

An Analysis of the Impacts of Website Advertising on Customer Engagement and Customer Preference for a Luxury Fashion Brand in The United Kingdom (The UK): **A Case Study of Burberry**

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Module name: Identity and Approaches to Applied Business

JUSTIFICATION FOR TOPIC CHOICE

- ☐ Academic studies in master program in the last years
- ☐ Study program of current doctor level at the University
- ☐ Individual preference for digital marketing approaches of companies in the UK luxury fashion sector
- ☐ Research question

RESEARCH QUESTION

What are the **impacts of website advertising on customer engagement and preference** for Burberry in the UK?



RESEARCH CONTEXT

The New York Times

Luxury Brands Follow the Money to Asia



By Bettina Wassener

June 24, 2011

HONG KONG — Consumers with buying power and expensive tastes are fueling a boom in the luxury goods industry across Asia — shoppers like Chen Zhuhang and Lin Xing, who were out on a spending spree along Canton Road here this week.

“My favorite brands are Prada and Gucci,” said Mr. Lin, who was visiting from Fujian province, on the southeastern coast of China. “Today, I bought a pair of shoes and a bag for myself from Gucci.”

His friend, Mr. Chen, was carrying a Gucci shopping bag containing a light brown leather purse that he had bought for his

F Forbes

As Burberry Faces Backlash In China Over Xinjiang Cotton, Other Luxury Brands Could Face Boycott

British designer Burberry is the first luxury brand to be targeted in China in a backlash against western sanctions imposed over alleged human ...

3 days ago



R Reuters

Burberry becomes first luxury brand to suffer Chinese backlash over Xinjiang

China on Friday sanctioned organisations and individuals in the United Kingdom over what it called “lies and disinformation” about Xinjiang, days after Britain ...

3 days ago



T The Times

China turns on Burberry over cotton | Business

Britain, the European Union, the United States and Canada have imposed sanctions on China for human rights abuses against the Uighurs in ...

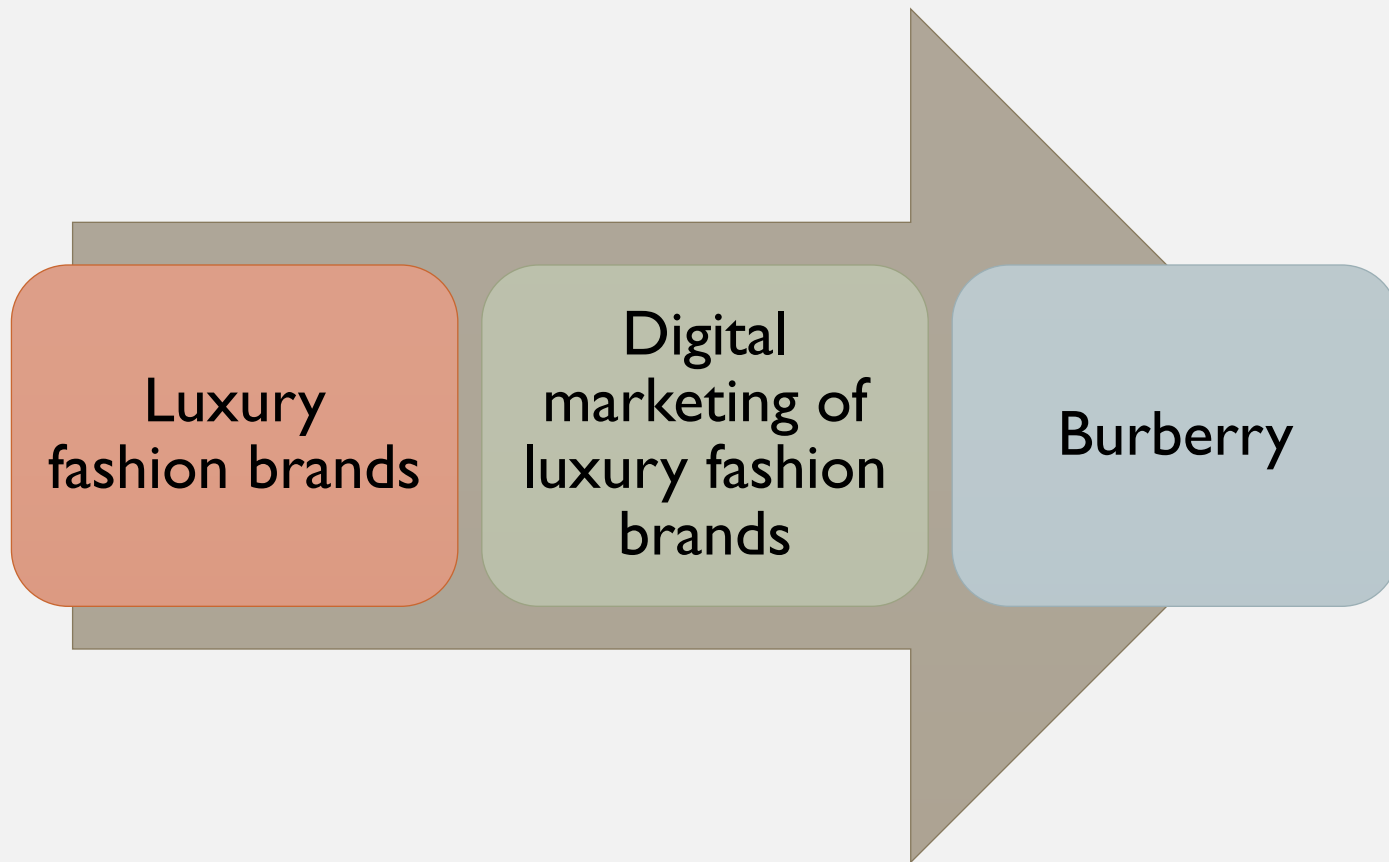
2 days ago



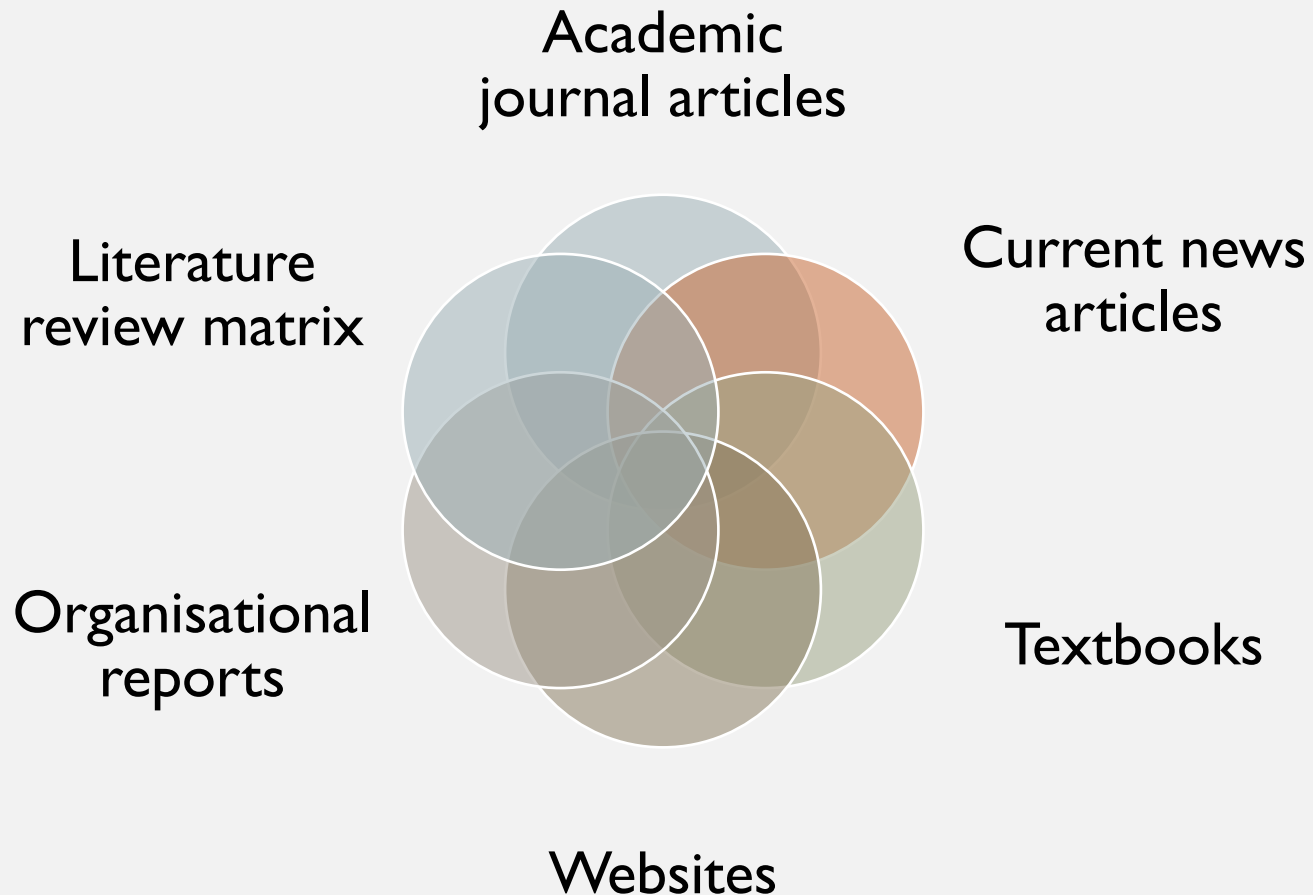
M This is Money



RESEARCH CONTEXT



SOURCES FOR IDENTIFYING AREAS OF INTEREST TO FUTURE RESEARCH



ACADEMIC CONTEXTUAL INFORMATION

Website advertising is a part of digital marketing approach and it is defined as the **advertising approach** that uses a website or websites as a medium to gain **website traffic** and deliver brand messages to target customers



Web Advertising Value theory of Ducoffe

ACADEMIC CONTEXTUAL INFORMATION

Web Advertising Value theory of Ducoffe



Strengths

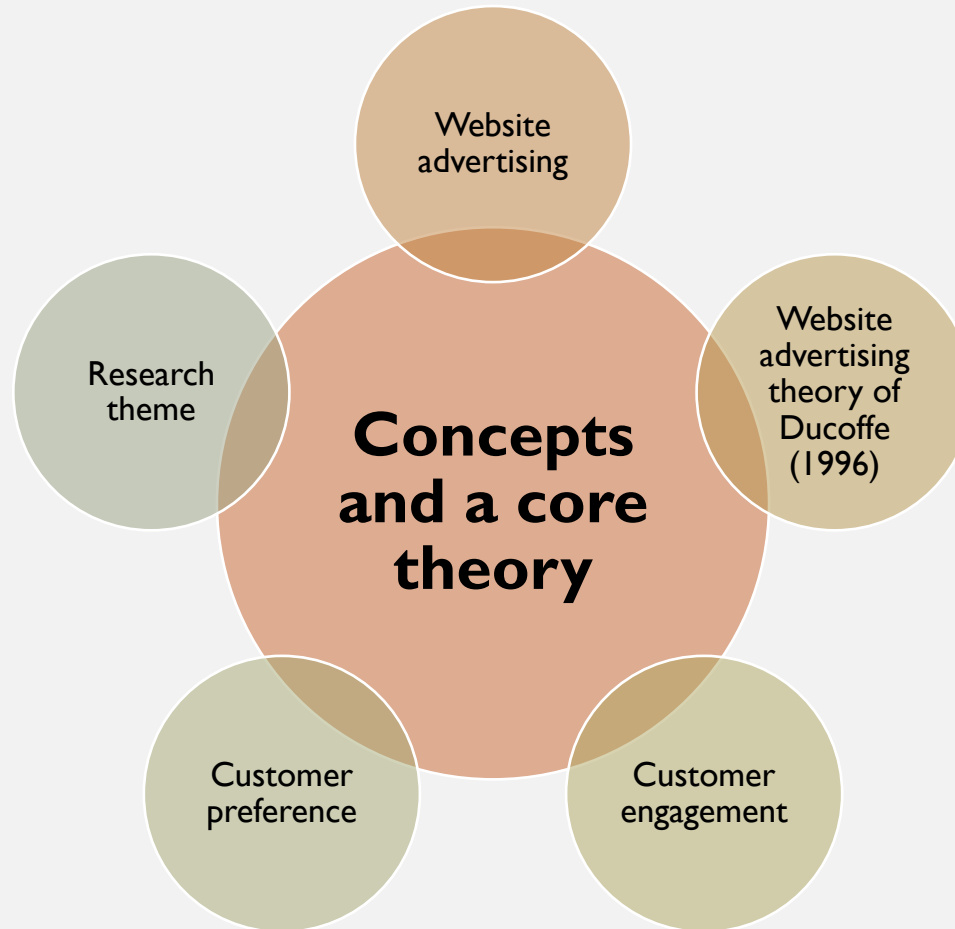
- Entertainment and informativeness have positive impacts on attitudes of consumers towards website advertising of brands and that irritation has a negative impact on the attitudes of the consumers towards website advertising of the brands
- It describes main factors impacting on consumer attitudes towards website advertising



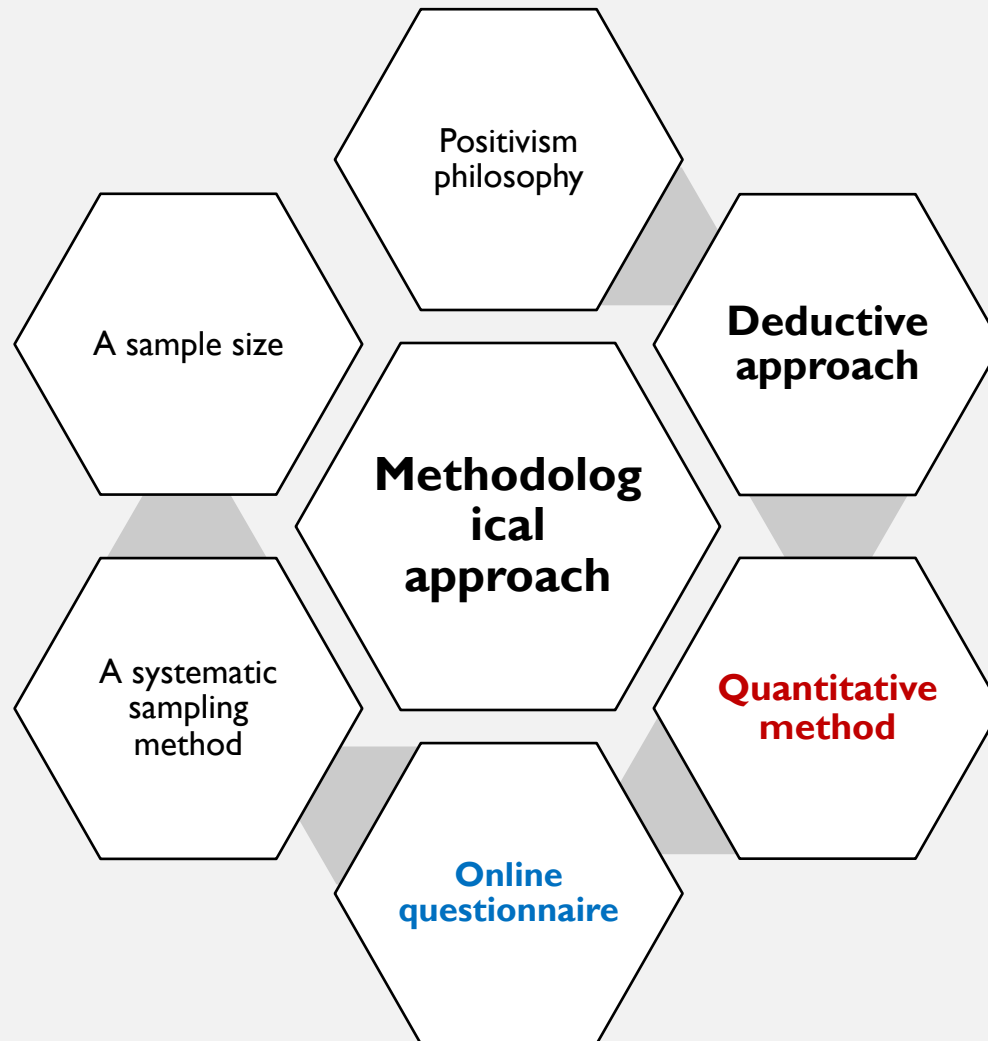
Weakness

- It does not include credibility aspect of website advertising.
- Website advertising needs to be believable, credible and trustworthy so that the website advertising increases customer engagement and positive attitudes of the customers towards website advertising
- Indicate that interactivity and accessibility factors need to be added to the theory

ACADEMIC CONTEXTUAL INFORMATION



PROPOSED METHODOLOGICAL APPROACH



PROPOSED METHODOLOGICAL APPROACH

Deductive approach: propose hypotheses to evaluate the impacts of website advertising on customer engagement and customer preference for Burberry in the UK. The deductive approach will save time and cost of the future research because it utilizes the current theory of Website Advertising Value of Ducoffe in the context of luxury fashion industry in the UK.

Use a **questionnaire** to gather **quantitative data** and use statistical analysis approaches (descriptive analysis approach, reliability test approach, factor analysis approach and regression analysis approach).

SPSS software will be used to perform the statistical analysis approaches.

RESEARCH RISKS

Research risks

A low
response
rate

Time-
consuming
data
analysis

Access
risk

Possible
biases

Ethical
risks



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