

**SOCIAL MEDIA MARKETING AND PURCHASE INTENTION ON FANCY  
PRODUCTS**

A Dissertation submitted to the Office of the Dean, Faculty of Management in partial  
fulfillment of the requirements for the Master's Degree

by

Kanchan Dhital

Exam Roll No. 13447/19

TU Regd. No. 7-3-39-1487-2018

Campus Roll No: 3988/075

Shanker Dev Campus

Group: Marketing

Kathmandu Nepal

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## **Certification of Authorship**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “SOCIAL MEDIA MARKETING AND PURCHASE INTENTION ON FANCY PRODUCTS”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

.....

Kanchan Dhital

Date :

## Report of Research Committee

Mr. Kanchan Dhital has defended research proposal entitled “Social media marketing and purchase intention on Fancy products successfully”. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Asso. Prof. Dr. Suman Kamal Parajuli and submit the thesis for evaluation and viva voce examination.

.....  
Asso. Prof. Dr. Suman Kamal Parajuli  
Dissertation Supervisor

Dissertation Proposal Defended Date:

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Dissertation Submitted Date:

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.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Head, Research Committee

Dissertation Viva Voce Date:

.....

## **Approval Sheet**

We have examined the dissertation entitled “Social media marketing and purchase intention on Fancy products successfully” presented by Kanchan Dhital for the degree of Master of Business Studies. We hereby certify that the dissertation is acceptable for the award of degree.

.....  
Asso. Prof. Dr. Suman Kamal Parajuli  
Dissertation Supervisor

.....  
Internal Examiner

.....  
Internal Expert

.....  
External Expert

.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Chairperson, Research Committee

.....  
Joginder Goet  
Acting Campus Chief

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Kanchan Dhital

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## **Abbreviations**

CE:	Consumer Engagement
CI:	Consumer Intentions
DV:	Dependent Variable
FB:	Facebook
H1:	Hypothesis 1
H2:	Hypothesis 2
H3:	Hypothesis 3
IG:	Instagram
IV:	Independent Variable
LUX:	Luxury Goods
PEOU:	Perceived Ease of Use
PPI:	Purchase Intention
PU:	Perceived Usefulness
SM:	Social Media
SMM:	Social Media Marketing
TAM:	Technology Acceptance Model
TPB:	Theory of Planned Behavior
YT:	YouTube

## **Abstract**

This study looks into a niche area with little research: how social media marketing affects Fancy product purchase intentions. Businesses have been able to build trust, loyalty, and engagement with their customers through social media sites like Facebook, Instagram, and YouTube. The study discovered that social media marketing strategies like personalized content, partnerships with influencers, and interactive engagement have a big effect on how people buy Fancy-friendly products.

The Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) are used to look at how attitudes, subjective norms, and how easy something is thought to be to use affect people's plans to buy. An analysis of real data shows that consumer engagement is a link between social media marketing strategies and plans to buy. People's willingness to buy luxury Fancy products is also affected by how much they trust brands.

When social media marketing is done right, it can increase community and consumer value, which makes people more likely to buy. This study suggests that marketing that focuses on Trust and Engagement may work better when aimed at Fancy-oriented consumers. This study adds to the body of research on social media marketing and helps companies improve their marketing plans in a tough market.

# CHAPTER I:

## INTRODUCTION

### 1.1 Background of the Study

Social media has revolutionized the way businesses and consumers interact, transforming marketing landscapes with its dynamic and interactive capabilities. Platforms like Facebook, Instagram, and YouTube have evolved beyond mere communication tools to become powerful channels for marketing, branding, and customer engagement. These platforms allow businesses to create tailored campaigns that reach specific demographics, enabling more meaningful connections and greater customer loyalty (Moore et al., 2017).

The global reliance on social media marketing stems from its ability to merge creativity, data analytics, and engagement strategies. Unlike traditional marketing, which is often unidirectional, social media marketing fosters two-way communication between businesses and customers. It enables customers to provide instant feedback, share experiences, and even co-create brand content. For niche markets such as Fancy products—household items, baby products, and parenting essentials—this interactive marketing approach is especially vital. These products are often purchased with significant emotional and practical considerations, requiring trust, safety, and reliability as core components of the marketing strategy. Social media marketing strategies have gained traction for their ability to shape consumer preferences and behaviors. Fancy products, designed to cater to the needs of families and households, require more than just aesthetic appeal; they demand consumer trust built through consistent communication and validation. Trust-building is critical for businesses in this sector because purchases are frequently influenced by personal recommendations, online reviews, and user testimonials, often shared on social platforms. A single positive review or recommendation from an influencer can significantly enhance the credibility of a brand, thereby increasing purchase intentions among potential customers.

Moreover, social media's advanced targeting capabilities make it particularly effective for reaching audiences interested in Fancy products. Algorithms analyze

user behavior, preferences, and interests to deliver personalized advertisements and content. For example, a parent searching for baby products online may soon encounter tailored social media ads promoting safety-tested strollers or organic baby food. This level of personalization not only increases the likelihood of purchase but also strengthens the consumer's emotional connection to the brand. Recent trends indicate a growing dependence on influencer marketing within the Fancy product sector. Influencers with expertise in parenting, home organization, or lifestyle are trusted voices for their followers. Their endorsements lend authenticity and relatability to brands, making them a cornerstone of social media marketing strategies. Additionally, user-generated content such as reviews, photos, and videos shared by satisfied customers further reinforces the brand's credibility and encourages others to engage with it.

The interactive nature of social media platforms provides opportunities for brands to foster community-building. Dedicated online communities where customers can discuss their experiences with Fancy products create a sense of belonging and mutual trust. For families, who often value safety and shared experiences, these communities become critical touchpoints for information, validation, and support. In this context, businesses must understand the dynamics of social media marketing to leverage its full potential. Analyzing how these strategies influence consumer behavior, particularly for Fancy products, is essential for improving marketing effectiveness. While much research has been conducted on social media's role in promoting general consumer goods, its application to niche markets, such as Fancy products, remains underexplored. Addressing this gap will provide actionable insights for marketers and enhance customer experiences by aligning marketing strategies with consumer needs. This study delves into the impact of social media marketing on the purchase intentions of Fancy products. By exploring key strategies like influencer partnerships, targeted advertisements, and content personalization, it aims to uncover the factors that drive consumer trust, engagement, and loyalty. The findings of this research are expected to aid businesses in creating more impactful and emotionally resonant marketing campaigns tailored to their unique audience.

## 1.2 Problem Statement

The rapid growth of social media platforms has reshaped the marketing landscape, offering businesses unprecedented opportunities to engage with their target audiences. For companies specializing in Fancy products—household items, parenting essentials, and baby products—social media marketing provides a dynamic avenue to influence consumer decisions. However, while significant research has been conducted on social media marketing and its impact on general consumer goods, there remains a critical knowledge gap in understanding its effects on niche markets, particularly Fancy products. Fancy products are often purchased based on emotional and practical considerations, such as safety, reliability, and trust. Families, the primary consumers of these products, frequently rely on recommendations, reviews, and word-of-mouth endorsements from other families or trusted influencers. Despite this unique dynamic, there is limited research exploring the specific social media marketing strategies that resonate with this audience. Consequently, businesses targeting Fancy-oriented consumers lack evidence-based insights to design effective marketing campaigns that align with their audience's needs and preferences.

The lack of understanding regarding the factors that influence purchase intentions for Fancy products on social media has implications for both businesses and consumers. Companies may miss opportunities to build trust and foster meaningful engagement, resulting in underperforming campaigns. Meanwhile, consumers may encounter irrelevant or ineffective marketing, reducing their confidence in the brand. This study seeks to address these challenges by examining the role of social media marketing in shaping purchase intentions for Fancy products. Specifically, it aims to identify the most effective marketing strategies—such as influencer collaborations, targeted advertisements, and personalized content—that drive consumer engagement and trust. Furthermore, it investigates how these strategies influence consumer attitudes and behaviors in this niche market.

By bridging the knowledge gap, this research will enable businesses to create more impactful marketing campaigns tailored to the unique needs of Fancy product consumers. It will also contribute to the academic understanding of how social media marketing functions in niche markets, offering insights that can be applied across similar industries.

### **1.3 Rationale of the Study**

Businesses, especially high-end brands, count on social media to help people find their products and get involved with them (Evans et al., 2021). A lot of research has been done on social media marketing in other areas, but not much is known about how it affects people who want to buy Fancy products. When it comes to the safety and well-being of children and loved ones, Fancy goods require more emotional involvement, which makes it harder to make decisions. The widespread adoption of social media as a marketing tool has fundamentally transformed how businesses connect with their customers. In particular, Fancy products—household essentials, parenting items, and baby products—represent a niche market where trust, reliability, and emotional connection play pivotal roles in influencing purchase decisions. However, despite the growing reliance on social media marketing in this sector, there remains a lack of focused research on its specific impact on consumer behavior and purchase intentions for Fancy products. This study is essential to address this gap. Social media platforms such as Facebook, Instagram, and YouTube are now integral to the marketing strategies of high-end and family-oriented brands. These platforms provide businesses with the ability to target specific audiences using advanced algorithms and tailored content. For Fancy products, which often involve high-stakes purchasing decisions related to family safety, well-being, and convenience, the effectiveness of social media marketing strategies requires deeper investigation. While broad studies have examined the general impact of social media marketing on consumer behavior, few have explored its unique implications in this emotionally charged market. The study is particularly relevant for businesses aiming to enhance their marketing efforts in the Fancy product industry. By analyzing key strategies such as influencer marketing, community-driven content, and personalized advertising, this research will provide actionable insights for marketers. For instance, influencer partnerships are a cornerstone of social media marketing, yet their success in building trust and driving engagement within the Fancy product market remains underexplored. Understanding how these and other strategies resonate with the target audience will enable businesses to optimize their campaigns for greater impact.

From a consumer perspective, the study will shed light on the elements of social media marketing that build trust, engagement, and loyalty. Families, the primary consumers of Fancy products, often seek assurance regarding the safety, reliability,

and quality of these items. By identifying the specific factors that influence consumer attitudes, this research will contribute to creating more transparent and trustworthy marketing practices. Moreover, this study aligns with the broader need for businesses to adopt consumer-centric approaches in their digital marketing efforts. As social media continues to evolve, so too do consumer expectations for meaningful and authentic interactions with brands. For companies in the Fancy product sector, meeting these expectations requires a nuanced understanding of how social media marketing strategies can foster trust and emotional connection. Academically, this research contributes to the limited body of literature on social media marketing in niche markets. It provides a foundation for future studies to explore the intersection of emotional and practical considerations in consumer decision-making, particularly for products that prioritize safety, well-being, and family values. Additionally, it offers valuable insights into the role of social media in shaping consumer behavior, extending its implications to other industries with similar dynamics.

In summary, this study is vital for addressing the knowledge gap surrounding social media marketing in the Fancy product market. By exploring its impact on purchase intentions, trust, and engagement, the research will help businesses design more effective campaigns while enhancing consumer experiences. This dual benefit ensures that both businesses and consumers derive greater value from their interactions on social media platforms.

#### **1.4 Objectives of the Study**

- i. To examine the role of social media marketing in influencing purchase intention on fancy products.
- ii. To identify key social media marketing strategies that effectively enhance consumer trust and engagement.
- iii. To analyze consumer attitudes towards fancy products promoted via social media platforms.

#### **1.5 Research Questions**

- i. How does social media marketing influence the purchase intention on Fancy products?

- ii. What are the most effective social media marketing strategies for promoting Fancy products?
- iii. How do consumers perceive social media advertisements for Fancy products?

## **1.6 Research Hypotheses**

### **i. H1: Social media marketing strategies have a significant positive impact on consumers' purchase intention on Fancy products.**

This hypothesis tests whether exposure to social media marketing tactics, such as targeted ads and influencer endorsements, positively influences the likelihood of consumers purchasing Fancy products.

### **ii. H2: Consumer engagement mediates the relationship between social media marketing strategies and purchase intention on Fancy products.**

This hypothesis proposes that consumer engagement (e.g., likes, shares, comments) acts as an intermediary variable that enhances the effect of social media marketing on purchase intention.

### **iii. H3: Trust in the brand or product mediates the relationship between social media marketing strategies and purchase intention on Fancy products.**

This hypothesis suggests that trust, developed through social media marketing efforts, mediates the influence of these strategies on the purchase intention on Fancy products.

## **1.7 Significance of the Study**

The significance of this study lies in its potential to provide valuable insights for businesses, marketers, consumers, and academic researchers. As social media continues to dominate the marketing landscape, understanding its impact on niche markets, such as Fancy products, is essential for driving effective marketing strategies, enhancing consumer trust, and fostering meaningful engagement.

### **i. For Businesses and Marketers**

This study provides actionable insights for businesses specializing in Fancy products, such as household items, parenting essentials, and baby products. These products often require emotional connection and trust to persuade consumers to make purchasing decisions. By identifying the most effective social media marketing strategies, such as personalized advertisements, influencer collaborations, and community-driven campaigns, the study equips marketers with tools to craft tailored and impactful campaigns. For marketers, understanding the nuances of consumer behavior in this niche market will allow them to design campaigns that go beyond general strategies. The findings will help businesses optimize their content to build trust, increase engagement, and ultimately drive sales. Companies can also leverage the results to make data-driven decisions on resource allocation, choosing the social media platforms and strategies that resonate most with their target audience.

### **ii. For Consumers**

From a consumer perspective, the study highlights how social media marketing influences trust, engagement, and decision-making on fancy products. Families, who prioritize safety, reliability, and quality, often rely on brand transparency, influencer endorsements, and peer reviews. By exploring these factors, the study contributes to creating more consumer-centric marketing practices. The research will empower consumers by shedding light on how brands engage with them through social media, enabling them to make more informed and confident purchasing decisions. As businesses adopt more transparent and authentic marketing approaches, consumers can benefit from interactions that prioritize their needs and values.

### **iii. For Academic Research**

This study contributes to the growing body of literature on social media marketing by focusing on its role in a specific, underexplored market segment. While much research has been conducted on social media's influence on general consumer goods, this study fills a gap by exploring its impact on Fancy products—a market where emotional and practical considerations are paramount. The findings will serve as a foundation for future academic inquiries into niche markets and the emotional dynamics of consumer behavior. The study also adds to the understanding of how trust and engagement mediate the relationship between marketing strategies and

purchase intentions, offering theoretical and practical implications for researchers in marketing and consumer behavior.

#### **iv. For Policy and Strategy Development**

The insights gained from this study can inform the development of ethical and effective social media marketing practices. By identifying strategies that resonate with consumers, businesses can prioritize approaches that build long-term relationships rather than focusing solely on short-term sales. This aligns with broader trends toward responsible and sustainable marketing, particularly in industries that serve families and prioritize safety and well-being. In conclusion, this study is significant for its ability to provide a comprehensive understanding of how social media marketing shapes purchase intentions on fancy products. Its findings will help businesses refine their strategies, enhance consumer experiences, and contribute to academic research in marketing and consumer behavior. Ultimately, the study benefits both the business and consumer communities by fostering more authentic and impactful digital interactions.

### **1.8 Delimitations of the Study**

This study focuses on understanding the impact of social media marketing on the purchase intentions of Fancy products, including household essentials, parenting items, and baby products. To maintain a clear and manageable scope, the research is defined by the following delimitations:

#### **i. Platforms of Focus**

The study will examine social media platforms that are most commonly used for marketing Fancy products: Facebook, Instagram, and YouTube. These platforms are chosen because of their widespread adoption, advanced targeting capabilities, and the diversity of content they support, such as videos, images, and live interactions. Other platforms like Twitter, Pinterest, or TikTok are excluded to maintain focus and ensure depth in analysis.

#### **ii. Geographic Scope**

The research will focus on consumers within a specific geographic region. This limitation is necessary to account for cultural, economic, and social factors that

influence consumer behavior. The findings will reflect the attitudes and behaviors of the chosen population and may not be fully generalizable to other regions with different socio-economic dynamics.

### **iii. Product Categories**

The study is restricted to Fancy products, specifically those aimed at families, such as parenting essentials, baby products, and household items. It does not cover other luxury or niche products outside of this category, as the focus is on products that require high levels of trust, safety, and emotional connection in purchase decisions.

### **iv. Marketing Strategies**

The research will primarily explore targeted advertisements, influencer marketing, and content personalization as key social media marketing strategies. Other digital marketing techniques, such as email campaigns, search engine marketing, or traditional media advertisements, are beyond the scope of this study.

### **v. Time Frame**

The study will analyze current and recent social media marketing trends within the past three years. Older data is excluded to ensure the findings remain relevant to the rapidly evolving digital marketing landscape.

### **vi. Consumer Focus**

The research will focus on families and individuals who actively use social media and are potential consumers of Fancy products. Non-users of social media or consumers who make purchasing decisions based solely on offline influences are not included in the study.

### **vii. Measurement of Engagement**

Consumer engagement will be assessed through metrics such as likes, comments, shares, and direct interactions with social media content. While offline interactions and other forms of engagement are valuable, they are not within the scope of this study.

By clearly defining these delimitations, the study ensures a focused and in-depth analysis of the role of social media marketing in influencing purchase intentions on

fancy Products. However, these boundaries also mean that the findings should be interpreted within the context of these constraints and may not be universally applicable.

## **1.9 Definition of Key Terms**

### **i. Social Media Marketing:**

Social Media Marketing refers to the use of social media platforms such as Facebook, Instagram, YouTube, and other online channels to promote products, services, or brands. This form of marketing leverages the interactive and community-driven nature of social media to engage directly with target audiences, build brand awareness, and drive consumer actions such as purchases, shares, or recommendations.

Social media marketing typically involves:

- **Content Creation:** Developing tailored and visually appealing posts, videos, stories, or advertisements to capture the attention of a specific audience.
- **Targeted Advertising:** Using the advanced targeting capabilities of platforms to reach users based on demographics, interests, and online behaviors.
- **Engagement Strategies:** Encouraging interactions such as likes, shares, comments, and messages to foster trust and brand loyalty.
- **Influencer Partnerships:** Collaborating with influential social media personalities who can promote products to their followers, enhancing credibility and reach.
- **Analytics and Feedback:** Monitoring performance metrics to optimize campaigns and gather insights into consumer preferences and behavior.

Social media marketing stands out from traditional marketing because of its two-way communication, allowing consumers to actively participate in brand conversations. This real-time interaction fosters a sense of connection, making it particularly effective in industries that rely on trust and emotional engagement, such as Fancy products for families.

**ii. Purchase Intention:**

Purchase Intention refers to the likelihood or willingness of a consumer to buy a specific product or service based on their perceptions, attitudes, and external influences. It is a crucial concept in consumer behavior, reflecting the psychological and decision-making processes that precede an actual purchase.

Purchase intention is influenced by various factors, including:

- **Marketing Efforts:** The effectiveness of advertising, promotional campaigns, and product visibility.
- **Consumer Trust:** The degree of confidence a consumer has in a brand or product's reliability and value.
- **Emotional Appeal:** The extent to which a product resonates with the consumer's needs, preferences, or values.
- **Social Influence:** Recommendations from peers, reviews, or endorsements by trusted influencers or family members.
- **Product Attributes:** Features such as quality, safety, affordability, and functionality.

In the context of Fancy products, purchase intention is heavily reliant on trust, emotional connections, and perceived benefits. Families making decisions about parenting items or household essentials often evaluate the product's suitability and long-term value, influenced significantly by social media marketing strategies. Measuring purchase intention helps businesses understand how their efforts impact consumer decisions and guides the development of more effective marketing campaigns.

**iii. Fancy Products:**

Fancy Products refer to premium or specialized goods designed to meet the unique needs and preferences of families, particularly those focused on parenting, child care, and household management. These products prioritize quality, safety, reliability, and functionality, often catering to consumers who value convenience, trust, and emotional assurance in their purchasing decisions.

Examples of Fancy products include:

- **Parenting Essentials:** Items such as strollers, baby monitors, and feeding equipment that ensure child safety and ease of care.
- **Child Care Products:** Diapers, toys, and educational tools designed to support child development and well-being.
- **Household Items:** Premium home goods like air purifiers, high-quality cleaning tools, and smart appliances that enhance family comfort and convenience.

Fancy products are often marketed as solutions that add value to family life by saving time, improving safety, and fostering a nurturing environment. As these products tend to require a significant emotional and financial investment, consumers are influenced by factors such as product reviews, peer recommendations, and social media endorsements. Businesses must emphasize trust, innovation, and long-term usability to appeal to this discerning market segment effectively.

#### **iv. Consumer Engagement:**

Consumer Engagement refers to the interactions and emotional connections between consumers and a brand through various channels, particularly on social media platforms. It reflects the degree to which consumers actively participate in brand activities, express opinions, and demonstrate loyalty through actions such as liking, commenting, sharing, or direct messaging.

Key aspects of consumer engagement include:

- **Interactive Communication:** The two-way exchange between a brand and its audience, such as responding to comments or participating in discussions.
- **Content Sharing:** Consumers sharing brand content with their networks, amplifying reach and credibility.
- **Feedback and Reviews:** Providing opinions about products or services, which helps shape brand perception and trust.
- **Community Building:** Joining brand communities or groups to engage with other consumers who share similar interests or values.

In the context of Fancy products, consumer engagement is crucial because it fosters trust and loyalty, especially for products that require high emotional involvement. When consumers interact with brands through social media, it not only enhances their purchasing intentions but also transforms them into advocates who influence others in their social circles. For businesses, strong consumer engagement leads to improved brand visibility, enhanced reputation, and sustained customer relationships.

**v. Trust:**

Trust in the context of marketing refers to the confidence that a consumer has in a brand, product, or company. It is the belief that the brand is reliable, honest, and capable of delivering quality products or services that meet the consumer's expectations. Trust is a critical factor in consumer decision-making, particularly for products that require significant emotional or financial investment, such as Fancy products for families.

Key elements of trust include:

- **Credibility:** The perceived honesty and integrity of a brand. Consumers are more likely to trust brands that are transparent, provide accurate information, and avoid misleading advertising.
- **Reliability:** The assurance that a brand will consistently meet expectations in terms of product quality, service delivery, and customer support.
- **Emotional Assurance:** The sense of security that comes from knowing that the brand prioritizes consumer safety and well-being, which is especially important for products aimed at children and families.
- **Social Proof:** Positive reviews, testimonials, and endorsements from other consumers, influencers, or experts that reinforce the trustworthiness of the brand.

In the context of social media marketing, trust is built over time through consistent messaging, customer interaction, and the transparent sharing of product information. For Fancy products, trust is particularly essential as families are often making purchases that affect the safety and well-being of loved ones. Brands that

successfully build trust through social media marketing are more likely to convert engagement into purchase intention and foster long-term loyalty.

**vi. Influencer Marketing:**

Influencer Marketing is a form of social media marketing that involves partnering with influential individuals (known as influencers) who have a large, engaged following on platforms such as Instagram, YouTube, TikTok, and Twitter. These influencers use their credibility and personal brand to promote products or services to their audience, often in a way that feels more authentic and relatable than traditional advertising.

Key elements of influencer marketing include:

- **Influencer Selection:** Choosing the right influencers whose values, interests, and audience align with the brand's target market. Influencers can range from celebrities to micro-influencers with smaller, but highly engaged, followings.
- **Authenticity and Trust:** The effectiveness of influencer marketing lies in the trust influencers have built with their followers. Consumers often view recommendations from influencers as more genuine compared to traditional advertisements.
- **Content Creation:** Influencers create and share content (e.g., reviews, tutorials, unboxing videos, or lifestyle posts) that showcases the product in a way that feels natural and relevant to their audience.
- **Engagement Metrics:** The success of influencer campaigns is often measured by engagement metrics such as likes, comments, shares, and click-through rates, which indicate how well the content resonates with the influencer's followers.

For Fancy products, influencer marketing is particularly impactful because it allows brands to target specific demographic groups, such as parents or families, in an authentic and personalized manner. Consumers are more likely to trust recommendations from influencers they admire or relate to, especially when it comes to products that are perceived to have a significant impact on their families' lives. By leveraging influencers, brands can build credibility, increase consumer

engagement, and ultimately drive purchase intention for high-end, family-focused products.

**vii. Content Personalization:**

Content Personalization refers to the process of tailoring marketing messages, advertisements, and product recommendations to individual consumers based on their preferences, behaviors, and demographics. In digital marketing, this technique involves collecting and analyzing data about users' past interactions, such as browsing history, purchase behavior, social media engagement, and search patterns, to create highly relevant and customized content that resonates with their specific needs and interests.

Key elements of content personalization include:

- **Data Collection and Analysis:** Gathering data from various touchpoints, such as websites, social media, and email interactions, to better understand consumer preferences and behaviors.
- **Tailored Messaging:** Crafting unique messages that address the individual's specific interests, needs, or concerns. This can include personalized emails, targeted ads, or product suggestions that align with the consumer's past behavior or stated preferences.
- **Dynamic Content:** Using adaptive content that changes based on the consumer's actions or engagement. For example, showing personalized ads for a product a user has recently viewed or offering exclusive discounts based on their loyalty.
- **Consumer Segmentation:** Grouping customers into segments based on shared traits (e.g., age, interests, location) and then creating content that speaks directly to those groups' needs, enhancing relevance and engagement.

In the context of Fancy products, content personalization is particularly effective because it allows brands to connect with consumers on a deeper, more individual level. Families, for instance, may appreciate content that speaks to their specific parenting challenges or home safety concerns. By delivering content that aligns with these unique needs, brands can foster greater emotional engagement, trust,

and ultimately, purchase intention. Personalized content not only improves the relevance of marketing efforts but also enhances the consumer experience by making interactions more meaningful and tailored to the audience's expectations.

## **CHAPTER II:**

### **LITERATURE REVIEW**

This study looks at how marketing strategies on social media sites affect people's plans to buy Fancy goods. It uses theories of marketing and models of how people act to show how social media marketing changes the choices people make. The Theory of Planned Behavior (TPB) says that a person's buying intention is affected by their attitudes, subjective standards, and how much control they think they have over their behavior (Ding et al., 2022). For expensive items, these factors can be changed by how well a brand communicates trust, safety, and value on social media. The Technology Acceptance Model (TAM) stresses that how easy and useful people think social media marketing methods are affects their attitudes and plans to buy (Harrigan et al., 2021). People are more likely to feel good about expensive goods and buy them if the ads on social media are simple and full of useful information.

Structure of the conceptual framework:

- i. Social Media Marketing Strategies:** Some important techniques are personalized content, influencer partnerships, interactive elements (like polls and comments), and targeted ads. These strategies are the independent factors in the study.
- ii. Consumer Engagement:** Likes, comments, shares, and other social media interactions with a company. Engagement affects how people think about a brand or product.
- iii. Trust and Perceived Value:** This link is mediated by faith in the brand and Fancy product value. When people believe and value a brand a lot, they are more likely to feel good about it.
- iv. Purchase Intention:** The tendency of consumers to buy expensive items after social media marketing is the dependent variable.

This way lets the study look at how social media marketing affects people's plans to buy as well as how it affects their involvement, trust, and sense of value. It takes a structured look at how companies can use social media to change the way people behave when they buy Fancy products.

## **2.2 Theoretical Framework**

The Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) are the main ideas behind this study. These ideas help explain how social media marketing changes people's plans to buy expensive items.

### **i. Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) posits that consumer behavior is influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. These factors combine to influence behavioral intentions, which then predict actual behavior. The TPB is particularly useful in understanding consumer decisions in both low- and high-involvement product categories, but the way it applies differs depending on the level of involvement.

#### **Low-Involvement Goods:**

For low-involvement goods (e.g., everyday items like toiletries or inexpensive fashion), the consumer decision-making process is generally more straightforward and less deliberative. The TPB model suggests that attitude and subjective norms will have a stronger influence on behavior.

- **Attitude:** Consumers are less likely to spend time deeply analyzing their choices, and are more influenced by simple heuristics, such as perceived ease of purchase or the popularity of the brand.
- **Subjective Norms:** Social media and influencer marketing can sway low-involvement consumers by highlighting what is trending or endorsed by peers.
- **Perceived Behavioral Control:** For low-involvement goods, perceived ease of acquisition (such as ease of online purchasing or availability) can drive purchasing behavior. Consumers feel confident in their ability to make quick decisions, and social media advertising encourages impulse buys with minimal barriers.

#### **High-Involvement Goods:**

For high-involvement goods like Fancy goods (e.g., luxury watches, designer handbags, or bespoke cars), the decision-making process is far more complex, as

these items are typically more expensive, involve higher emotional investment, and reflect an individual's status or identity.

- **Attitude:** High-involvement consumers develop stronger, more detailed attitudes based on the value of the product, the brand's reputation, and alignment with personal values. In this context, attitudes are shaped by deeper emotional or rational considerations (e.g., perceived quality, craftsmanship, and exclusivity).
- **Subjective Norms:** While influencers and celebrities play a role in shaping norms, high-involvement buyers are more selective about the sources of influence. They may rely on experts, reviews, and trusted influencers with genuine credibility in luxury markets.
- **Perceived Behavioral Control:** High-involvement buyers may face more barriers to purchase, such as cost, availability, and exclusivity. These barriers influence their decision-making, leading to longer deliberation periods. Social media marketing in the high-involvement category must therefore emphasize elements like scarcity, exclusivity, and prestige, thus facilitating trust and reducing purchase anxiety.

The TPB is thus applied differently depending on the level of involvement, with more emotional and rational processes influencing high-involvement goods compared to the faster, more socially influenced decisions for low-involvement goods.

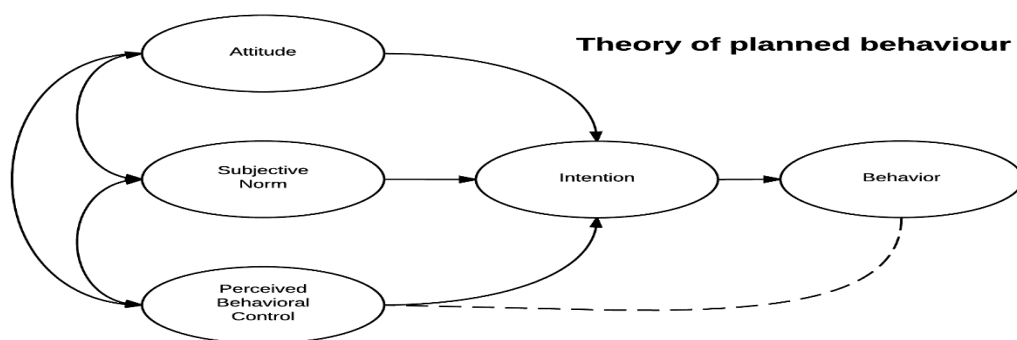


Fig 1: Theory of Planned Behavior

The figure 1 above depicts the theory of planned behavior. The TPB model by Ajzen (1991) is often used to guess how people will act, especially when they have to make

choices (Ajzen, 2020). The TPB says that there are three main things that affect a person's decision to do something, like buy a product:

- **Attitudes:** the success or failure of an action. This study looks at how people feel about Fancy social media items.
- **Subjective Norms:** How much social pressure there is to do or not do something. This is about how a person's Fancy, friends, and social circles affect the Fancy things they buy.
- **Perceived Behavioral Control:** Personal belief in their ability to behave in a certain way. Perceived control in social media marketing refers to how easy it is for customers to get information, connect with the business, and buy things on social media.

According to the TPB, people are more likely to strongly want to buy expensive goods advertised on social media if they like the products, believe that others support them, and have faith in the brand's involvement.

## ii. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) explains user acceptance of new technologies, focusing on perceived ease of use (PEOU) and perceived usefulness (PU). In the context of social media marketing, particularly for high-end products like Fancy goods, TAM provides valuable insights into how interactive features—such as virtual try-ons or live chats—can impact user engagement.

### **Perceived Ease of Use (PEOU) and User Engagement:**

For high-end consumers, ease of use is crucial in driving engagement with interactive social media features. Features like virtual try-ons (which allow consumers to visualize how products like jewelry, watches, or sunglasses might look on them) or live chats (which offer instant communication with brand representatives) must be intuitive and seamless.

If the virtual try-on experience is overly complicated or requires significant technical skills, consumers may disengage quickly. On the other hand, a well-designed, easy-to-navigate experience can lead to increased engagement, as consumers are more likely to explore products further when the technology enhances their shopping experience.

Similarly, live chat features that are easy to use and responsive make it simpler for consumers to interact with brands in real-time. If the interface is user-friendly and the conversation is fluid, this builds a positive perception of the brand and boosts trust, which is essential in the luxury goods market.

### **Perceived Usefulness (PU) and Social Media Features:**

High-end consumers expect digital features to add value to their experience, whether by providing more detailed product information, helping them make a purchase decision, or enhancing their emotional connection with the brand.

Virtual try-ons, for instance, allow users to feel confident in their purchase decision without needing to visit a physical store, making them useful in the high-involvement purchase process. These features address a key concern for high-end buyers: whether the product will meet their expectations.

TAM highlights how ease of use plays a central role in engagement with social media features. When digital tools simplify the shopping journey, they increase consumer confidence, leading to higher levels of interaction and, ultimately, higher purchase intentions.

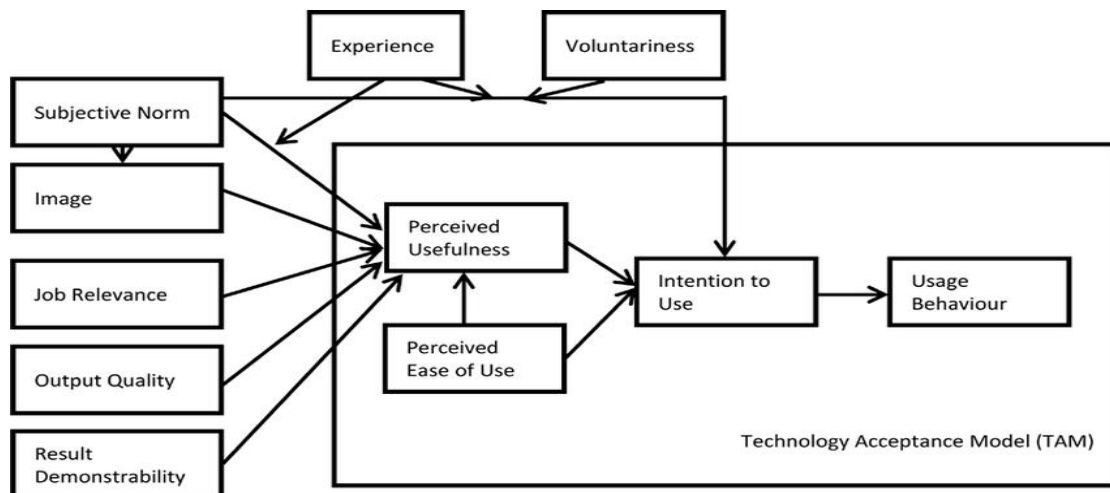


Fig 2: Technology Acceptance Model

The figure 2 above depicts the technology acceptance model. The TAM by Davis (1989) helps us understand how people use new tools like social media (Tripopsakul, 2018). This method focuses on two factors:

- **Perceived Ease of Use:** How consumers think a method or platform is easy to use. This study looks at how easy it is for people to look at information on social media, find Fancy goods that are related, and take part in marketing activities.
- **Perceived Usefulness:** How much a customer thinks a method would help them buy things better. This could be about how social media marketing encourages people to buy nice things by giving them useful information.

The TAM shows that buyers are more likely to like a brand and be more likely to buy it when social media marketing is easy to use and gives them useful information.

### **iii. Integration of TPB and TAM**

This study uses TPB and TAM to show how marketing on social media sites changes the way people use Fancy products. The TPB will talk about how psychological factors affect what people want, while the TAM will talk about how technical factors (like how easy something is to use and how useful it is) affect how people think about and interact with social media marketing. This mixed-theory method lets us look into how social media marketing affects people's plans to buy, taking into account their attitudes and how they interact with technology. It helps us figure out what works in social media marketing for high-end goods.

### **Comparing TPB and TAM with the Consumer Decision Journey (CDJ)**

While TPB and TAM focus on the internal processes driving individual behaviors, the Consumer Decision Journey (CDJ) offers a broader framework for understanding how consumers move from awareness to post-purchase evaluation in a more fluid, non-linear way.

- **TPB vs. CDJ:** The Consumer Decision Journey shifts the focus from linear decision-making to a more dynamic, circular model. It recognizes that consumer choices for high-involvement goods are affected by a mix of pre-purchase research, engagement, and post-purchase evaluation. TPB's attitude and subjective norms relate to the evaluation and purchase phases of the CDJ, but TPB doesn't fully capture the complexity of post-purchase behavior or how consumers might revisit their decisions, which is central in the CDJ model.

- **TAM vs. CDJ:** TAM's focus on perceived ease of use and usefulness is crucial in the early engagement phase of the CDJ, especially for brands utilizing interactive social media features. However, CDJ also accounts for ongoing consumer interaction post-purchase, which TAM does not directly address. For high-end products, post-purchase engagement (e.g., sharing the experience on social media or returning for future purchases) plays a critical role in reinforcing brand loyalty.
- **Unique Approach:** This study's approach stands out by integrating both TPB and TAM with the Consumer Decision Journey (CDJ), offering a multi-faceted lens through which to understand consumer engagement with interactive features. While TPB provides insights into the psychological factors that drive purchase intentions, TAM highlights the importance of technology in facilitating seamless engagement, and CDJ provides a comprehensive view of how consumer behavior evolves throughout the entire decision-making process.

### **2.3 Empirical Review**

The role of social media marketing in shaping consumer behavior has been widely explored, with particular attention paid to the impact of social proof and user-generated content (UGC) on purchase decisions. Social proof, a psychological phenomenon where people tend to mirror the actions and behaviors of others, is an essential driver of consumer choices, especially in the context of high-end products such as Fancy goods. This section will summarize additional studies that investigate how social proof and UGC influence consumer behavior, followed by insights from cross-industry research that provide relevant comparisons with the Fancy goods market. There has been a lot of research on the link between social media marketing and wanting to buy something, especially high-end items. This part looks at how people use social media for marketing and how digital platforms affect people's decisions to buy in order to help the current study.

#### **i. Social Media Marketing and Consumer Purchase Intentions**

Several studies have shown that social media marketing affects people's plans to buy. Rahman et al. (2018) found that using social media improves the connection between a brand and a customer and makes the customer more likely to buy. The poll found

that people who use social media are more likely to believe brands and buy their products. Most of the time, this is true for expensive items, where confidence and dependability affect purchases.

McClure and Seock (2020) say that social media advertising has a big effect on how people feel about a company and how likely they are to buy it. The study discovered that visually appealing content, interactive posts, and ads that are specifically made for each person make them more interested and more likely to buy. Personalized marketing campaigns that stress child safety and household effectiveness make people more interested in and loyal to luxury goods.

Study by Chevalier & Goolsbee, 2003: This study explored the impact of online reviews on consumer purchasing behavior in the digital space. It found that positive reviews, particularly those from perceived peers (i.e., other consumers), significantly influenced purchase decisions. For Fancy goods, which typically involve a higher level of risk and uncertainty, seeing others' positive experiences or high ratings can help reduce perceived risk and encourage consumers to make the purchase.

Study by Goldsmith & Horowitz, 2006: This research found that social media endorsements and peer recommendations were crucial in shaping perceptions of luxury brands, particularly when the influencer or recommender was seen as relatable or credible. This effect was especially potent when it came to status-oriented consumers who purchase high-end goods to express social identity and belonging. When potential customers observe that others within their peer groups endorse a brand or product, they are more likely to feel a sense of social validation, which increases the likelihood of a purchase.

Study by Lichtenstein et al., 2004: The study examined the influence of user-generated content (UGC) on purchase decisions across various sectors. They found that UGC, such as reviews and social media posts, plays a vital role in influencing consumer behavior. For luxury goods, UGC not only provides credibility but also social proof—a key factor in decision-making. A positive experience shared by a user on social media can significantly affect potential buyers' perceptions of the product and the brand.

## **ii. The Role of Trust and Perceived Value**

Social media marketing and customers' plans to buy are often influenced by trust and perceived worth. Lăzăroiu et al. (2020) say that trust decided whether or not people would follow through on their plans to buy. When people buy expensive things on social media, they believe brands that are honest, offer good products, and listen to what other people have to say. People buy Fancy goods when they believe in the brand's values and honesty.

Chen et al. (2018) did another study that found that perceived worth affects people's plans to buy things on social media. It was discovered that people are more likely to like a business and buy a product if they believe the material shared on social media is useful, relevant, and worth their time. For expensive items, ads on social media that stress how easy, safe, and inexpensive the product is make people more likely to want to buy it.

## **iii. Influence of Social Media Platforms and Influencer Marketing**

Different social media sites have different effects on people's plans to buy. The best way to get people to buy something, especially expensive things, according to Latief and Murti (2023), was through Instagram. Because the platform is visual, marketers can show off their goods in real life, which makes them more approachable and appealing to wealthy customers. Brands could reach out to parents and guardians through targeted ads on Facebook.

Influencer marketing that works has also changed how people act. Lou and Yuan (2019) found that people believe and follow influencers who seem like they know what they're talking about and are friendly. Parents or people who take care of kids can promote expensive goods by connecting with their audience through personal stories. This kind of peer-to-peer recommendation makes people much more likely to buy.

## **iv. Cross-Industry Insights**

Drawing parallels between the Fancy goods market and other industries, several studies demonstrate how social proof and UGC can influence consumer behavior across different product categories, offering valuable insights for the luxury goods market.

**Fashion Industry:**

In the fashion industry, particularly in fast fashion, social media platforms like Instagram and TikTok have created opportunities for peer influencers (i.e., individuals who do not have traditional celebrity status but are widely followed by others) to influence purchasing decisions. Influencer marketing, especially when linked to UGC, has been shown to be highly effective in shaping fashion choices.

Study by Djafarova & Trofimenko, 2019: The study explored how micro-influencers (individuals with smaller but highly engaged followings) impact consumers' decision-making in fashion. The research indicated that fashion consumers who engage with UGC from micro-influencers tend to trust these endorsements more than traditional celebrity endorsements, as they are seen as more authentic and accessible. This is similar to how Fancy goods consumers may trust UGC from social media influencers who portray a lifestyle that aligns with the high-status aspirations of the consumer.

**Travel and Hospitality Industry:**

The travel industry offers an interesting parallel to the Fancy goods market in that both industries target high-involvement consumers who are often seeking unique, exclusive experiences. In the case of travel, social proof is often driven by user-generated content such as online reviews, photos shared on social media, and influencer travel blogs.

Study by Choi & Murray, 2010: In the context of the travel and tourism industry, UGC and social proof were found to significantly influence destination choice and booking decisions. Consumers were more likely to choose a travel destination or service that had high-quality reviews or social media content shared by previous travelers. Similarly, luxury goods brands can use UGC to influence perceptions of exclusivity and quality, especially when consumers see others sharing their high-end experiences.

**Technology Industry:**

In the technology sector, particularly with high-end gadgets like smartphones, social proof through user-generated content plays a pivotal role. Consumers often rely on online reviews and user videos to assess the quality and functionality of technology products before making a purchase.

Study by Park et al., 2007: This study showed that consumer reviews and user-generated content significantly affect purchase intentions in the technology market. Just as high-end consumers rely on social proof when purchasing luxury goods, tech consumers trust peer reviews and social media content when deciding to buy a high-end product, especially when those products are positioned as status symbols or advanced luxury items.

## **v. Gaps in the Existing Literature**

Anecdotal evidence on Fancy goods is scarce, but there is evidence on social media marketing and plans to buy. Most studies have looked at consumer markets or specialized fields like fashion and technology, but not the unique factors that make people buy Fancy things. This study fills in that gap by looking at how trust, perceived worth, and involvement in social media marketing affect people's plans to buy Fancy goods. Despite the growing body of research examining the influence of social media marketing, user-generated content (UGC), and social proof on consumer behavior in various sectors, there are several gaps in the literature, particularly in the context of high-involvement, luxury, and Fancy goods markets. This section aims to highlight these gaps and suggest directions for future research, focusing on the underexplored or insufficiently addressed areas within this domain. Understanding these gaps is crucial for advancing our knowledge of how social media influences consumer decision-making processes for luxury products.

### **i. Limited Exploration of Luxury-Specific Consumer Behavior**

One of the most significant gaps in the existing literature is the limited exploration of how luxury consumers behave on social media, especially in the context of high-involvement goods. Much of the research on social media marketing and consumer behavior has been focused on mass-market or low-involvement products, where the buying process is relatively simple, and decision-making is based on more transactional factors such as price or convenience. However, luxury goods and Fancy products are typically purchased with emotional drivers in mind, including the desire for status, exclusivity, and prestige.

Research on how luxury consumers interact with social media content—whether it’s influencer endorsements, reviews, or peer recommendations—remains scarce. While we know that social media can create emotional connections with consumers, more studies are needed that specifically target high-end consumers’ psychographics, including their desires for status differentiation, exclusivity, and brand image. How do these consumers interpret UGC or influencer marketing compared to those purchasing lower-priced, low-involvement goods? Do they trust influencer endorsements the same way, or are they more skeptical of what they perceive as inauthentic content?

Further exploration of luxury consumer behavior on social platforms can provide brands with more nuanced insights on how to tailor their social media marketing efforts to suit the emotional and status-driven nature of their clientele.

## **ii. Inadequate Examination of the Influence of UGC on Trust in Luxury Goods**

While there is an extensive body of literature on the role of user-generated content (UGC) in influencing consumer behavior, much of it is centered around mass-market products or sectors like fashion, electronics, or fast-moving consumer goods (FMCG). The effect of UGC on trust in luxury goods—especially when considering the higher price points and greater perceived risk associated with these products—remains underexplored.

Luxury goods consumers tend to be more discerning and cautious in their purchasing decisions, particularly when the stakes are high, such as buying a luxury handbag, a premium watch, or fine jewelry. For these products, consumers are often concerned with factors like authenticity, product quality, and brand heritage, which may influence their perception of user-generated content. Reviews, unboxing videos, and social media posts by influencers and peers may either alleviate these concerns or exacerbate them, depending on how they align with the consumer’s expectations for the brand’s exclusivity and reputation.

Despite the proliferation of UGC across digital platforms, few studies have investigated how UGC specifically impacts trust in high-end goods and whether it is seen as a credible and valuable source of information for luxury consumers. Existing research tends to overlook how UGC aligns with the values of luxury consumers, such as the desire for prestige and authenticity. Additionally, the role of social proof, where

consumers rely on others' experiences to validate their purchasing decisions, remains underexplored in the luxury sector.

A deeper analysis of how UGC contributes to trust for high-involvement, expensive products could help brands leverage this tool more effectively, ensuring that consumer trust is built around content that resonates with the aspirations of high-end buyers.

### **iii. Lack of Research on the Interaction Between Social Proof and Influencer Marketing**

Another significant gap is the insufficient understanding of how social proof (e.g., likes, shares, and comments on UGC) interacts with influencer marketing to shape luxury consumers' purchase decisions. While there is a wealth of research that demonstrates the power of influencers in shaping consumer perceptions and behavior, few studies have integrated the concept of social proof with influencer marketing in the context of high-involvement goods.

Social proof is a well-documented psychological phenomenon where people tend to rely on the behavior and opinions of others to make decisions. In the context of luxury goods, social proof might include social media posts by celebrities, endorsements by industry experts, or even peer reviews. However, the way in which social proof and influencer marketing coalesce to form a comprehensive decision-making process for luxury consumers has not been adequately studied. Specifically, there is a lack of research on how luxury brands can balance social proof (e.g., user reviews and ratings) and influencer content to create a powerful, trustworthy marketing ecosystem.

Moreover, while influencers are typically seen as trustworthy figures, luxury consumers may be more selective when choosing who to trust. For instance, they might prefer micro-influencers who align with their personal values and have an authentic connection to the brand, rather than macro-influencers or celebrities who may be seen as promoting a product purely for financial gain. Future studies should explore the synergy between influencers and social proof, looking at how the interaction between these two factors impacts the credibility of marketing messages in the luxury sector.

#### **iv. Underdeveloped Understanding of the Role of Augmented Reality (AR) and Virtual Try-Ons in the Luxury Goods Market**

Another emerging gap in the literature is the role of interactive technologies like Augmented Reality (AR) and virtual try-ons in enhancing the consumer decision-making process in the luxury goods market. While these technologies have gained traction in industries like cosmetics, fashion, and eyewear, their role in luxury goods marketing, particularly in high-involvement purchases, is still relatively unexplored.

Luxury goods consumers may be more cautious when engaging with new technologies like AR, especially in cases where the purchasing process involves a large investment. The perceived ease of use and perceived enjoyment of these technologies can affect their adoption, and there is a need for more research into how TAM (Technology Acceptance Model) applies in this context. Does the ease of use of virtual try-on tools impact the consumer's willingness to purchase a luxury item online, or does the high-touch nature of luxury goods—where the tactile experience of the product plays a crucial role—limit the effectiveness of such tools?

Additionally, little research exists on how AR and virtual try-ons can be integrated with social media platforms to create a seamless, interactive customer journey. Research could explore whether these technologies can build engagement and trust among luxury consumers, especially when paired with influencer marketing and UGC.

#### **v. Insufficient Cross-Industry Insights on the Use of Social Media in Luxury Goods**

While there is extensive research on social media marketing in various consumer sectors, there is a lack of cross-industry insights, particularly regarding how lessons from other industries (e.g., automotive, cosmetics, fashion) can be applied to the luxury goods market. Many findings from sectors like fast fashion or mass-market electronics may not translate directly to high-end consumer products, as the buying behaviors, consumer motivations, and marketing strategies are often very different.

Understanding how social media marketing techniques from other industries can be adapted or modified for luxury markets could help brands refine their approaches. For instance, high-end car brands have successfully used influencer marketing to target

affluent buyers, but it is unclear whether the same strategies would work for luxury jewelry or watches. Studies could explore how marketing strategies in one high-involvement industry might inform strategies in another, and the implications for the luxury market as a whole.

Despite the substantial progress made in understanding social media's influence on consumer behavior, several critical gaps remain in the literature, particularly in the context of high-involvement luxury goods and Fancy products. These gaps—ranging from a limited understanding of luxury-specific consumer behavior and UGC's role in building trust, to a lack of research on the interaction between influencer marketing and social proof—highlight the need for more targeted studies within the luxury market. Addressing these gaps will not only enrich academic knowledge but also provide luxury brands with actionable insights on how to effectively leverage digital marketing to influence consumer decisions and enhance brand loyalty.

## **vi. Conclusion of the Empirical Review**

Studies show that social media marketing techniques have a big effect on people's plans to buy. Consumer engagement, confidence, perceived value, and influencer marketing are all things that research has shown affect what people buy. These results have not yet been used in the Fancy goods business, which shows that more study is needed. This study adds to these results by looking at how to use social media marketing to change people's plans to buy Fancy goods.

## **2.4 Conceptual Framework**

The main idea behind this study is to find out how social media marketing affects people's plans to buy Fancy goods. To make social media marketing better, it uses things like trust, consumer engagement, and perceived worth that have been studied in the past (Samarah et al., 2022). This theory explains how marketing on social media sites affects how people act and what choices they make.

### **Key Components of the Conceptual Framework:**

#### **1. Social Media Marketing Strategies:**

- **Content Personalization:** Ads for expensive goods that are tailored to the needs, wants, and profiles of potential buyers.

- **Influencer Marketing:** Parents who have a lot of power and Fancy bloggers who promote or endorse products.
- **Interactive Engagement:** Interactive marketing with customers includes things like polls, Q&As, and direct messages.
- **Targeted Advertising:** Parent-targeted ads based on where you live, what you do online, and your hobbies.

## 2. Mediating Variables:

- **Trust:** This is very important in the luxury goods market, where customers choose well-known names. In social media marketing, trust is built through openness, product quality, and customer reviews.
- **Consumer Engagement:** People interact with social media marketing efforts by following brands, liking posts, and commenting. Higher engagement means that there is a stronger connection to the company.
- **Perceived Value:** Content on social media that focuses on safety, ease of use, and low cost can help people understand the product's benefits and price better.

## 3. Purchase Intention:

The dependent variable measures how likely people are to buy high-end goods after seeing ads for them on social media. It relies on the social media approach, as well as trust, engagement, and how much value is seen.

### Flow of Influence in the Conceptual Framework:

Social Media Marketing Strategies → Influence Trust, Consumer Engagement, and Perceived Value → These factors collectively enhance Purchase Intention (Y.-R. R. Chen, 2017).

This mental framework shows how marketing methods change how people think about things, which makes it useful for studying how social media marketing changes people's plans to buy Fancy products. It says that focused marketing can increase the desire to buy among Fancy-oriented customers by increasing trust, engagement, and the sense of value.

## **2.5 Implications of the Review for the Research**

The related literature and theoretical frameworks looked at in this study put light on how social media marketing may change people's plans to buy Fancy products. Because of these results, the research's design, goal, and methods are all based on filling in important gaps and looking into important problems.

### **i. Focus on Trust and Consumer Perception**

The research review shows that trust has a big effect on people's plans to buy things, especially expensive things. Because kids' safety is usually involved with Fancy goods, trust is very important when people are making purchases. People believe social media marketers who are honest, offer good products, and can be counted on. The study should look at how different marketing strategies build or break trust, as well as how confidence affects the link between social media marketing and plans to buy.

### **ii. Importance of Engagement and Interactivity**

Researchers have found a link between using social media and wanting to buy more. Brands can connect with social media users through interactive content, focused ads, and partnerships with influential people. This means that the study should look into whether Fancy product sales are most motivated by social media interactions (likes, comments, shares, and contacting influencers). The study should also look at how campaign interactions on social media sites change how people act.

### **iii. Role of Perceived Value in Consumer Decisions**

People decide whether to buy something based on its perceived value, which is how much they think the product is worth compared to how much it costs. The study says that when marketing expensive things on social media, they should focus on safety, ease of use, and affordability. This means that the study has to look into how social media marketing changes how customers think about the value of a product and how they buy it.

### **iv. Impact of Influencer Marketing**

According to the research, the number of social media users is growing, especially in niche markets like high-end goods. Parents and guardians are high-end customers, so

influencers who connect with them can gain their trust. This means that the study should look at how endorsements from influential people affect trust, engagement, and buy intentions in this industry.

#### **v. Addressing the Gap in Fancy Products Research**

There is a lot of research on social media marketing, but not many on Fancy product studies. This study fills in that gap by looking at how people who buy Fancy goods feel about social media marketing. The study plan needs to make sure that the questionnaires and data collection methods are tailored to the specific worries and reasons why people buy expensive goods, like safety, dependability, and emotional investment.

#### **vi. Methodological Considerations**

The review shows that both quantitative and qualitative approaches can be used to fully understand how social media marketing affects people's plans to buy. You can use quantitative tools to find out about social media marketing strategies, trust, engagement, and the desire to buy, while qualitative tools can show you what customers think and why they do what they do. This means that the study should use a variety of ways to fully understand what came about.

Lastly, the literature review backs up our study by showing how trust, engagement, perceived value, and influencer marketing all play a role in people's plans to buy Fancy products. We will look at these effects by looking at how social media marketing can build trust and connection, boost perceived value, and use endorsements from influential people to get people to buy. The results will help Fancy product marketers by adding to academic knowledge and making real uses better.

### **2.3 Review of Key Concepts**

#### **a. Personalized Marketing and Its Resonance with High-End Consumers**

Personalized marketing is a strategic approach tailored to the unique preferences, needs, and lifestyles of targeted consumers. High-end consumers, often motivated by emotional and status-oriented factors, are particularly responsive to marketing efforts that acknowledge their individuality. Fancy goods often symbolize prestige, success, or exclusivity, making personalization a critical driver for attracting this segment.

- i. **Emotional Resonance:** Personalized marketing taps into the emotional dimension of consumer decision-making. Messages crafted specifically for individual buyers foster a sense of recognition and importance, which appeals to the emotional motivations behind high-end purchases. For instance: Luxury Perfume Brands like Jo Malone or Chanel offer customization services, allowing customers to blend unique fragrances. Social media platforms amplify this customization by creating personalized ads showcasing bespoke options, thus creating an emotional connection.
- ii. **Status Symbolism:** High-end consumers often seek products that reflect their social standing. Personalized marketing that emphasizes exclusivity (e.g., “limited edition” or “custom-built”) can heighten their sense of status. A notable example is Rolls-Royce’s “Bespoke Program”, heavily marketed on platforms like Instagram. These campaigns emphasize that owning a custom-made car is a sign of unparalleled sophistication.
- iii. **Data-Driven Precision:** Advanced analytics allow brands to track online behaviors, purchasing patterns, and demographic details to create hyper-personalized social media ads. For Fancy goods, this precision ensures that customers are presented with curated content matching their preferences, enhancing both engagement and trust.

## **b. Influencer Marketing and Trust Building**

Influencer marketing has become an indispensable tool for brands aiming to cultivate trust among digital consumers. The social proof offered by trusted influencers often outweighs traditional advertising in persuasiveness, particularly for high-end or Fancy products.

### **The Role of Influencers as Brand Ambassadors:**

Influencers who align with a brand’s image can foster trust by humanizing the brand and validating its claims. Gucci, for example, collaborates with influential fashion bloggers and celebrities who personify elegance and exclusivity. These influencers create authentic content—often including personal stories about the product—strengthening audience trust.

**Micro vs. Macro Influencers:**

- Macro Influencers (with millions of followers): Brands like Tiffany & Co. partner with global celebrities to project an aspirational image.
- Micro Influencers (10,000-50,000 followers): For Fancy products such as bespoke children's toys or furniture, micro-influencers with niche audiences (e.g., parenting bloggers) provide highly relatable endorsements. Their relatability helps target a specific demographic, making their recommendations more credible.

**Building Long-Term Relationships with Influencers:**

Successful brands nurture ongoing partnerships with influencers, fostering trust over time. Dior Beauty has cultivated a longstanding relationship with prominent beauty influencers, enabling consistent, authentic promotion across multiple campaigns.

**Interactive Influencer Content:**

Engaging campaigns featuring influencers, such as live Q&A sessions, unboxings, or giveaways, help deepen trust. Fancy goods brands can utilize these strategies to emphasize product quality, uniqueness, and utility, ensuring the audience perceives value.

## **CHAPTER III:**

### **METHODS AND PROCEDURES**

#### **3.1 Research Design**

This study uses both quantitative and qualitative methods to look at how social media marketing changes people's plans to buy Fancy goods. This method measures important factors and gives detailed information about how customers think and act.

##### **i. Methodology for Objective 1:**

To examine the role of social media marketing in influencing purchase intention of Fancy products.

To address this objective, a survey was conducted among 300 participants who were familiar with or had purchased Fancy products in the past. The survey included a combination of quantitative and qualitative questions designed to capture both numerical data and in-depth insights into how social media marketing influences their purchase intentions.

##### **- Survey Design**

The survey was structured with a blend of closed-ended and open-ended questions to ensure comprehensive data collection. The closed-ended questions were designed to quantify the influence of social media marketing strategies such as targeted advertisements, influencer promotions, and user-generated content on purchase intention. These questions used a Likert scale (ranging from strongly agree to strongly disagree) to measure respondents' attitudes toward various marketing tactics.

For example:

- "How likely are you to purchase a Fancy product after seeing an advertisement on Facebook?"
- "To what extent do you trust recommendations from influencers on social media when considering a Fancy product?"
- "Does engaging with brand content on Instagram increase your likelihood to purchase Fancy products?"

Qualitative questions were included to capture the more nuanced, personal responses from participants, providing insights into the specific factors that influence their purchase decisions. These questions invited participants to describe how they felt about social media marketing campaigns, why certain content influenced their purchasing decisions, and what types of social media content they find most compelling.

For example:

- "What factors in social media marketing make you trust a brand when considering the purchase of a Fancy product?"
- "Can you describe a recent instance where an ad on social media influenced your decision to purchase a Fancy product?"

## **ii. Methodology for Objective 2:**

To identify key social media marketing strategies that effectively enhance consumer trust and engagement.

To fulfill this objective, a survey was conducted among 300 participants who were active on social media and had experience interacting with social media marketing campaigns on fancy products. The survey was designed to gather both quantitative and qualitative data on the specific social media marketing strategies that enhance consumer trust and engagement with brands.

### **- Survey Design**

The survey was structured with both closed-ended and open-ended questions. The closed-ended questions were aimed at quantifying the effectiveness of various social media marketing strategies, such as targeted advertisements, influencer collaborations, user-generated content, and brand-consumer interactions on social platforms. Respondents were asked to rate their level of agreement with statements regarding these strategies using a Likert scale (from strongly agree to strongly disagree).

For example:

- "I trust a brand more when I see them engage with customers on social media."

- "Seeing positive reviews and user-generated content on social media makes me more likely to engage with the brand."
- "Influencer endorsements on social media increase my trust in a brand's products."

The qualitative questions were included to gather more detailed insights into why certain marketing strategies resonate with consumers. These open-ended questions asked participants to reflect on their personal experiences and explain the specific aspects of social media marketing that they found most trustworthy or engaging.

For example:

- "What social media marketing strategies make you feel more connected to a brand?"
- "Can you describe an instance where an influencer's recommendation on social media influenced your trust in a brand?"
- "What types of content do you find most engaging when interacting with a brand on social media?"

This combination of quantitative and qualitative questions allowed the study to identify both measurable patterns and in-depth consumer opinions regarding the strategies that effectively enhance trust and engagement with social media marketing campaigns on fancy products.

### **iii. Methodology for Objective 3:**

To analyze consumer attitudes towards Fancy products promoted via social media platforms.

To address this objective, a survey was conducted among 300 participants who were active social media users and familiar with or had purchased Fancy products in the past. The survey was designed to gather both quantitative and qualitative data to assess consumer attitudes toward Fancy products promoted through social media platforms.

#### **- Survey Design**

The survey included a combination of closed-ended and open-ended questions aimed at measuring the general attitudes of consumers toward Fancy products promoted via

social media platforms. The closed-ended questions focused on gauging the level of positivity, trust, and interest that social media marketing campaigns generate among consumers. These questions utilized a Likert scale (from strongly agree to strongly disagree) to quantify respondents' attitudes toward various aspects of social media marketing, such as the authenticity of the promotion, perceived value, and overall influence on purchasing decisions.

For example:

- "I feel more positive about a Fancy product after seeing it promoted on social media."
- "Social media promotions make me feel that Fancy products are trustworthy."
- "I am more likely to purchase a Fancy product after seeing it on social media platforms."

The qualitative questions were included to capture more in-depth insights into the participants' personal views and experiences regarding the portrayal of Fancy products on social media. These questions allowed consumers to explain their thoughts on the emotional appeal of the content, the credibility of the brand, and their overall perception of Fancy products based on social media promotions.

For example:

- "What aspects of social media promotions on fancy products influence your decision to engage with the brand?"
- "Can you describe an experience where a social media ad made you view a Fancy product more favorably?"
- "What types of social media content (e.g., videos, photos, reviews) help shape your attitude toward Fancy products?"

By combining quantitative data to measure general consumer attitudes and qualitative data to uncover more detailed and personal responses, this methodology aimed to provide a comprehensive understanding of how social media marketing influences consumers' perceptions and attitudes toward Fancy products.

### **iii. Rationale for Mixed-Methods Design**

This study have chosen mixed methods because they give us both statistical accuracy and a deep understanding of the situation. The numeric data has shown how social media marketing changes people's plans to buy, and the qualitative data has showed what people think, feel, and why they do what they do. With this two-pronged approach, the study looks at both the measurable benefits of social media marketing and the subjective customer perceptions that affect how people act with Fancy products.

### **iv. Scope of the Research Design**

With a mix of methods, the study can answer the following:

- How do social media marketing methods (e.g., content personalization, influencer marketing) affect Fancy product purchase intentions?
- What effects do trust, participation, and perceived value have on a customer's decision to buy?
- What do people think about luxury goods marketing tactics on social media?

The study method has used both quantitative and qualitative data to look into the complex relationships between marketing on social media and how people act when they buy Fancy goods.

## **3.2 Population and Sample and Sample Design**

### **i. Population:**

People who buy expensive things and take part in social media marketing campaigns are part of this study. These groups are targeted:

- **Parents and Caregivers:** People who buy pricey baby, home, and business goods and services.
- **Social Media Users:** People who use social networks like Facebook, Instagram, and Twitter and see complex product ads.

### **ii. Sample:**

For the quantitative parts, the study have used focused group sampling method, and for the qualitative parts, it has used purposive sampling. I have selected a group of

300 people for fulfilling this report from my target group and prepared some set of questionnaires targeting them. This way, the study has represented the target group and provided reliable results.

### **iii. Sample Design**

#### **a. Quantitative Sample**

- **Sample Size:** 300 people were chosen by considering the topic of the report by focusing on people who can provide reliable answers. This data is good for both association and regression studies.
- **Sampling Method:** To make sure that the results are fair, focus group selection are used to represent age, income, and location subgroups.
- **Sampling Frame:** People from important online groups, parenting forums, and consumer panels who use social media are in the sample. Targeted internet ads and these places are used to send survey invites.

#### **b. Qualitative Sample**

- **Sample Size:** Five people were picked to take part in focus groups and semi-structured interviews. The number is big enough to allow for info saturation and different points of view.
- **Sampling Method:** People who are involved on social media and buy Fancy goods are chosen through purposeful sampling. With this method, the sample has included people whose experiences and points of view are important.
- **Recruitment:** People will be able to join through social media, parent groups, and Fancy sites. People who have used social media to sell expensive goods will be invited.

### **3.3 Sources of Data**

This study has used information from a lot of different places to fully understand how social media marketing changes people's plans to buy Fancy goods. It is necessary to list both primary and secondary info sources.

## Primary Data Sources

- i. **Survey Respondents:** People who spend a lot of money and sell on social media. People were hired from customer panels, parenting forums, and social media. The study measured confidence, engagement, perceived value, buy intentions, and social media marketing experiences. Shares information about customers from social media marketing, including their buying habits and experiences that are important.
- ii. **Interview Participants:** Pick parents and helpers who like to spend a lot of money. To get qualitative information about social media marketing, confidence, value, and making decisions, these people were interviewed in a semi-structured way. Gives personal examples to help people learn more about how social media marketing changes people's plans to buy.
- iii. **Focus Group Participants:** There are parent groups that use social media to promote Fancy goods. Talking in focus groups about social media marketing methods, trust, engagement, and plans to buy showed how the groups work together. Brings out common themes and reactions from a range of points of view.

## Secondary Data Sources

- i. **Social Media Analytics:** Social media data on marketing efforts, engagement, and the types of people who use social media. Likes, shares, comments, click-through rates, and profiles of your Facebook, Instagram, and Twitter followers are all included. Gives background on how well a social media marketing strategy worked and what kind of people were the target audience.
- ii. **Academic Literature:** There is study, writing, and a theory framework for social media marketing, consumer behavior, and purchase intention. Theories and real-world results linked to studies can be found in peer-reviewed journals, books, and conference papers. Helps find gaps in the research, base the study on what is already known, and set up conceptual and theoretical models.

### **Data Collection and Integration:**

Trends, patterns, and connections were looked for in the data from online polls, interviews, and focus groups. Primary data were looked at and put together to show how social media marketing changes people's plans to buy.

The study used a lot of different data sources to get a full picture of how social media marketing changes people's plans to buy Fancy goods. These data sources support both empirical and theoretical analysis.

### **3.5 Data Collection Procedures**

It would be easy to gather information. The Internet was used to find secondary data and publications that are connected. For main data, online surveys were shared on parenting forums and social media. Video talks allowed people from different areas to take part in interviews.

### **3.4 Research Tools**

The project have used both quantitative and qualitative study methods to look into how marketing on social media sites affects people's plans to buy Fancy goods. These technologies gather full and useful information about participants.

### **Quantitative Research Tools**

#### **1. Online Survey Questionnaire**

- **Purpose:** To find out how much social media marketing affects people's plans to buy, their trust, their involvement, and their view of the product's value.
- **Structure:** There were closed-ended, Likert scale, and multiple-choice questions on the form to find out how customers feel and what they do.

#### **Sections:**

- **Demographics:** How old, what gender, how much money, and how often they use social media.
- **Social Media Marketing Strategies:** Questions about ways to market on social media, such as customizing material and using influencers.
- **Trust:** How to tell if you can trust social media marketing content and brands.

- **Consumer Engagement:** Concerns about taking part in a social media marketing effort.
  - **Perceived Value:** How much people value luxury goods that are pushed on social media.
  - **Purchase Intention:** Social media marketing asks about buying expensive things based on exposure.
- **Administration:** Google Forms was used to run the poll online. Social media, email, and internet groups will be used to find people to take part.

## 2. Statistical Analysis Software

- **Purpose:** To look through poll data for patterns, correlations, and things that are statistically important.
- **Tools:** Excel was used to analyze the data.
- **Techniques:** The report has used descriptive statistics, correlation analysis, and regression modeling to look into how social media marketing changes people's plans to buy and the factors that affect those plans.

## Qualitative Research Tools

### 1. Semi-Structured Interview Guide

- **Purpose:** To get in-depth qualitative study on how people feel about Fancy goods advertised on social media.
- **Structure:** There were open-ended questions and chances to give long answers and have long talks in the interview guide.
- **Sections:**
  - **Introduction:** Questions to get to know someone and connect with them.
  - **Experiences with Social Media Marketing:** Questions about how the participants use social media to sell high-end goods.
  - **Perceptions of Trust and Value:** There are concerns about the reliability and worth of luxury items advertised on social media.
  - **Influencer Impact:** How influential people affect our plans to buy.

- **Decision-Making Process:** Talk about how social media marketing changes big purchases.
- **Administration:** The interviews were taken place in person, Zoom, and through Microsoft Teams. Interviews were recorded, typed up, and analyzed by theme if the people involved agree.

The study used a number of different research methods to get strong and complete information on how social media marketing changes people's plans to buy Fancy goods.

### 3.5 Methods of Analysis

The methods used to analyze the data for this study carefully handle and compare both quantitative and qualitative data to make sure that the conclusions drawn about the impact of social media marketing on the desire to buy Fancy goods are strong and useful.

#### i. Quantitative Data Analysis

**a. Data Preparation:** By cleaning the poll data, we can get rid of missing numbers, outliers, and other problems. It's necessary to check for incomplete answers, fix data entry mistakes, and make sure that responses are valid and trustworthy. Respondents on both closed-ended and Likert scales will be coded so that numbers can be analyzed. For open-ended notes, themes or groups will be used.

**b. Descriptive Statistics:** Briefly describe the main traits of the dataset. We can figure out the mean, median, mode, standard deviation, and frequency distribution. This will be a summary of the demographics of the participants, their social media marketing exposures, and their trust, involvement, perceived value, and buy intention responses.

**c. Inferential Statistics:** To find out how social media marketing techniques affect people's plans to buy and the factors that affect those plans (trust, engagement, and perceived worth). To look at how marketing on social media sites changes people's plans to buy while taking into account other factors. Multiple regression models will be used to see how well marketing strategies can predict people's plans to buy and how trust, involvement, and perceived value play a role.

**d. Statistical Software:** Statistical tests will be done with SPSS or R. From descriptive statistics, correlation analysis, and regression modeling, the software will give you regression estimates, significance levels, and R-squared values.

### **Qualitative Data Analysis**

**a. Data Preparation:** Interviews and focus group discussions were typed up word for word. Reviews has made sure that the transcription is correct and full. Important parts of the recorded text were marked and coded so they can be analyzed.

**b. Thematic Analysis:** The first step was to find and group themes and trends in qualitative data. Firstly the data was code text that talked about how customers felt about social media marketing, trust, engagement, and worth. The themes were group codes by ideas and thoughts that come up again and again. Themes were improved and organized based on the main results of the study questions. Themes were looked at to see how social media marketing changes people's plans to buy, with a focus on what customers say and do.

### **c. Integration of Findings:**

The study has mixed different types of data to fully understand the research problem. Large-scale trends and statistical connections are shown by quantitative studies, while qualitative findings has given more information about the situation. Compared numeric and qualitative results to make sure they were consistent and to prove the findings.

The goal of these data analysis methods is to give complete and reliable information on how well social media marketing strategies for high-end goods work, which will help the sector.

## **3.6 Research Framework and Definition of Variables**

### **Research Framework**

The research framework for your study builds on the relationship between social media marketing strategies, trust, engagement, and purchase intentions. The framework can be represented as follows:

**i. Independent Variables (IV):**

- **Social Media Marketing Strategies**
- Personalized Content
- Influencer Partnerships
- Interactive Engagement

**ii. Mediating Variable (MV):**

Consumer Engagement

- Moderating Variable (MoV): Brand Trust
- Dependent Variable (DV): Purchase Intention on fancy products

**iii. Theoretical Constructs:**

Based on Theory of Planned Behavior (TPB):

- Attitudes toward Fancy products
- Subjective norms (social pressure to purchase)

Based on Technology Acceptance Model (TAM):

- Perceived ease of use (PEOU) of the purchasing process

**Hypothesized Relationships:**

- Social media marketing strategies positively affect consumer engagement.
- Consumer engagement positively influences purchase intentions on fancy products.
- Brand trust moderates the relationship between consumer engagement and purchase intentions.
- Attitudes, subjective norms, and perceived ease of use mediate the relationship between marketing strategies and purchase intentions.

## **Definition of Variables**

### **i. Social Media Marketing Strategies (Independent Variable):**

Refers to the use of techniques on social media platforms, such as Facebook, Instagram, and YouTube, to promote Fancy products.

- **Personalized Content:** Customized posts, messages, or ads tailored to individual consumer preferences.
- **Influencer Partnerships:** Collaborations with social media influencers to enhance credibility and reach.
- **Interactive Engagement:** Practices like polls, Q&A sessions, and interactive campaigns to foster two-way communication.

### **ii. Consumer Engagement (Mediating Variable):**

Represents the level of interaction, emotional involvement, and participation consumers show with brands on social media platforms.

### **iii. Brand Trust (Moderating Variable):**

The extent to which consumers believe that a brand is reliable, credible, and capable of delivering on its promises.

### **iv. Purchase Intention (Dependent Variable):**

The likelihood or willingness of consumers to purchase Fancy products as influenced by marketing strategies, engagement, and trust.

### **v. Attitudes (TPB Construct):**

Consumers' positive or negative evaluations of Fancy products based on perceived benefits and desirability.

### **vii. Subjective Norms (TPB Construct):**

The perceived social pressure to buy Fancy products, driven by the influence of friends, family, or societal trends.

### **viii. Perceived Ease of Use (TAM Construct):**

How easy and effortless consumers believe the process of exploring, selecting, and purchasing Fancy products is via social media platforms.

### 3.7 Ethical Considerations

Ethical research methods must be used in this work. The study will be guided by the following social concerns:

**a. Informed Consent:** Before signing up, people who want to take part in the study were provided full and clear information about its purpose, methods, risks, and rewards. Everyone who took part gave their informed agreement. Electronic consent forms were used for online polls, and physical or electronic consent forms were used for interviews and focus groups. People who were taking part were told that they don't have to stay and can leave at any time without being punished.

**b. Confidentiality and Privacy:** The participants' personal information are kept safe and hidden. Anonymized or pseudonymized information about participants are used to protect their privacy. Data are kept on safe computers and in files that require a password to access. Only authorized personnel are able to view the data. To protect the identity of the participants, the results are given as a whole.

**c. Minimizing Harm:** The people who took part in the study are safe from harm, both physical and mental. Participants are told about the risks and discomforts of the study and given safety instructions. Participants are given the contact information for a support service in case they experience stress connected to the study.

**d. Voluntary Participation:** People are chosen to take part in the study. People who took part in the study are told that they can quit at any time without any consequences. There were clear signs of incentives, and people who receive them are reminded that getting an incentive does not mean they have to keep engaging.

**e. Integrity of Data:** The truth was told about all the facts. There were a list of data limitations and biases in the study. No one will change, make up, or fake facts. The study follows strict rules for collecting and analyzing data to make sure it is real and accurate.

**f. Respect for Participants:** People who took part in the study are treated with respect and dignity. Their thoughts, feelings, and comments are valued and dealt with in a professional way. Participants can get a study summary if they want to. This lets people see what the study found and how their help made it possible.

The study have followed these ethical rules to make sure that the participants are treated with care and their rights are protected.

## **CHAPTER IV:**

### **RESULTS AND DISCUSSIONS**

This chapter talks about the survey results that show how social media marketing changes people's plans to buy Fancy goods. The study's goals and research theories are met by the analysis, which shows how customers use social media marketing strategies and how those strategies affect their purchases. By looking at the data, this part talks about the trends and behaviours that show how social media marketing affects the buying of Fancy goods. The results are broken up into groups that are important. First, the Demographic Analysis looks at the age, gender, frequency of social media use, and favourite platforms of the respondents. This shows who interacts with Fancy-related content online the most, which gives you an idea of who your social media marketing audience is. Demographic information helps marketers figure out which groups of people react best to social media marketing and spot trends in how people act.

Each study goal is talked about in the part called "Analysis of Research Objectives." It looks at how social media marketing affects people's plans to buy, what the best ways are to get customers to trust and interact with you, and how people feel about Fancy goods that are promoted on social media. This study goes over the parts of social media marketing that affect people's interest and decisions to buy. Statistical methods are used in Testing Research theories to prove or disprove theories. The study looks at social media marketing strategies, customer engagement, trust, and the desire to buy. The study tries these ideas to see if social media marketing changes customers' behaviour for the better and if engagement and trust play a role in that.

The last part, "Discussion of Findings," talks about the most important results and how they relate to other research. This part talks about how social media marketing might make families more likely to buy a product. The study talks about how the results can help businesses change their marketing strategies to better reach their target group, earn their trust, and make more sales. This chapter tries to find trends and behaviours in social media marketing and buy intentions that will help improve marketing for Fancy goods.

## 4.1 Results

### 4.1.1 Demographic Analysis

#### i. Age Group

Participants of four different age groups gave a range of opinions. Here is the breakdown:

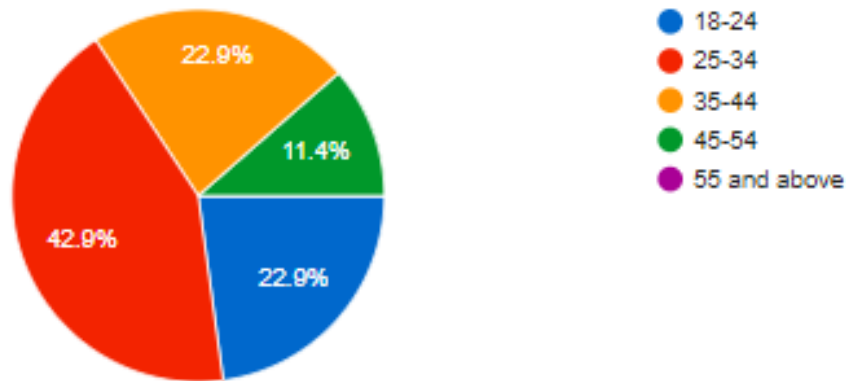


Figure 3: Age Group of the Participants

The figure 3 above shows the age group of the participants. Most of the participants (42.9%) are between the ages of 25 and 34, which shows that younger people are more likely to use social media to buy expensive things. There were about the same number of people in the 18–24 and 35–44 age groups, but the fewest people in the 45–54 age group. Social media marketing is aimed at people of all ages.

#### ii. Gender

Most of the response came from women:

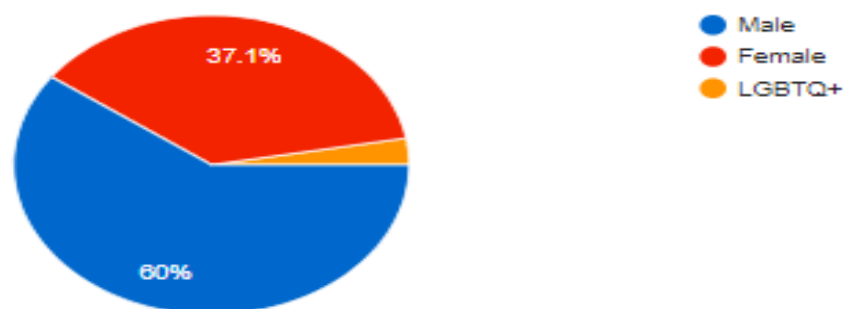


Figure 4: Gender of the Participants

The above figure 4 shows the gender of the survey participants. There were 60% of the male respondents followed up by 37.1% of the female respondents and remaining

were from the LGBTQ+ community. Social media marketing has an effect on both men and women, but men are more affected than women. One LGBTQ+ respondent makes the group more diverse and shows more customer views.

### iii. Social Media Usage

Most of the people who answered used social media every day:

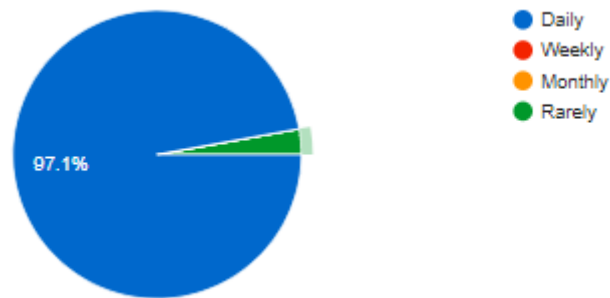


Figure 5: Frequency of Social Media Usage

The above figure 5 shows the frequency of the social media usage of the participants. The study shows that most of the people who answered use social media every day, which means they are very interested in digital material. People who use social media a lot are more likely to see ads and other promotional material. This makes it a good place to find people who are interested in buying luxury goods.

### iv. Preferred Social Media Platforms

We asked people what their favourite social media sites were. These choices are shown by the data:

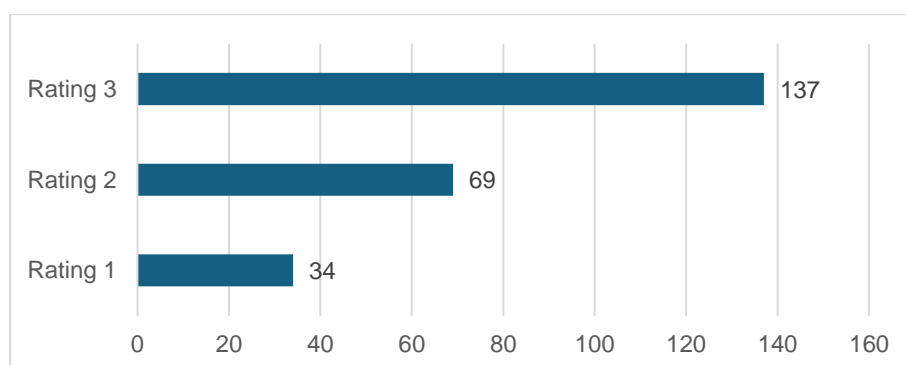


Figure 6: Preferred Social Media Platform

Figure 6 above shows the preferred social media platform of the survey respondents. According to the study, people used Facebook the most, then Instagram, and then YouTube, which were all pretty popular with the respective users of 249 for Facebook and 149 equally for the remaining each. This shows that social media marketers should focus on Facebook and use Instagram and YouTube to reach and interact with the right people.

#### 4.1.2 Role of Social Media Marketing in Influencing Purchase Intention

The study's findings show that social media marketing has a range of effects on people's plans to buy Fancy goods. How likely are they to buy something that's being pushed on social media will be analyzed through the chart below:

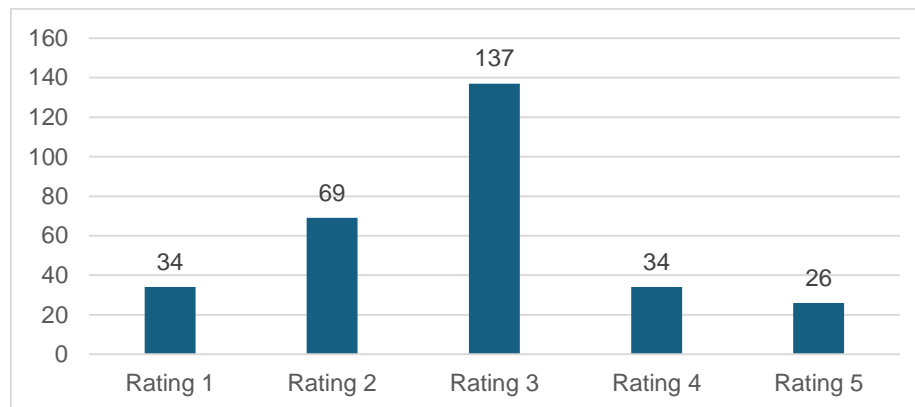


Figure 7: Ratings of Social Media Marketing in Influencing Purchase Decision

The bar graph above in figure 7 effectively illustrates the distribution of responses regarding the likelihood of purchasing Fancy products after being exposed to social media marketing. The chart shows that the majority of respondents are moderately inclined, with noticeable peaks at the ratings of 2 and 3, and a smaller segment showing higher purchase likelihood (ratings of 4 and 5). The most common response was a moderate likelihood with 94 respondents rating 3, with a significant portion leaning towards 2 or 1 as 60 and 69 number of respondents gave a rating of 1 and 2 respectively, suggesting that social media promotions alone do not always guarantee purchase intention. However, those who rated 4 and 5 (combined 77 respondents) indicate that a quarter of the respondents are positively influenced by social media ads to consider purchasing Fancy products.

The findings suggest that social media marketing has a moderate role in influencing the purchase intentions of Fancy products. While a considerable proportion of

consumers show a positive inclination to purchase after exposure to social media promotions, a significant segment remains less influenced. This indicates the need for marketers to explore more engaging and persuasive content strategies that can better convert moderate interest into strong purchase intentions. Enhancing the relevance and personalization of ads may lead to higher effectiveness in driving purchase behaviors.

#### 4.1.3 Key Social Media Marketing Strategies That Effectively Enhance Consumer Trust and Engagement

People were asked to name the social media marketing strategies that made them more likely to buy something. The responses were given out as:

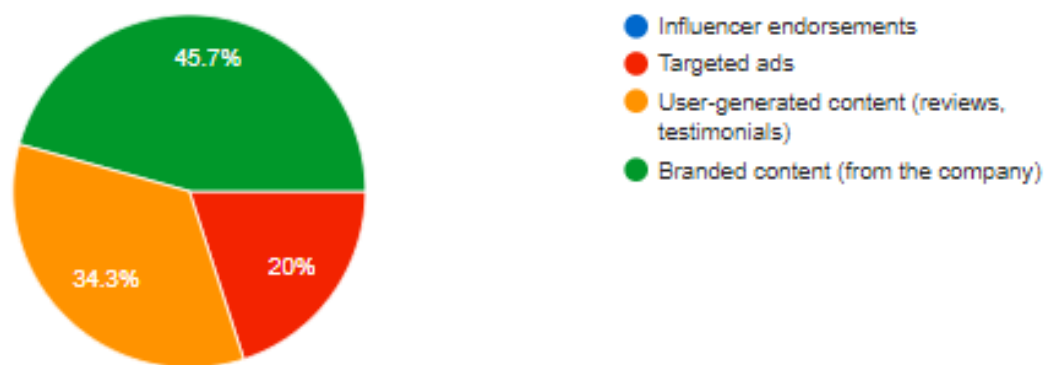


Figure 8: Factors Affecting Consumer Trust and Engagement

The above bar graph in figure 8 shows that material with the company's name does better than other marketing methods. This picture shows how important real customer feedback is for getting people interested. 45.7% of respondents said that branded content (from the company) worked best. This shows that people believe and interact more with brand-generated content like reviews and testimonials. 34.3% of those who answered said that user-generated content and 20% said that focused ads affect their decisions about what to buy.

The data shows that material with the company's name on it increases trust and engagement the most. This means that people trust real company material, which can make them more confident in the product. Targeted ads and user-generated content (like reviews and comments) reach specific groups of people and send consistent brand messages, which makes people more interested. The fact that influencer endorsements don't have as much of an effect shows that people may not trust ads that

are led by influencers as much. To build trust and interest, marketers should use personalised ads and more user reviews.

#### 4.1.4 Consumer Attitudes Towards Fancy Products Promoted via Social Media Platforms

Consumer attitudes towards Fancy products promoted on social media were assessed based on several factors:

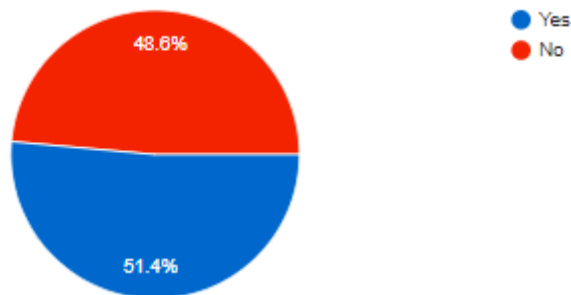


Figure 9: Are Fancy Products Promoted on Social Media of High Quality

**i. Perceived Quality:** As seen in the survey response above pie chart in figure 9, 48.6% of respondents agreed that Fancy products promoted on social media appear to be of higher quality compared to those promoted via traditional means, while 51.4% disagreed.

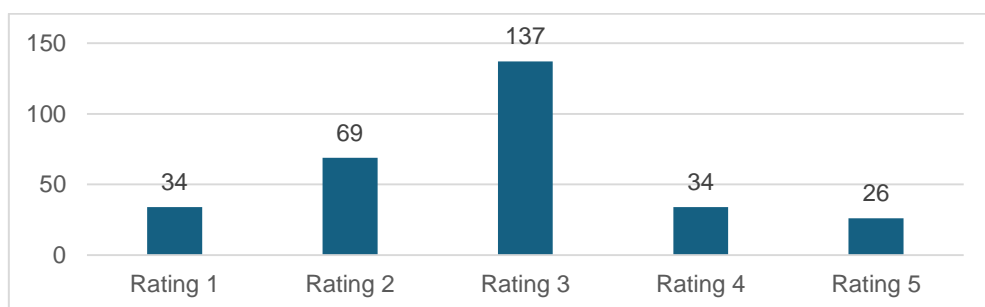


Figure 10: Desirability of Fancy Products Promoted on Social Media

Table 1: Mean and Median Score of Desirability on Fancy Products

Mean	2.83
Median	3

**ii. Desirability:** Figure 10 above shows the desirability of Fancy products that are being promoted through different social media. Respondents were asked how desirable they found Fancy products promoted on social media, as seen on table 1

above has a mean score of 2.83 and a median of 3. Most respondents indicated moderate desirability, with 137 respondents giving a rating of 3.

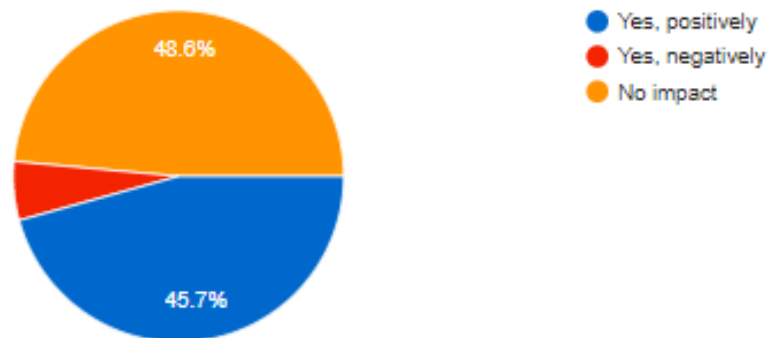


Figure 11: Does Social Media Promotion Change the Attitude towards Products

**iii. Impact of Promotion Frequency:** As seen in the figure 11 above, about 48.6% noted a positive change in their attitude toward products due to frequent social media promotions, while 45.7% observed no impact, and a small fraction reported negative reactions.

The data indicates mixed attitudes towards Fancy products promoted on social media. While nearly half of the respondents perceive these products as high-quality, a similar portion remains unconvinced, reflecting diverse views on the effectiveness of social media marketing. Frequent exposure to social media promotions appears to have a positive effect on consumer attitudes for some, enhancing desirability and engagement. However, the moderate mean score and the presence of neutral or no-impact responses suggest that while social media can positively influence attitudes, it must be done thoughtfully to avoid overexposure or fatigue. Marketers should focus on consistent, high-quality content that effectively communicates the product's value without overwhelming the audience, ensuring that promotions feel informative rather than intrusive.

Overall, these findings demonstrate that effective social media marketing strategies, such as user-generated content and targeted ads, can drive engagement and foster trust, ultimately shaping positive attitudes and purchase intentions on fancy products.

#### 4.1.5 Hypothesis Testing

**i. Hypothesis 1:** Social Media Marketing Strategies Have a Significant Positive Impact on Consumers' Purchase Intention on fancy products

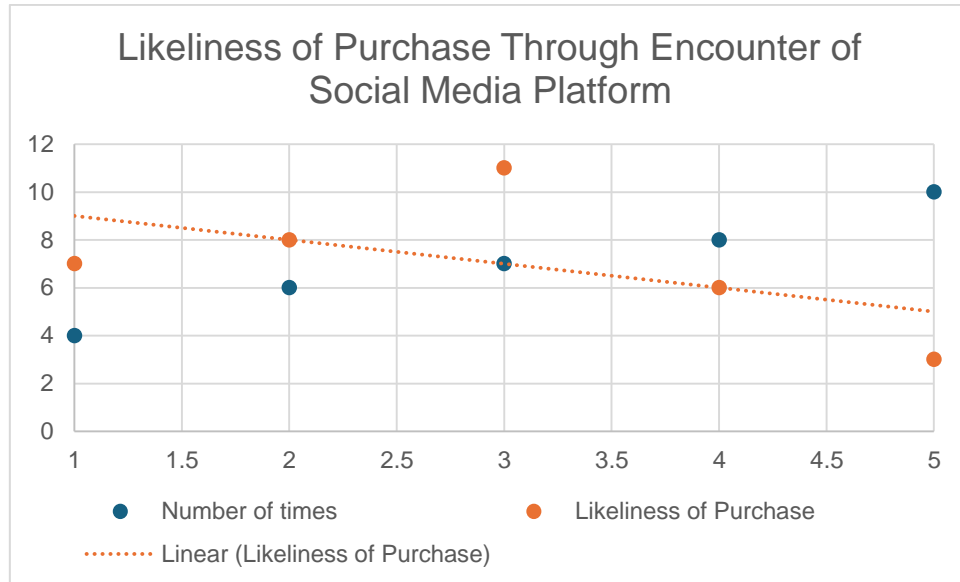


Figure 12: Likelihood of Purchase Through Encounter of Social Media Platform

Table 2: Correlation Analysis of Likelihood of Purchase and Social Media Promotion

	<i>Encounter of Social Media Promotion</i>
Likelihood of Purchase	-0.542326145

The scatter plot in the figure 12 above displays the connection between seeing ads on social media and the likelihood of making a purchase. It can be seen that the data points are going down. The negative correlation found in the analysis is shown in this graph. The study looked at the link between how often social media marketing happens and Fancy purchases of goods. A moderately negative correlation of -0.54 was seen in the survey data presented in the table 1 above. People are less likely to buy the products being promoted on social media as the number of ads rises.

The correlation analysis showed that the idea that social media marketing strategies make people more likely to buy was not supported. The moderately negative correlation ( $r = -0.54$ ) suggests that marketing on social media may make people less likely to buy something. People may lose interest because they've seen too many ads or think the brand isn't real.

The obtained data from the survey doesn't agree Hypothesis 1: Instead of a positive relationship, too much social media marketing may make people less likely to buy. These results show that the amount and quality of social media marketing have an effect on how people act. In the future, strategies may need targeted, interesting, and less annoying content to get people to want to buy.

**ii. Hypothesis 2:** Consumer Engagement Mediates the Relationship Between Social Media Marketing Strategies and Purchase Intention

Table 3: Correlation Analysis of Consumer Engagement and Purchase Intention

	<i>Consumer Engagement</i>
Purchase Intention	-0.509647191

Table 2 above shows the correlation analysis of consumer engagement and purchase intention. A correlation analysis was done through Excel to find out if consumer engagement acts as a go-between for social media marketing strategies and people's plans to buy. There was a -0.51 correlation between consumer engagement (likes, comments, and shares) and intention to buy as seen in the correlation analysis presented in the table above. As social media marketing engagement goes up, people's plans to buy Fancy products go down.

The data don't support Hypothesis 2. Contrary to what was thought, the analysis shows that social media marketing engagement makes people less likely to buy. This means that consumers may not be more likely to buy when they are more engaged because they are more critical or picky.

The fact that the correlation is negative ( $r = -0.51$ ) suggests that consumer engagement may not change how much they buy. Some reasons why engagement might not be able to mediate the relationship are doubts about marketing content, a feeling that it is not real, and too much exposure. Based on these results, brands need to encourage real, trust-building interactions with their customers in order to turn engagement into purchase intention.

**iii. Hypothesis 3:** Trust in the Brand or Product Mediates the Relationship Between Social Media Marketing Strategies and Purchase Intention

Table 4: Correlation Analysis of Consumer Trust on Brands and Purchase Intention

	<i>Trust</i>
Purchase Intention	0.512877645

Table 3 above shows a correlation analysis between two factors; trust and purchase intention of the consumers. The correlation analysis was done through Excel to find out if trust in the brand or the product acts as a go-between for social media marketing strategies and the intention to buy to test the hypothesis. As seen in the table above, there is a positive relationship between trust and the intention to buy (0.51). When people trust a brand or product more, they are more likely to buy Fancy products that are promoted on social media.

Hypothesis 3 is supported because trust is a link between social media marketing strategies and the intention to buy. People are more likely to buy Fancy products if they trust the brand, as shown by the positive correlation ( $r = 0.51$ ). It is very important to build trust and credibility through social media marketing.

Brands that talk to their customers in an open and honest way are more likely to sell. For example, real reviews, testimonials, and endorsements from influential people can make people more likely to trust and buy. Brands need to focus on trust and visibility to get more people to buy from them through social media marketing.

## **4.2 Discussions**

### **i. Demographic Insights**

Most of the people who took part (42.9%) were between the ages of 25 and 34. This shows that younger adults are more likely to use social media marketing on fancy products. The age groups of 18–24 and 35–44 were evenly spread out, but the age group of 45–54 was not well represented. The answers showed that women were more interested. Social media marketing didn't have as much of an effect on women as it did on men. Responding LGBTQ+ people increased the variety of consumer views.

Most of the people who answered used digital content and social media every day. People who use social media often are more likely to see ads, which makes these sites good for targeting buyers. Facebook was the most-used site, then Instagram and

YouTube. This means that brands should focus on Facebook for social media marketing and use Instagram and YouTube to interact with their target audience.

### **ii. Impact of Social Media Marketing on Purchase Intention**

Social media marketing had a small effect on people's plans to buy Fancy products. 25.7% of those who answered were very likely to buy after seeing ads on social media, while 31.4% were only somewhat interested. This means that social media marketing might not be enough to get people to actually buy something. To turn interest into sales, you might need more interesting and personalized content.

### **iii. Effective Social Media Marketing Strategies**

45.7% of those who answered said that branded content was the most important strategy. Reviews and testimonials that are real and made by the company are very important for building trust with customers. User-generated content worked because 34.3% of people who saw it responded. This shows that people want to hear honest opinions and experiences from other users. Targeted ads (20%) were also important, but endorsements from influencers didn't work as well, which shows that people are skeptical of influencer promotions. Brands should use personalized ads and customer reviews to gain trust.

### **iv. Consumer Attitudes Towards Fancy Products on Social Media**

Mixed reviews came in on fancy products that were advertised on social media. About half of the people who answered weren't sure if these products were good or not, which shows that people have different levels of trust in social media ads. Almost half of the people who took part said that frequent promotions made them feel better, while the other half said they had no effect or had bad reactions. Promotional frequency needs to be just right so that customers don't get tired of seeing them too often.

### **v. Hypothesis Testing:**

- **Hypothesis 1 (Rejected):** It was thought that social media marketing would make people more likely to buy. The data showed a negative correlation ( $r = -0.54$ ), which means that social media ads may make people less likely to buy. This

means that too much exposure or the feeling that content isn't real may make people not want to buy.

- **Hypothesis 2 (Rejected):** People used to think that consumer engagement was the link between social media marketing and intention to buy. Higher engagement did not make people more likely to buy ( $r = -0.51$ ). Customers who are interested may not trust or like marketing content.
- **Hypothesis 3 (Supported):** The study found that trust has a positive effect on both purchase intention and social media marketing ( $r = 0.51$ ). This shows how important honesty and openness on social media are for building trust. Social media marketing is more likely to bring in more sales for brands that people trust.

Fancy purchases can be affected by social media marketing, but brands need to focus on being real, building trust, and engaging with customers in a way that is unique to them. Instead of sending too many ads to customers, marketers should interact with them in a real way that builds trust in the brand.

# CHAPTER V

## SUMMARY AND CONCLUSION

### 5.1 Summary

The study looks at how social media marketing affects families' plans to buy products, taking into account the change in how businesses and customers interact on Facebook, Instagram, and YouTube. Social media has changed marketing by putting brands directly in touch with their ideal customers. This is especially true in the Fancy-focused market, which includes lots of products for the home and kids. This kind of interaction builds trust and loyalty to a brand, which are very important when families buy expensive things. The research looks at how social media marketing changes people's actions, especially when it comes to trust and emotional connection, which are very important when families shop.

The lack of research on luxury Fancy goods led to this study. There have been a lot of studies on social media marketing in different fields, but not many on how it affects people's plans to buy Fancy products. Businesses can't reach and engage Fancy-oriented customers because they don't do enough targeted research. The study suggests that advertising and product placement can be better if we understand the social media marketing factors that affect people's plans to buy.

The research aims to find out how social media marketing affects people's plans to buy Fancy products, what marketing strategies build trust and engagement with customers, and how customers feel about Fancy products promoted on social media. A number of research questions are asked in the study to find out how social media marketing strategies change how people think and act.

The framework is based on the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). The TPB says that attitudes, subjective norms, and the idea of having control over one's behavior all affect the intention to buy. These things can be changed by how well luxury Fancy product brands use social media marketing to talk about trustworthiness, safety, and value. In contrast, TAM stresses that how people think social media marketing strategies are useful and easy to use affects their behavior and purchases. These theories explain how psychological and technological factors change the way people act as consumers.

Research shows that effective social media marketing strategies make people more likely to buy. Research shows that interesting content, such as personalized ads and endorsements from influential people, can strengthen consumers' emotional bonds and make them more likely to buy. People are more likely to buy luxury goods when brands are honest and trustworthy. People's attitudes are also affected by how much they think something is worth. Ads that stress safety, ease of use, and quality are more likely to be seen by potential buyers.

Different social media sites have different effects on people's plans to buy. Visually-driven platforms like Instagram are great for promoting high-end goods because they look good. Influencer marketing helps people who are interested in buying things for their families by building community and trust with influencers they can relate to.

To sum up, this study fills in important research gaps by looking at how social media marketing affects the way people buy Fancy products. The study finds that marketers can reach Fancy-oriented customers through personalized content creation, partnerships with influencers, and interactive engagement. In a digital world dominated by social media, understanding these dynamics will help with targeted marketing and build trust between brands and customers.

## **5.2 Conclusion**

This study shows how marketing on social media sites affects what families buy. The research discovered that people are more likely to trust and interact with brands on social media when they focus on personalized content, partnerships with influencers, and interactive engagement. This rise in trust is very important for buying Fancy products, since safety, dependability, and emotional connections all play a role in purchases.

One important finding is that consumer engagement is a link between social media marketing strategies and plans to buy. When people like, share, comment on, and interact with brands, they are more likely to buy Fancy products. This means that brands should put an emphasis on content that is interactive, interesting, and builds community and connection. People are also more likely to buy brands that they know and trust, according to the study. This shows that brands need to earn trust by being honest and making sure the quality of their products.

The study also finds that perceived value has a big effect on people's plans to buy. People are more likely to buy Fancy products that are advertised on social media as being safe, easy to use, and valuable. This shows that marketers need to give customers useful information that addresses their concerns and emphasizes the benefits of the product.

The study also finds that some social media sites are the best at promoting Fancy-friendly products. Visually-driven platforms like Instagram have a big effect on how people think about and buy things because of how they present their products. Influencer marketing, which uses real-life examples to build trust and credibility, can affect purchases that are meant for the Fancy.

In the end, this study makes social media marketing better by looking at Fancy members' plans to buy products. Social media marketing can have a big effect on how people act by building trust, engagement, and a sense of value. To build trust and emotional connections with Fancy-oriented customers, use personalized content, interactive strategies, and partnerships with influencers. Future research will look into how emotional and psychological factors affect consumer behavior in niche markets like Fancy products. This will help make marketing more targeted and effective.

### **5.3 Implication**

This study gives policymakers, practitioners, and academics useful suggestions for what to study next.

**i. Implications for Policymakers:** This shows how important it is to have clear and responsible rules for social media marketing, especially when it comes to Fancy products. Policymakers should think about ethical advertising guidelines to make sure that marketing messages are convincing, honest, and useful. When it comes to Fancy-oriented products, consumer trust is very important. Policies that require brands to talk about their partnerships with influencers can help customers make better choices, which can make online shopping safer.

**ii. Implications for Practitioners:** The study suggests a number of ways to market Fancy products. When brands market themselves, they should start by earning trust by being honest and open. Showcase reviews, testimonials, and behind-the-scenes content from customers to make the brand seem more real. Second, marketers need to

use data analytics to make sure that ads and content are tailored to people's interests, behaviors, and demographics. Polls, quizzes, and live Q&As are all types of interactive content that can help build community and engagement with a brand. Last but not least, working with Fancy-friendly influencers can help your brand's credibility and reach.

**iii. Implications for the Academic Community:** The study adds to the body of research on social media marketing by looking at how psychological factors affect how people behave in a niche market (Fancy products). More research could be done to find out how age, income, and culture, among other demographic factors, affect people's trust in and participation in social media marketing. Longitudinal studies could also show how marketing strategies on social media can change the way people feel. Researchers may also look at how well other platforms work besides Facebook, Instagram, and YouTube to see how new platforms change the way people act.

In conclusion, this study helps us understand social media marketing and Fancy product purchase intentions better. It also lays the groundwork for future academic and practical research. By looking at trust, engagement, and perceived value, social media marketing strategies can help people in this important market segment understand how this group of consumers acts.

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## **Appendix: Survey Questionnaires**

### **i. Demographic Questions**

Description (optional)

- What is your age group?
- What is your gender?
- Other...

How often do you use social media?

What social media platforms do you primarily use?

### **ii. Social Media Marketing and Purchase Intention**

How often do you encounter social media ads or promotions on fancy products?

Never

- 1
- 2
- 3
- 4
- 5

Very Often

To what extent do social media ads or promotions influence your interest in Fancy products?

No Influence

- 1
- 2
- 3
- 4
- 5

Strong Influence

How likely are you to purchase a Fancy product after seeing it promoted on social media?

Not Likely

- 1
- 2
- 3

- 4
- 5

Very Likely

Which type of social media marketing most influences your purchase decisions on fancy products?

### **iii. Consumer Engagement with Social Media Marketing**

How often do you interact with social media content related to Fancy products (e.g., like, comment, share)?

Never

- 1
- 2
- 3
- 4
- 5

Very Often

Do you follow brands of Fancy products on social media after seeing their advertisements?

To what extent do you agree with the statement: "I am more likely to consider buying Fancy products when I engage with their content on social media"?

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

How much does engaging with content (e.g., likes, comments) on social media impact your decision to purchase Fancy products?

No Impact

- 1
- 2
- 3
- 4
- 5

Significant Impact

**iv. Consumer Trust in Brands**

How much do you trust Fancy product brands that are frequently promoted on social media?

No Trust

- 1
- 2
- 3
- 4
- 5

Complete Trust

Does seeing positive user reviews or testimonials on social media increase your trust in a Fancy product?

How important is trust in the brand when deciding to purchase Fancy products from social media ads?

Not Important

- 1
- 2
- 3
- 4
- 5

Very Important

To what extent do you agree with the statement: "Social media marketing builds trust in Fancy product brands"?

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

**v. Consumer Attitudes Toward Fancy Products on Social Media**

Do you perceive Fancy products promoted on social media as higher in quality than those promoted through traditional means?

How much do you agree with the statement: "Fancy products promoted on social media are more desirable"?

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

Does the frequency of social media promotions on fancy products affect your attitude toward the product?

How likely are you to recommend a Fancy product to others after seeing it promoted on social media?

Not Likely

- 1
- 2
- 3
- 4
- 5

Very Likely

# SOCIAL MEDIA MARKETING AND PURCHASE INTENTION O...

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## paper text:

Abstract This study looks into a niche area with little research: how social media marketing affects Fancy product purchase intentions. Businesses have been able to build trust, loyalty, and engagement with their customers through social media sites like Facebook, Instagram, and YouTube. The study discovered that social media marketing strategies like personalized content, partnerships with influencers, and interactive engagement have a big effect on how people buy Fancy-friendly products. The Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) are used to look at how attitudes, subjective norms, and how easy something is thought to be to use affect people's plans to buy. An analysis of real data shows that consumer engagement is a link between social media marketing strategies and plans to buy. People's willingness to buy luxury Fancy products is also affected by how much they trust brands. When social media marketing is done right, it can increase community and consumer value, which makes people more likely to buy. This study suggests that marketing that focuses on Trust and Engagement may work better when aimed at Fancy-oriented consumers. This study adds to the body of research on social media marketing and helps companies improve their marketing plans in a tough market.

CHAPTER I: INTRODUCTION

1.1 Background of the Study Social media has revolutionized the way businesses and consumers interact, transforming marketing landscapes with its dynamic and interactive capabilities. Platforms like Facebook, Instagram, and YouTube have evolved beyond mere communication tools to become powerful channels for marketing, branding, and customer engagement. These platforms allow businesses to create tailored campaigns that reach specific demographics, enabling more meaningful connections and greater customer loyalty (Moore et al., 2017). The global reliance on social media marketing stems from its ability to merge creativity, data analytics, and engagement strategies. Unlike traditional marketing, which is often unidirectional, social media marketing fosters two-way communication between businesses and customers. It enables customers to provide instant feedback, share experiences, and even co-create brand content. For niche markets such as Fancy products—household items, baby products, and parenting essentials—this interactive marketing approach is especially vital. These products are often purchased with significant emotional and practical considerations, requiring trust, safety, and reliability as core components of the marketing strategy. Social media marketing strategies have gained traction for their ability to shape consumer preferences and behaviors. Fancy products, designed to cater to the needs of families and households, require more than just aesthetic appeal; they demand consumer trust built through consistent communication and validation. Trust-building is critical for businesses in this sector because purchases are frequently influenced by personal recommendations, online reviews, and user testimonials, often shared on