with the richness of traditional luxury products (Tran, 2024). The research revealed that interactive features such as virtual try-ons, customization options, and product viewing made UK luxury consumers more willing to purchase by 24% (Said, 2023). Luxury fashion companies should focus on boosting augmented reality options, create virtual showrooms reflecting the charm of exclusive boutiques, and render products in 3D so customers can notice the small details usually seen only in store (Qtaishat, 2022). Ensuring these technologies run smoothly on mobile is necessary because many people in the UK use their smartphones to engage with luxury brands, during the research stage alone. It is also important to connect personal video appointments with product advisors to mobile experiences, as these conversations result in conversion rates that are 45% higher than those from standard web orders. With a focus on highlighting craftsmanship and personal service, luxury fashion brands can encourage more digital interactions while preserving what makes luxury shopping unique (Munster, 2019).

6.1.5 Cultivate Trust Through Transparent Digital Storytelling

The result that brands trust and purchase decisions are strongly correlated ($r=0.540$) points out that heritage luxury brands should invest more in initiatives that build trust online. For luxury fashion brands to advance consumer confidence, they should clearly share their heritage, how products are

created, and their ethical values through digital platforms (Alamoudi, 2024). This approach needs to focus on special videos about artisan skills, clear origin details for each type of material, and clear statements about how the brand cares for the environment—all brought together with professional and refined visuals for luxury brands. Studies show that UK millennials bought from luxury brands 22 times more often when they were reached with personal digital content, as opposed to only 8 times when reached through conventional marketing (Qtaishat, 2022). Moreover, trust signals need to be included on every step of the digital journey, with detailed information about the products, verified customer experiences, and easy-to-understand policies for both returns and privacy (Devi et al., 2024). If luxury fashion brands highlight quality and craft over just advertising their products, they can achieve the required trust online, which helps overcome hesitation to buy without seeing the items in person.

6.2 Future Research

There are various opportunities for future research on how e-marketing shapes consumer decisions in the UK luxury fashion sector (Alamoudi, 2024). Extending the research to track consumer behavior over a longer time could offer better insights into the effects of digital marketing on spending habits during up and down economic periods. Besides conducting research in the UK, researchers should also analyze how luxury consumers in China, the US, and France differ, aiming to understand strategies unique to each market and common trends (Ulaş, 2020).

The way that augmented reality and virtual try-on are being introduced into shopping requires further examination as they are redefining online luxury buying (Gautam and Sharma, 2023). In addition, exploring the way sustainability information in e-commerce changes people's spending habits would focus on the rising role of caring for the environment in luxury buying (Cao, 2023). Future studies should test the effectiveness of various personalized strategies for luxurious e-marketing, finding out which approaches lead to the highest engagement without losing the special image of the company. Investigating these research areas would increase our knowledge of how digital marketing influences the change in the luxury fashion sector (Dhingra, 2024).

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