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**The Role of Social Media Marketing in Shaping Consumer
Buying Behaviour for Yves Saint Laurent among UK
University Students**

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Declaration



Master's Degrees by Examination and Dissertation Declaration Form.

1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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2. This dissertation is being submitted in partial fulfilment of the requirements for the degree of Master of Business Administration.

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3. This dissertation is the result of my own independent work/investigation, except where otherwise stated.

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Abstract

In the context of the luxury fashion industry, this dissertation provides a comprehensive analysis of the complex relationship between social media marketing strategies and consumer behaviour, with a particular and comprehensive concentration on Yves Saint Laurent (YSL) in the United Kingdom. The research is conducted within the context of a dynamic and intensely competitive luxury goods industry, where consumers seek not only products but also unique brand experiences. In light of the transformative impact of the digital age on consumer-brand interactions, this study employs a comprehensive survey to target university students in the United Kingdom, a demographic that is especially relevant to luxury brands due to their digital savvy and aspirational tendencies. Furthermore, it investigates the critical role that celebrities and influencers have played in expanding YSL's reach, as well as consumer research patterns, emphasising the reliance on peer opinions and digital feedback. Not only do these multifaceted insights enhance our understanding of the ever-changing marketing landscape for luxury brands, but they also provide actionable suggestions for YSL and other luxury brands seeking to optimise their digital strategies. The digitally savvy and aspirational consumer base of university students in the United Kingdom presents a unique opportunity and challenge, making these findings especially pertinent and timely for practitioners and academics of luxury brands.

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Chapter 1: Introduction

1.1 Background and Context

In recent years, the market for luxury goods, a sector renowned for its opulence, craftsmanship, and exclusivity, has witnessed a profound transformation. The ubiquitous presence of social media platforms is one of the primary drivers of this transformation. Historically, luxury brands such as Yves Saint Laurent (YSL) have maintained their allure through heritage, scarcity, and meticulously curated retail experiences. The digital age has however introduced new dynamics. Instagram, Facebook, and Twitter have become integral components of the luxury marketing landscape. These platforms offer luxury brands a unique opportunity to engage with their audiences, convey their brand stories, and showcase their products.

This transition has been embraced by Yves Saint Laurent, an iconic luxury brand renowned for its haute couture, ready-to-wear fashion, and accessories. The brand has utilised social media strategically to cultivate a digital presence that reflects its values of innovation and creativity (YSL Beauty, 2023). YSL has expanded its reach to a new generation of consumers through visually appealing posts, captivating stories, and influencer partnerships.

In the United Kingdom (UK), which is home to a diverse and discerning consumer base, the influence of social media marketing on consumer behaviour, particularly among university students, is of particular interest. University students in the United Kingdom represent a demographic that is both digitally savvy and aspirational, making them a vital market for luxury brands (Eastman, Shin and Ruhland, 2019). How these students interact with luxury brands, specifically YSL, on social media platforms and how this interaction translates into purchasing behaviour is an intriguing area of research.

This study aims to investigate the complex relationship between social media marketing and consumer purchasing behaviour, with a focus on luxury brands such as YSL in the UK market. By focusing on university students in the United Kingdom, we hope to gain a nuanced comprehension of how social media marketing influences their perceptions, preferences, and purchasing decisions. As we venture deeper into the following chapters, we will outline the precise research objectives, research questions,

and methodologies that underpin this investigation into the dynamic realm of luxury brand marketing and consumer behaviour.

1.2 Research Rationale

Several important factors support the rationale for this research, which has both academic and practical importance. First, the luxury goods industry contributes significantly to the global economy. It is a vibrant and highly competitive market in the United Kingdom, with consumers pursuing not only products but also distinctive brand experiences (Cabigiosu, 2020). Consequently, understanding the dynamics of consumer behaviour in this market, particularly among demographics such as college students, is of strategic significance for luxury brands operating in this region.

Second, the rise of social media as a marketing instrument has ushered in a paradigm shift in the manner in which luxury brands interact with consumers. Luxury brands, such as Yves Saint Laurent (YSL), now navigate a digital landscape in which traditional notions of exclusivity and opulence intersect with accessibility and engagement (Godey et al., 2016). Consequently, it is crucial to investigate how luxury brands, such as YSL, can effectively leverage social media platforms to not only engage consumers but also convert that engagement into tangible purchasing behaviour.

Thirdly, university students in the United Kingdom are a distinct demographic in this context. They are a group with significant purchasing power and a preference for prestige brands. In addition, university students are digital natives, as evidenced by their familiarity with and active participation in social media platforms (Margaryan, Littlejohn and Vojt, 2011). Consequently, this demographic's interaction with prestige brands on social media is likely to be unique and warrants specialised study.

1.3 Research Objectives

- To Evaluate the Differential Impact of Visual and Narrative Social Media Content on the Perception of Yves Saint Laurent's Luxury Products among UK University Students.

- To Analyze the Role of Social Media Influencers in Shaping Yves Saint Laurent's Brand Image and Purchase Intentions among UK University Students.
- To Examine the Moderating Effect of Social Media Engagement Frequency on the Relationship Between Social Media Marketing Exposure and Yves Saint Laurent's Product Preference among UK University Students.
- To Investigate the Influence of Peer-to-Peer Interactions and User-Generated Content (UGC) on Yves Saint Laurent's Social Media Platforms on Purchase Decision-Making among UK University Students.

1.4 Research Questions

- How does the format of social media content, specifically visual versus narrative content, impact the way UK university students perceive Yves Saint Laurent's luxury products?
- What is the role of social media influencers in shaping Yves Saint Laurent's brand image and influencing the purchase intentions of UK university students?
- Does the frequency of social media engagement moderate the relationship between exposure to social media marketing and product preference for Yves Saint Laurent among UK university students?
- To what extent do peer-to-peer interactions and user-generated content (UGC) on Yves Saint Laurent's social media platforms influence the purchase decision-making process of UK university students in the luxury fashion segment?

1.5 Structure of the Dissertation

- Section 1 Introduction: The introduction provides background and context for the research, focusing on the shifting landscape of social media marketing for luxury brands. It lays the groundwork for the subsequent chapters by introducing the research objectives and queries. In addition, this chapter outlines the structure of the dissertation, providing readers with a road map of what to expect.
- Chapter 2 Literature Review: This chapter examines the extant literature regarding luxury brand marketing, social media, and consumer behaviour in

depth. It identifies and discusses pertinent theoretical frameworks, models, and concepts while highlighting existing knowledge deficits.

- Chapter 3 Research Methodology: This study's research methodology is described in Chapter 3. It describes the selected research design, philosophy, methodology, data collection, and analysis techniques. The chapter also addresses ethical concerns, such as participant consent and data confidentiality, while acknowledging potential limitations.
- Chapter 4 Data Presentation and Analysis: In Chapter 4, empirical findings derived from the research data collected are presented. The chapter utilises descriptive statistics, graphics, and tables to effectively visualise the data. In addition, it provides a thorough analysis of the findings, connecting them to the research objectives and queries.
- Chapter 5 Discussion: The fifth chapter interprets and explores the implications of the research findings within the context of luxury brand marketing and social media. It provides insights into the significance and meaning of the results, going beyond data presentation.
- Chapter 6 Conclusion: The final chapter provides a summary of the complete dissertation. It includes a summary of significant findings and contributions, as well as recommendations for luxury brand marketers. In addition, it outlines potential future research directions, highlighting the study's relevance within the larger context of luxury brand marketing and social media.

Chapter 2: Literature Review

2.1 Social Media Marketing in the Luxury Industry

The luxury industry, renowned for its exclusivity, craftsmanship, and history, has undertaken a radical transformation in the digital age, primarily due to the proliferation of social media platforms (Arrigo, 2018). Social media marketing has become an integral part of luxury brands' marketing strategies, allowing them to engage with a global audience in innovative and dynamic ways.

Anxiety greeted the entry of luxury brands into the sphere of digital marketing and social media. Historically, the luxury industry has flourished on a sense of exclusivity and sophistication, values that appeared difficult to convey via digital channels (Kapferer and Valette-Florence, 2016). However, luxury brands quickly recognised the immense potential of social media platforms such as Instagram, Facebook, and Twitter as potent tools for brand engagement, storytelling, and reaching new demographics (Quesenberry, 2018). Consequently, they embraced these platforms, transforming their marketing strategies to navigate the digital landscape effectively.

An essential aspect of social media marketing for luxury brands is the emphasis on visually engaging content (Kim and Ko, 2010). Luxury brands are renowned for their aesthetics and attention to detail, and they use high-quality images and videos on social media to communicate their brand identity and core values. In addition, influencer partnerships have become a prevalent tactic in the luxury industry (Glenister, 2021). Luxury brands partner with influencers whose lifestyles align with their brand identity, capitalising on the influencer's credibility and reach to engage with a larger audience. In addition, exclusivity continues to be a hallmark of luxury marketing, and social media is used to create a sense of privilege and belonging among followers (Wang, Sung and Phau, 2021).

Marketing via social media has a significant impact on the brand image of luxury companies. It provides a stage for these brands to exhibit their rich heritage, unparalleled craftsmanship, and unwavering dedication to creativity and innovation (Slaton and Hurst, 2022). In addition, luxury brands utilise social media to engage in two-way communication with their audience, thereby fostering a sense of community and brand loyalty (Labrecque, 2014). Research indicates that luxury brands that

actively engage with consumers on social media platforms experience increased brand loyalty and a positive brand image (Nyadzayo, Johnson and Rossi, 2020).

2.2 Consumer Buying Behavior in the Luxury Industry

In the luxury sector, where purchasing decisions are frequently characterised by complexity and emotional involvement, it is crucial to comprehend consumer purchasing behaviour. The luxury industry is a distinct subset of consumer behaviour that is influenced by factors that transcend conventional marketing paradigms.

Luxury brands have long relied on a potent combination of heritage, craftsmanship, and exclusivity to generate consumer desire. The allure of luxury resides not only in the tangible qualities of a product, but also in its intangible attributes, such as the story, prestige, and aspirational lifestyle it represents (Brun and Castelli, 2013). Bazi, Filieri and Gorton (2020) state that consumers drawn to luxury products frequently seek more than just functional benefits; they seek an emotional connection and a symbol of their identity and status. This visceral element distinguishes luxury purchasing behaviour from other consumer contexts.

The function of social identity theory in luxury consumer behaviour is crucial. Consumers choose prestige brands to demonstrate membership in a specific social group or to distinguish themselves from others (Wiedmann, Hennigs and Siebels, 2009). Possession of a luxury product can serve as a means of self-expression, reflecting personal values and aspirations. In addition, luxury consumers frequently engage in conspicuous consumption, in which the display of their luxury purchases is an intentional act of signalling social status and success (Johnson, Tariq and Baker, 2018).

It is impossible to overstate the importance of sentiments in luxury purchase decisions. Luxury brands construct emotional narratives that resonate with consumers, evoking a sense of desire and longing. Emotional involvement in the luxury purchasing process results in a higher level of consumer loyalty (So, Parsons and Yap, 2013). Frequently, consumers form strong emotional ties with luxury brands, which fosters brand loyalty, repetitive purchases, and advocacy.

The perceived value of the product also influences the luxury consumer journey. Luxury brands invest extensively to ensure that consumers perceive their products as providing superior quality, exclusivity, and distinctive experiences (Choo et al., 2012). In turn, consumers are willing to pay a premium for these qualities. The notion of value in the context of luxury extends beyond the physical characteristics of a product to incorporate the entire brand experience.

External factors, such as social and cultural dimensions, further influence consumer behaviour in the luxury segment. Culture influences consumer perceptions of luxury, and societal norms and values influence what is regarded as prestigious and desirable (Eng and Bogaert, 2010). In addition, peer influence and social comparisons can sway consumers' decisions to purchase luxury items, as they attempt to match the preferences of their reference groups (Dunning, 2007).

2.3 Models and Theories of Consumer Behavior

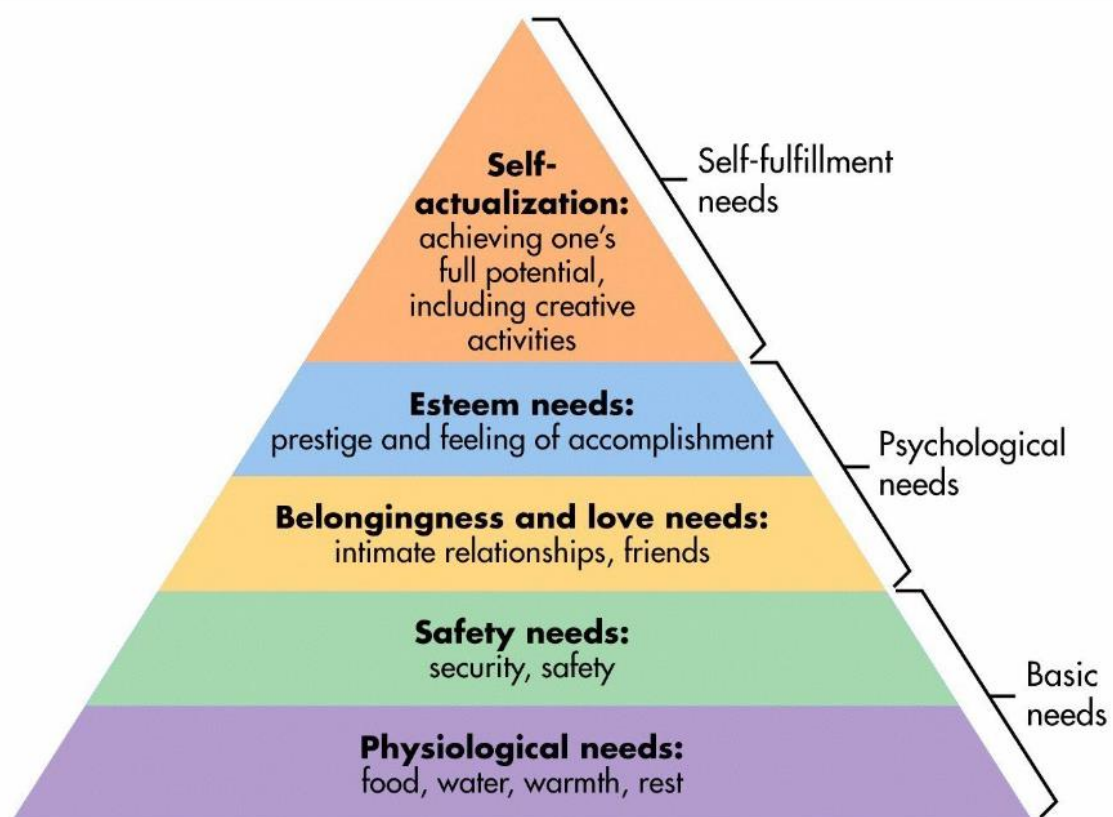
To comprehend the complexities of luxury consumer behaviour, it is necessary to examine the theoretical frameworks and models underlying the study of consumer choices and preferences. Several well-established models and theories cast light on how consumers navigate the world of luxury products and make purchasing decisions.

2.3.1 Maslow's Hierarchy of Needs

Abraham Maslow's Hierarchy of Needs, introduced in 1943, stands as a foundational framework for comprehending consumer behavior, particularly in the context of luxury consumption. This hierarchy organises the needs of individuals into a pyramidal structure, with the most fundamental physiological needs such as sustenance and shelter at the base, followed by safety, love and belongingness, esteem, and self-actualization needs at the apex. When analysing luxury consumption, it is essential to delve deeper into how consumers frequently attempt to satisfy their esteem and self-actualization needs by acquiring luxury goods that represent success, prestige, and personal identity (Chen and Kim, 2013).

We begin with physiological needs, which are the most fundamental requirements for human survival, at the base of Maslow's hierarchy (Maslow, 1997). Despite the fact that luxury goods may not directly address these requirements, they indirectly

contribute to their satisfaction. A luxury automobile, for instance, may not provide sustenance or shelter, but it can substantially improve one's social standing and overall quality of life, thereby indirectly promoting physiological health. As we ascend the pyramid, we attain the level of safety and security required. In numerous ways, luxury consumption can provide a sensation of security and safety. As a form of social currency, the ownership of luxury items can assist individuals in establishing and sustaining their social status and networks. Luxury products can be viewed in this context as a means of establishing a buffer against potential challenges to one's social standing and sense of belonging to a specific social group. The model of the pyramid is given below, for reference:



Source: <https://canadacollege.edu/dreamers/docs/Maslows-Hierarchy-of-Needs.pdf>

On our ascent, we reach the point of esteem requirements. Consumption of luxury items is frequently motivated by the desire for esteem and recognition (Kessous and Valette-Florence, 2019). Consumers actively pursue luxury items that represent success, prestige, and individuality. With their associations with prestige and exclusivity, these products become potent instruments for self-expression and social

differentiation. They enable people to present a meticulously curated representation of themselves to the world, thereby substantially boosting their sense of self-worth and self-esteem. Maslow's hierarchy culminates with self-actualization, which signifies the achievement of one's potential and personal development (Maslow, 1997). In the context of luxury consumption, the notion that acquiring and displaying luxury objects can assist individuals in expressing their individual identities and aspirations becomes intrinsically linked to self-actualization. Frequently, luxury items serve as symbols of accomplishment, enabling consumers to believe they are truly reaching their maximum potential.

However, a critical examination of the function of luxury consumption in satisfying these higher-order needs is essential. The pursuit of luxury goods can result in conspicuous consumption and materialism, where individuals prioritise the acquisition of possessions over genuine personal development and well-being (Truong and McColl, 2011). A superficial emphasis on external symbols of success, as opposed to inner fulfilment and self-actualization, may result. Furthermore, it is essential to acknowledge that the notion of luxury is subjective and influenced by cultural factors. The definition of luxury can vary considerably between cultures and individuals, and the pursuit of luxury can occasionally result in the perpetuation of materialistic values that may be incompatible with more fundamental human requirements and values.

2.3.2 Theory of Conspicuous Consumption

Thorstein Veblen's Theory of Conspicuous Consumption, first introduced in the late 19th century and still relevant today, provides valuable insights into the realm of luxury consumer behavior (Veblen, 1899). According to this theory, consumers engage in conspicuous consumption when they purchase luxury items for the primary purpose of displaying their affluence and social standing. In essence, conspicuous consumption is a form of social signalling in which opulent items are utilised to publicly demonstrate one's ability to afford expensive and exclusive items. In the realm of luxury consumption, this theory highlights the complex interplay between social dynamics and status-seeking behaviour, where consumers derive utility from both the intrinsic value of the product and the public exhibit of their wealth.

Fundamentally, Veblen's theory challenges the conventional economic presumption that rational utility maximisation is the sole determinant of an individual's purchasing decisions. As an alternative, it illuminates the frequently irrational and status-driven nature of luxury consumption. Motivated by the desire to differentiate themselves from others, to stand out in social contexts, and to demonstrate their elevated socioeconomic status, consumers engage in conspicuous consumption. This theory emphasises the fact that luxury items are visible indicators of one's social stature and financial success. In addition to their practical utility, luxury items are frequently chosen by consumers for their symbolic value in communicating their wealth and privilege. A luxury watch or designer apparel, for instance, may offer practical advantages, but their exorbitant prices and easily identifiable logos render them highly effective means of communicating social status. A model of the theory is given below, for reference:



Source: <https://www.wallstreetmojo.com/conspicuous-consumption/>

A critical examination of the Theory of Conspicuous Consumption, however, reveals a number of complexities and criticisms. The perpetuation of materialistic and competitive values within society, where individuals engage in an unrelenting pursuit of prestige symbols at the expense of more meaningful and fulfilling aspects of life, is a major criticism of this form of consumption. Additionally, the theory fails to account for variations in individual motivations for luxury consumption, as not all consumers may place the same emphasis on conspicuous display. Furthermore, the notion of conspicuous consumption can differ depending on the culture and context (Wong and Ahuvia, 1998). The significance of what is regarded as conspicuous in one culture may differ from that of another. This cultural diversity highlights the necessity of a nuanced comprehension of luxury consumption worldwide.

2.3.3 Self-concept and Identity Theory

Self-concept and identity theory in consumer behaviour emphasises the critical role that products play in shaping and articulating consumers' identities, as well as the significance of consumers' self-perception (Sirgy, 1982). This theory illustrates how luxury consumers frequently utilise high-end products as a means of self-expression and identity formation in the context of luxury consumption. Possession and exhibit of luxury items are potent means by which individuals can convey to the world their values, aspirations, and desired self-image. (Ko, Costello, & Taylor, 2019) Luxury brands that effectively correlate with consumers' self-concept and identity not only provide products but also generate emotionally resonant experiences, which ultimately result in increased brand loyalty and a greater propensity to invest in the brand. The following table illustrates the key factors in the theory:

Self image	&	Product image	result in	Self-image/ product-image congruity	Mediating factors		Purchase motivation
					Self-esteem motivation	Self-consistency motivation	
					leading to		
positive		positive		positive self- congruity	approach	approach	approach purchase motivation
negative		positive		positive self- incongruity	approach	avoidance	conflict
negative		negative		negative self- congruity	avoidance	approach	conflict
positive		negative		negative self- incongruity	avoidance	avoidance	avoidance purchase motivation

Source: Sirgy, 1982

This theory recognises, at its foundation, that consumers purchase products not only for their functional utility, but also to construct and communicate their identities. With their inherent symbolism of wealth and exclusivity, luxury products are ideally adapted for this purpose. Customers express their identity or aspirations when they choose to associate themselves with a prestige brand or product (Amatulli et al., 2018). Carrying a designer handbag or donning luxury clothing, for instance, may represent a particular way of life, degree of sophistication, or individual preference. In addition, the Self-concept and Identity Theory emphasises the psychological and emotive bond that consumers develop with brands that align with their self-identities. When a luxury brand effectively aligns with a consumer's self-concept and identity, it becomes an

integral part of their self-expression rather than merely a label. This emotional connection increases brand loyalty, as consumers are more likely to continue investing in the brand because they perceive it as an extension of themselves.

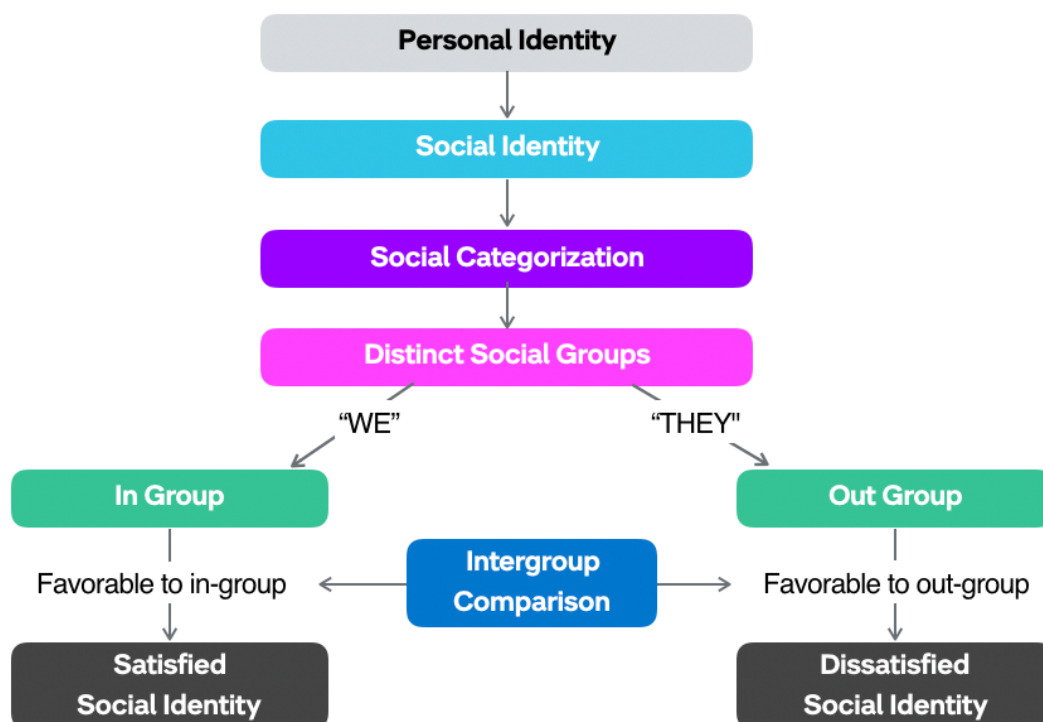
Nonetheless, it is crucial to evaluate this theory critically. One criticism is that the pursuit of identity through consumption can result in materialistic and consumerist behaviours, in which the accumulation of possessions is prioritised over more profound and meaningful aspects of self-discovery and personal development (Campbell, 2020). In addition, not all luxury consumers seek to identify with brands or products for identity reasons; others may be motivated by the pursuit of social status or the value of craftsmanship, for instance. Additionally, the Self-concept and Identity Theory should be considered alongside other variables that impact consumer behaviour, including economic constraints, peer pressure, and cultural norms. These external forces can significantly influence the decisions and self-concept of an individual.

2.3.4 Social Identity Theory

Tajfel and Turner's Social Identity Theory, originally formulated in 2004, provides valuable insights into how individuals categorize themselves and others into various social groups, with these group memberships significantly influencing their behavior (Tajfel and Turner, 2004). This theory illuminates how consumers frequently utilise luxury brands and products to express and reinforce their social identities in the context of luxury consumption (Silverstein, Fiske, and Butman, 2005). According to this viewpoint, consumers demonstrate their affiliation with particular social groups by associating with particular luxury brands or product categories, which ultimately impacts their purchasing decisions.

Social Identity Theory is predicated on the notion that individuals derive a portion of their identity from the organisations to which they belong (Hornsey, 2008). With their distinct images and associations, luxury brands provide consumers with a tangible means of demonstrating their affiliation with particular social groups or subcultures. Choosing a specific luxury fashion brand, for instance, may indicate membership in a limited group of "fashion-conscious elites." Such associations can assist individuals in enhancing their social identity and gaining recognition from those who share similar

preferences and interests. Luxury consumers frequently purchase products as a means of expressing their social identity and associating with a specific group or way of life, in addition to the product's intrinsic value. Luxury items serve as visible representations of an individual's social standing, values, and affiliations. As evidenced by the selection of luxury automobiles, fashion items, and accessories, the brand and style frequently convey significant social connotations. The following flowchart illustrates the SIT theory:



Source: <https://www.structural-learning.com/post/social-identity-theories>

Nonetheless, it is essential to analyse Social Identity Theory critically in the context of conspicuous consumption. One criticism is that the pursuit of social identity through prestige brands can result in superficial and materialistic values, with individuals placing greater emphasis on superficial aspects of personal development and self-discovery than on the external symbols of belonging. Additionally, individuals may potentially stifle their individuality by conforming to the social norms and expectations of their selected group. Furthermore, the dynamic and evolving character of social identities and luxury consumption must be acknowledged. Given that the meaning and

significance of luxury brands can fluctuate across cultures and over time, it is crucial to take into account the fluid nature of social identity.

2.3.5 Concept of Perceived Value

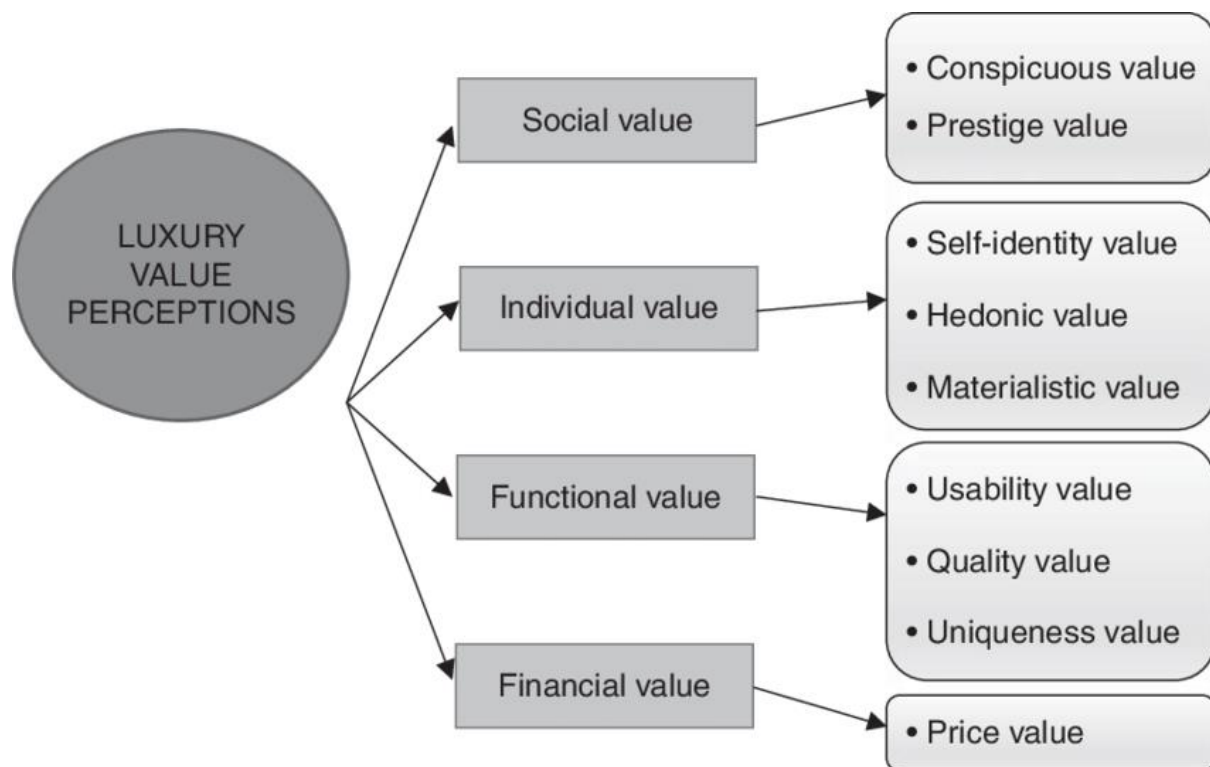
The notion of perceived value is fundamental to comprehending consumer behaviour, and it assumes distinctive dimensions in the luxury sector (Sánchez-Fernández and Iniesta-Bonillo, 2007). In the realm of luxury consumption, consumers view value in terms of emotive and symbolic attributes in addition to functional benefits. Creating the perception of superior quality, craftsmanship, and exclusivity—factors that validate the premium prices associated with their products—requires a substantial investment from luxury brands. Moreover, hedonic consumption, in which consumers derive pleasure and emotional fulfilment from the act of acquiring and possessing luxury items, is frequently associated with luxury consumption (Amatulli et al., 2017). In this context, the value of luxury products encompasses the entire brand experience, including the purchasing process and brand heritage, in addition to their utility.

One key aspect of perceived value in the luxury sector is the idea of exclusivity. To maintain an aura of exclusivity, luxury brands meticulously regulate their distribution and production, which increases the perceived value of their products (Kapferer, 2012). Due to the fact that consumers perceive luxury items to be uncommon and coveted possessions, their scarcity contributes to their allure. Craftsmanship is an additional essential element of perceived value in luxury consumption. The meticulous attention to detail, artisanal skills, and use of premium materials are frequently highlighted by luxury brands. In addition to enhancing the functional quality of the products, this craftsmanship also contributes to their emotive and symbolic value. The willingness of consumers to pay a premium for products that are perceived as works of art demonstrates the brand's commitment to excellence.

Additionally, the hedonic component of luxury consumption significantly influences the perception of value. The purchase and ownership of luxury items are frequently associated with pleasure, self-indulgence, and the satisfaction of desires (Hume and Mills, 2013). Beyond its utilitarian function, the emotional satisfaction derived from possessing a luxury product contributes to its overall perceived value.

The concept of perceived value also encompasses the entirety of the brand experience in the luxury sector (Hwang and Hyun, 2012). This encompasses the purchasing experience, customer service, and the history and history of the brand. A sense of belonging to an exclusive community of like-minded individuals who value the brand's history and values is frequently highly valued by consumers. However, it is essential to evaluate the concept of perceived value in luxury consumption critically. The high prices of luxury products, according to critics, are frequently disproportionate to the functional benefits they provide, resulting in concerns regarding conspicuous consumption and materialism. Moreover, the subjective nature of luxury is exemplified by the fact that each individual and culture has a unique perception of value.

An ideal diagram for the concept of perceived value is given below:



Source: Adapted from Hennigs *et al.* (2012) and Wiedmann *et al.*

2.4 Role of Social Media in Marketing and Branding

Social media platforms have emerged as effective channels for increasing brand visibility and reaching a global audience. With billions of active users on platforms such as Facebook, Instagram, and Twitter, luxury brands can connect with a large and diverse consumer base. These platforms provide a one-of-a-kind opportunity to

display brand values, history, and aesthetics to a global audience. The ability to share high-quality visual content and interact in real-time with followers increases brand awareness and exposure (Liu, Ya and Zhang, 2020).

In addition, social media enables luxury brands to engage in authentic storytelling, a potent brand-building instrument (Hughes, Bendon and Pehlivan, 2016). Brands can craft narratives that resonate with their target audience, conveying the brand's essence and distinct value proposition. Luxury branding places a premium on authenticity, as consumers seek to associate themselves with brands that reflect their values and aspirations. Garner (2022) found that social media platforms are an ideal medium for communicating brand histories, values, and heritage in an unfiltered and engaging manner.

Social media facilitates two-way communication between brands and consumers, unlike traditional forms of advertising (Farook and Abeysekara, 2016). Luxury brands can actively engage with their audience by responding to comments, addressing inquiries, and fostering a sense of community. This interaction permits brands to cultivate relationships with customers, resulting in increased brand loyalty and advocacy. In addition, it offers a valuable feedback loop, allowing brands to obtain insights into consumer preferences and sentiments (Arora et al., 2019).

In addition to encouraging direct engagement, social media has spawned the phenomenon of influencer marketing, thereby reshaping strategies for luxury brand marketing (Ye et al., 2021). Luxury brands are increasingly partnering with social media influencers whose lifestyles and aesthetics align with their own. Influencers provide authentic endorsements and a direct channel to their following, which is frequently the brand's target audience. Collaborations with influencers can boost the credibility, reach, and engagement of a brand (Vodák et al., 2019).

2.5 Social Media Marketing Strategies in the Luxury Sector

The advent of social media has ushered in a new era in marketing, reshaping the manner in which brands interact with consumers and communicate their value propositions. This transformation is most evident in the luxury industry, where brands renowned for their exclusivity, craftsmanship, and heritage navigate the delicate balance between tradition and digital innovation. In this section, we venture on an

exploratory journey into the dynamic world of social media marketing strategies in the luxury industry in an effort to decipher the strategies, nuances, and implications that define this evolving landscape.

In recent years, the luxury sector, which includes high-end fashion, accessories, watches, and jewellery, has undergone remarkable changes. Historically rooted in traditional advertising, extravagant window displays, and prestigious boutiques situated along elite boulevards, luxury brands now face the imperative of adapting to the digital age (Kapferer, 2015). This shift is driven by the changing expectations and behaviours of today's luxury consumers, a demographic that is getting younger, more technologically sophisticated, and more globally interconnected.

Social media platforms have emerged as the preferred arena for luxury brands attempting to engage with this new breed of luxury consumers. These platforms provide a dynamic canvas upon which brands can create compelling narratives, exhibit their products, and cultivate authentic connections with their audience (Pentina, Guilloux and Micu, 2018). Not only have luxury brands embraced social media as a communication instrument, but they have also integrated it into their marketing strategies to maintain their relevance and allure in the digital age.

Luxury brands, however, approach this digital space with caution. According to Kapferer and Bastien (2013), the exclusivity and prestige that underpin luxury consumption necessitate distinct strategies that resonate with luxury consumers' sensibilities. As a result, social media marketing strategies within the luxury industry are characterised by a precise combination of artistic creativity and data-driven precision. They include elements such as visually engaging content, collaborations with influencers, storytelling that preserves brand heritage, and a strong commitment to nurturing engagement and authenticity (Creevey, Coughlan and O'Connor, 2021).

2.5.1 Content Marketing

In the digital landscape, content marketing is the cornerstone of social media strategies employed by luxury brands. It is a craft that requires constructing narratives that captivate, inspire, and resonate with consumers while remaining true to the brand's heritage and values. In the luxury industry, where storytelling is paramount, content marketing assumes great importance because it enables brands to create

immersive narratives that go beyond simple product promotion. These narratives explore the brand's essence, its rich heritage, and the emotions it seeks to elicit (Creevey, Coughlan and O'Connor, 2021).

The foundation of content marketing for luxury brands is visual content. Rich, high-quality images and videos provide a sensory experience that transcends language, enabling luxury brands to effectively communicate their values and aesthetics (Nieves-Casasnovas and Lozada-Contreras, 2020). With their emphasis on visual content, social media platforms like Instagram have become the canvas upon which luxury brands paint their narratives. These images and videos serve as a visual representation of the brand's identity, conveying the elegance, sophistication, and exclusivity that define luxury consumption.

Yet, content marketing in the luxury sector incorporates the art of storytelling in addition to visual aesthetics. Luxury brands are eager to preserve and communicate their complex histories and heritage to their consumers. (Kapferer & Bastien, 2013) These tales frequently centre on craftsmanship, innovation, and an enduring commitment to excellence. Social media provides the ideal platform for telling these tales, thereby bringing the brand to life and connecting consumers with the artisans and creative minds behind the products. The objective is to immerse consumers in the brand's universe, fostering a sense of connection and brand loyalty.

Authenticity is the foundation of luxury content marketing. Consumers in the digital age are adept at distinguishing between authentic and fabricated narratives, and luxury brands must navigate this terrain with honesty (Leo and Robinot, 2023). Authenticity is the alignment of the brand's digital and corporeal identities. It involves preserving transparency and consistency in the narratives told on social media platforms, ensuring that the brand's products and in-store experiences reflect the values and emotions communicated. In this manner, content marketing serves not only as a tool for storytelling, but also as a method for maintaining the authenticity of the brand.

In addition, content marketing in the luxury sector frequently incorporates the notion of "slow content". Slow content, in contrast to the fast-paced nature of many digital marketing campaigns, allows narratives to unfold progressively and meaningfully

(Jeffery and Hawkes, 2021). This strategy correlates with the luxury industry's emphasis on durability and timelessness. Slow content engages consumers over time, fostering a deeper connection and a more profound appreciation for the brand's values and products.

2.5.2 Influencer Marketing

Influencer marketing leverages the authority, authenticity, and reach of social media users who have accumulated significant followings. These influencers are typically regarded as tastemakers within their respective niche, with the ability to impact consumer opinions and shape trends (Joshi et al., 2023). In the luxury industry, where cultivating an aura of prestige and exclusivity is of the utmost importance, influencer partnerships provide brands with a means to connect with their target audience via credible voices.

The selection of influencers is a meticulous process guided by brand values, aesthetics, and target audience. Luxury brands seek out influencers whose lifestyles and personal brands align with the brand's aspirational qualities. A careful calibration guarantees the audience's perception of authenticity and relevance. The objective is not merely product promotion, but rather the incorporation of the brand into the influencer's life, creating a seamless fusion that feels natural with the influencer's content (Lee and Eastin, 2021).

2.5.3 User-Generated Content

The essence of UGC is content that consumers create and share voluntarily, frequently showcasing a brand's products or experiences. This content takes various forms, ranging from exquisitely captured images of luxury products to heartfelt reviews and testimonials (Yu and Ko, 2021). In the context of the luxury industry, user-generated content is of particular importance because it enables brands to leverage the enthusiasm and loyalty of their consumer base to create compelling brand narratives (Kemp et al., 2021).

Luxury consumers, who are characterised by their passion for brands and products, frequently forge profound emotional connections with the brands they patronise. This connection motivates them to actively engage in the brand's storytelling efforts. By

sharing their personal experiences, purchases, and encounters with luxury products on social media platforms, consumers become active contributors to the narrative of the brand (Koivisto and Mattila, 2020).

UGC's authenticity is one of its most valuable characteristics. In contrast to traditional marketing content, which can be perceived as refined and promotional, UGC exudes the aura of genuine, real-world experiences and emotions (Sykora et al., 2022). This authenticity is persuasive to consumers who view UGC as a reliable source of information and ideas. It reinforces the notion that the brand's products are not only luxury symbols but also tangible, relatable elements of daily life.

In addition, user-generated content in the luxury sector transforms consumers into brand advocates (Koivisto and Mattila, 2020). When consumers share their experiences and recommendations through UGC, they promote the brand actively within their social circles. This type of word-of-mouth marketing is especially effective in the digital era, where messages and recommendations can reach a large audience. The impact of advocacy prompted by user-generated content extends beyond immediate sales; it contributes to brand awareness and loyalty over time.

Beyond its promotional function, user-generated content fosters a sense of community among consumers with a shared affinity for a luxury brand (Gardiner, 2019). By emphasising exclusivity and prestige, luxury brands frequently attract consumers who aspire to a similar lifestyle and aesthetic. Consumer-generated content functions as a catalyst for community-building by enabling consumers to connect, engage, and bond over their shared experiences and brand appreciation. This sense of belonging strengthens brand loyalty and promotes continued engagement.

2.6 The Yves Saint Laurent Luxury Brand

Yves Saint Laurent, an icon of luxury fashion, has not only accomplished remarkable growth but also written a marketing success story in 2022. Yves Saint Laurent, renowned for its avant-garde designs and eternal allure, achieved a major milestone by surpassing the €3 billion revenue mark, clocking in at €3.3 billion (Kering, 2022). This achievement represents not only a remarkable 31% increase in revenue as reported, but also an impressive 23% increase on a comparable basis, demonstrating

its marketing prowess and tenacious pursuance of short- and medium-term revenue goals.

Yves Saint Laurent's revenue landscape is segmented across various distribution channels, with directly operated stores and e-commerce platforms contributing a substantial 77% of the total. This segment's comparable year-over-year growth was an impressive 28%. This meteoric rise can be attributed in large part to same-store sales, with key retail performance indicators also showing significant improvement. In addition, the brand's online sales grew substantially, demonstrating its ability to navigate the digital transformation of luxury retail. Despite the fact that the retail business grew by 7% in the fourth quarter, it is important to note that this was predominantly due to a high comparison base (Kering, 2022). Interestingly, retail revenue increased by an astounding 75% compared to 2019 levels.

While proportionally lower, the wholesale channel remains strategically vital to Yves Saint Laurent, complementing its retail business in a seamless manner. Compared to 2021, wholesale revenue in 2022 increased by 6% at constant exchange rates (Kering, 2022). Yves Saint Laurent has assiduously refined its wholesale distribution strategy, putting an emphasis on quality and exclusivity. This strategic shift, coupled with a decrease in the number of wholesale accounts, demonstrates the brand's marketing tenet that quality trumps quantity.

With 12 net store openings in 2022, the brand's store network continued to expand, contributing to the ongoing network expansion plan implemented in recent years. Despite the store network's return to normal growth in 2022, Yves Saint Laurent has the potential to manage a network of 300-350 stores in the medium term. This objective will have a significant impact on the brand's real estate marketing strategy in the future years, indicating that Yves Saint Laurent's marketing triumph is not yet complete.

2.7 The Influence of Demographics

University students in the United Kingdom represent a distinct segment of consumers who frequently straddle the line between luxury aspiration and budgetary constraints. Yves Saint Laurent's marketing prowess is demonstrated by its ability to connect with this demographic. Combining timeless elegance with a modern flare, the brand's

designs appeal to the fashion sensibilities of young adults, including students. In addition, Yves Saint Laurent's pricing strategy, which offers a variety of products ranging from accessories to fragrances, allows students to affordably access the brand. This combination of aspirational design and accessible entry points is an intelligent marketing strategy for attracting the attention of college students.

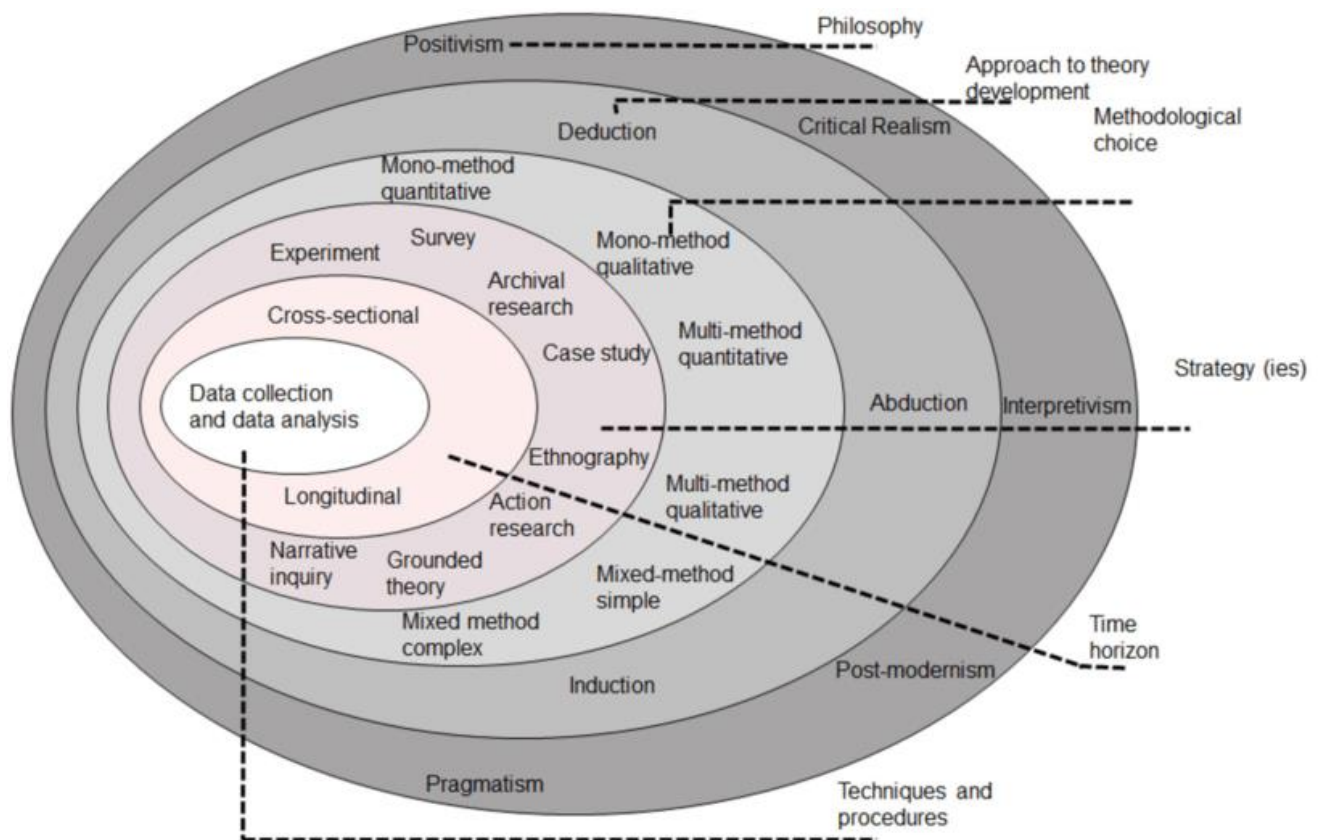
Yves Saint Laurent also effectively engages with university students in the United Kingdom via social media. The brand's active presence on Instagram and TikTok presents its products and lifestyle in a visually enticing and relatable manner. This strategic use of social media is consistent with the digital behaviours of students who spend considerable time on these platforms. The marketing team at Yves Saint Laurent is aware that students frequently engage with brands that not only offer products but also tell a compelling story. Beyond fashion, the brand's social media content delves into the realms of art, culture, and self-expression, which resonates with university students' desire for authenticity and significance in their choices.

Yves Saint Laurent's engagement with the student demographic also includes collaborations and partnerships. Collaborations with prominent influencers and artists, meticulously chosen to align with the brand's values, increase the brand's popularity among students. These partnerships provide students with a sense of cultural currency and significance, thereby enhancing their engagement with the brand. This marketing strategy capitalises on the prevalent influencer culture among students, where peer recommendations convey significant weight.

Chapter 3: Research Methodology

3.1 Research Onion Framework

Introduced by Saunders, Lewis and Thornhill (1996), the Research Onion Framework is a sophisticated and intricate tool that researchers use to meticulously design research methodologies, predominantly in the social sciences. Comparable to dissecting the layers of an onion, this framework guides researchers through a systematic and structured process, with each layer representing a critical methodological aspect that contributes to the overall rigour and efficacy of the research endeavour. The Research Onion is, at its core, an organised hierarchy consisting of layers, beginning with the exterior layer and progressing inward. Each layer corresponds to a distinct aspect of the research design and is interdependent and interconnected with the layers that precede and follow it. This arrangement guarantees that the research methodology is consistent, methodologically sound, and aligned with the overarching research goals. The framework is depicted for reference below:



Source: (Saunders et al., 2019, p. 108)

3.1.1 Research Philosophy

Three primary paradigms frequently emerge in the domain of research philosophies: positivism, interpretivism, and pragmatism. Each of these paradigms provides a unique lens through which researchers can approach their study, and the choice between them is contingent on the nature of the research questions and the epistemological and ontological assumptions underlying them.

Positivism is characterised by the belief in an objective reality that is discoverable and comprehensible through empirical observation and measurement. Positivist researchers assume that the social world exhibits regularities and patterns similar to those observed in the natural sciences (Park, Konge and Artino, 2020). They emphasise empirical evidence and strive to collect quantifiable data that can be subjected to rigorous analysis. The positivist paradigm is consistent with a deductive methodology, in which research begins with a clear hypothesis or theory and then attempts to collect data that confirms or refutes it. This strategy is frequently associated with quantitative research methods and an emphasis on objectivity.

In contrast, interpretivism adopts a different philosophical stance. It suggests that the social world is a complex web of meanings and interpretations rather than a simple collection of observable facts (Williams, 2000). Interpretivist researchers are more concerned with comprehending and interpreting the subjective experiences and perspectives of individuals. They believe that perceptions and interpretations of those involved influence social reality. Interpretivism is frequently aligned with qualitative research methods, such as interviews, observations, and content analysis, which permit a comprehensive examination of the meanings and contexts surrounding a phenomenon. In this paradigm, researchers take a more inductive approach, where theories or concepts may arise directly from the data.

As a research philosophy, pragmatism seeks a compromise between positivism and interpretivism. Pragmatist researchers are concerned with practicability and utility, placing a premium on research methods that produce actionable insights (Kaushik and Walsh, 2019). They believe that the choice of research methods should be determined by the research questions and objectives, as opposed to strict adherence to a particular philosophical position. Pragmatism promotes adaptability and a

willingness to employ both quantitative and qualitative methods as necessary to effectively resolve the research problem.

We have chosen the interpretivist research philosophy for our investigation. This choice is consistent with the purpose of our study, which is to investigate the perceptions, attitudes, and behaviours of individuals, specifically university students in the United Kingdom, in response to social media marketing strategies. By adopting an interpretivist stance, we hope to capture the complex and nuanced meanings participants ascribe to their experiences with social media marketing for luxury brands. This decision will guide our adoption of qualitative research methods, enabling us to investigate these subjective experiences in depth and develop a holistic understanding of the phenomenon.

3.1.2 Research Approach

The next layer of the Research Onion Framework that researchers must closely consider is the research methodology. This layer functions as a crucial link between the selected research philosophy and the actual research strategies and methods employed. Typically, there are two general categories of research methods: deductive and inductive.

Typically, deductive research methods begin with a well-defined hypothesis or theory and then seek empirical evidence to validate or refute it. In this approach, the researcher has a clear expectation of what the research findings should disclose, based on prior knowledge or theory (Hyde, 2000). As it corresponds with the positivist emphasis on empirical observation and the testing of hypotheses with quantifiable data, deductive research is frequently associated with the positivist research philosophy. It is a structured, hypothesis-driven method for establishing causal relationships and generalizable results.

In contrast, inductive research approaches follow a different path. In this method, researchers begin with observations or data and then construct theories, concepts, or generalisations from scratch (Woo, O'Boyle and Spector, 2017). Instead of beginning with preconceived notions or hypotheses, inductive research permits the findings to emerge naturally from the data. This method is closely associated with the interpretivist research philosophy, as it is consistent with the interpretivist emphasis

on comprehending and interpreting subjective experiences and meanings. Inductive research is frequently exploratory in nature and seeks to identify patterns, themes, or insights that were not initially apparent.

In the context of our investigation into the effect of social media marketing on the purchasing behaviour of university students in the luxury sector in the United Kingdom, we have selected an inductive research methodology. This decision is consistent with our overarching research philosophy of interpretivism, which focuses on comprehending and interpreting the subjective experiences and perspectives of individuals. By adopting an inductive methodology, we will be able to investigate this complex and multifaceted phenomenon with an open mind, thereby capturing the rich and nuanced insights that may arise from our data.

3.1.3 Research Strategy

As we continue to peel back the layers of the Research Onion Framework, the selection of data collection techniques arises as a crucial aspect of our research methodology. In our study examining the effect of social media marketing on the purchasing behaviour of university students in the luxury sector in the United Kingdom, we have carefully considered the most appropriate method for gathering empirical evidence. Our choice is to utilise surveys as a dependable and insightful method of data acquisition.

Surveys are a versatile and commonly used technique in social science research, renowned for their capacity to efficiently collect quantitative data from a large and diverse sample (Ponto, 2015). They are ideally suited to our research objectives, which entail examining the attitudes, perceptions, and behaviours of a significant demographic—university students in the United Kingdom. Here, we discuss our selection of surveys and how they align with our research philosophy, methodology, and objectives.

First and foremost, the selection of surveys is consistent with our interpretivism-based research philosophy. While quantitative surveys are commonly associated with positivist research due to their quantitative nature, they can also be thoughtfully designed to investigate the subjective experiences and perceptions of respondents. Our survey instrument will include queries that invite participants to share qualitative

insights, narratives, and open-ended comments that go beyond simple numerical responses. This mixed methodology permits the collection of both quantitative data for statistical analysis and qualitative data that provides a more in-depth understanding of the participant's perspectives and motivations.

In addition, surveys complement our inductive research strategy by providing a structured yet adaptable data collection method. We can investigate a variety of topics related to social media marketing and luxury brand consumption by constructing a questionnaire that allows themes and patterns to emerge from the data. Using standardised survey questions will allow us to capture comparable data from a large sample, thereby facilitating comparisons and statistical analyses.

The practicality and scalability of surveys make them ideal for investigating a diverse and geographically dispersed population, such as university students in the United Kingdom. In the context of our study, where social media plays a central role, the ability to administer surveys online and efficiently reach participants via multiple digital platforms is particularly relevant.

3.1.4 Type of Investigation

In the context of our research, the selection of an investigation type is crucial in determining the study's direction and efficacy. Research methodologies broadly classify investigations into two primary categories: the acquisition of primary and secondary data. Primary data collection entails the direct acquisition of original data from sources. To collect data that explicitly addresses their research questions, researchers design and execute data collection processes, such as surveys, interviews, observations, or experiments, using this methodology. Primary data is lauded for its direct relevance to the research objectives and its novelty, as it provides insights directly from the target population. Secondary data collection, on the other hand, involves the utilisation of previously collected data that was gathered for objectives distinct from those of the current study. Books, articles, reports, and databases are among the sources that researchers analyse and interpret. Despite the fact that secondary data can offer valuable context, it may not always be in ideal alignment with the research objectives and may be constrained by data availability and relevance constraints.

In the case of our dissertation, we have chosen to prioritise the acquisition of primary data through the use of Microsoft Forms surveys. This decision is firmly supported by a number of compelling factors. The primary objective of our study is to investigate the complex interplay between social media marketing and consumer purchasing behaviour among university students in the United Kingdom, a demographic that is both distinct and in a constant state of change. The flexibility provided by Microsoft Forms surveys is unmatched, allowing us to create questions that are specifically tailored to this specific focus, thereby ensuring that the data obtained is closely aligned with our research objectives.

3.1.5 Choices

Our research methodology incorporates both quantitative and qualitative data. The quantitative responses obtained through structured inquiries are the numerical pillars upon which our statistical analyses are constructed. From these data points, which range from Likert scale ratings to multiple-choice selections, we discern patterns, correlations, and statistical significance.

Simultaneously, we utilise the qualitative responses, narratives, and insights that participants generously shared in their own words. These textual treasures add context, nuance, and depth to our findings. By combining quantitative rigour with qualitative depth, we employ a mixed-methods strategy that ensures a thorough examination of the research questions. This integration is deftly supported by Microsoft Forms, which enables the seamless combination of numerical and textual data

3.1. Data Analysis

The stage of data analysis within the Research Onion Framework is where survey-collected unprocessed data undergoes a systematic transformation into meaningful and actionable insights. This stratum is a crucial juncture in our research methodology, as it determines how we will interpret the empirical data and address our research questions and objectives.

Our choice of data analysis methodology is based on the belief that it is crucial to comprehend the complex relationship between social media marketing and consumer behaviour among young adults in the United Kingdom. In order to accomplish this, we will employ a mixed-methods strategy that incorporates quantitative and qualitative

analyses (Terrell, 2015). This methodology is consistent with our interpretivist research philosophy and inductive research methodology.

Survey-collected quantitative data will be subjected to rigorous statistical analysis. This analysis will employ a variety of statistical techniques, such as descriptive statistics to summarise key variables, inferential statistics to assess hypotheses and determine correlations, and regression analysis to investigate the relationships between various factors. The objective of these quantitative analyses is to identify patterns, tendencies, and statistical associations within the data. This quantitative aspect of our analysis is consistent with the hypothesis-driven and structured nature of our research.

In addition to quantitative data, surveys provide a wealth of qualitative information through open-ended queries and comments. These qualitative responses will be subjected to thematic analysis, an established qualitative research technique. We will identify recurring themes, narratives, and insights by systematically cataloguing and classifying textual data. This qualitative dimension adds substance and context to our findings, allowing us to delve into the nuances of the perspectives and experiences of participants.

Integrating both quantitative and qualitative data analyses is a defining characteristic of our comprehensive methodology. It allows us to triangulate findings, resulting in a more robust and comprehensive understanding of the investigated complex phenomenon. This congruence with our research ethos and methodology demonstrates our dedication to embracing the richness and depth of the data while also subjecting it to rigorous scrutiny.

3.2 Sampling and Data Collection

The selection of participants, or the sampling procedure, is a crucial stage in ensuring that our study provides a representative and insightful view of the target population, which consists of university students in the United Kingdom. To achieve this, we will use a stratified sampling method. The process of dividing a population into distinct subgroups or strata based on pertinent characteristics is stratification (Taherdoost, 2016). These characteristics may include age, gender, academic discipline, and social media usage patterns in our case.

Stratified sampling offers numerous benefits. First, it ensures that each stratum is adequately represented in our sample, thereby minimising the risk of specific subgroups being underrepresented. Recognising that various subgroups may exhibit distinct behaviours and attitudes regarding social media marketing and luxury brands, this methodology enables us to capture the diversity of the UK university student population. Second, stratification improves the external validity of our findings, allowing us to draw broader conclusions regarding the entire population of university students in the United Kingdom. This meticulous approach is in line with our determination to create a dataset that reflects the complexities and nuances of the target demographic.

As previously explained, our chosen method of data acquisition is the administration of surveys. Surveys are practical and scalable, making them ideal for researching a demographic as diverse and geographically dispersed as UK university students. We will disseminate our surveys online via multiple digital platforms, efficiently reaching potential participants.

The questionnaire will include a variety of queries, including both closed- and open-ended items. Closed-ended questions yield quantitative data amenable to statistical analysis, whereas open-ended questions elicit qualitative insights and narratives. This mixed methodology demonstrates our commitment to capturing not only quantitative trends but also the subjective experiences and perspectives of participants.

3.2.1 Target Population

The academic diversity of our target population is one of its defining characteristics. The academic disciplines of university students in the United Kingdom span the enormous expanse of human knowledge. This diversity introduces a kaleidoscope of perspectives, interests, and inclinations that play a crucial role in defining their engagement with luxury brands and the allure of social media marketing. A student who is immersed in the humanities may perceive luxury differently than a student who is immersed in the scientific complexities of STEM fields. This academic tapestry adds layers of complexity to our study, necessitating a nuanced approach in order to comprehend the complex interactions between social media, luxury brands, and consumer behaviour.

The age range of 18 to 25 encompasses the life stage of our target demographic, UK college students. This period is marked by profound transitions into maturity, the ongoing development of identities, and a growing sense of independence. Individuals begin their academic careers during these formative years, navigating not only the terrain of higher education but also the complex world of consumerism. For many, this phase signals the transition from reliance on family purchasing decisions to autonomy, making it a pivotal juncture where social media and luxury brands exert considerable influence. Understanding the unique dynamics of this age group is crucial for identifying the factors that influence their purchasing decisions and consumer behaviour.

3.2.2 Sampling Techniques

Our research is dependent on the methodological sophistication of stratified sampling (Taherdoost, 2016). This technique acts as a compass within the diverse and expansive landscape of UK university students, guiding us towards accuracy and representation. Stratified sampling is based on the understanding that our target population comprises numerous subgroups, each with distinct characteristics and points of view. By dividing this population into distinct strata based on pertinent characteristics such as age, gender, academic discipline, and social media usage patterns, we seek to ensure that our sample accurately reflects the demographic complexity of the entire population.

Each stratum is a microcosm of our target population, embodying the particular nuances and diversity of its constituents (Taherdoost, 2016). By sampling proportionally from each stratum, we adhere to the principle of impartiality and give each subgroup its due voice in our study. This method reduces the risk of underrepresentation or overrepresentation, ensuring that our findings are not distorted by the dominance of a single demographic. Stratified sampling provides the groundwork for the external validity of our research, allowing us to draw conclusions that transcend the boundaries of particular subgroups.

The determination of sample proportions within each stratum requires a delicate balance between statistical rigour and practicality within the context of stratified sampling. Our objective is to strike a balance that ensures both the statistical rigour

necessary for meaningful analysis and the practicality necessary for efficient data collection.

3.2.3 Survey Instrument Development

The survey instrument marks the boundary between our research objectives and the empirical data that will inform our study. In our quest to decipher the intricate dynamics between social media marketing and consumer purchasing behaviour among university students in the luxury sector in the United Kingdom, the development of a reliable survey instrument emerges as a crucial stage in our research methodology.

Our selection of Microsoft Forms as the survey deployment platform reflects our dedication to a user-friendly, efficient, and technologically advanced method of data collection. This digital survey platform integrates seamlessly with our research design and provides a variety of features that facilitate survey creation, distribution, and data management.

Our questionnaire's core consists of its queries. Each query is carefully crafted to facilitate the collection of data pertinent to our research objectives and questions. Our survey is comprised of a variety of questions that investigate various facets of social media marketing and luxury brand consumption among university students in the United Kingdom. Closed-ended queries employ a variety of response formats, such as multiple-choice, Likert scales, and ranking, giving respondents structured options for quantitatively expressing their opinions and behaviours. These closed-ended queries will generate the quantitative data that will serve as the foundation of our quantitative analysis.

In addition to the structured inquiries, there are open-ended questions that invite respondents to share their own narratives, insights, and opinions. These qualitative responses provide context and substance to our findings, allowing us to delve into the complexities of participant experiences and perspectives. Microsoft Forms enables the incorporation of both closed-ended and open-ended queries within a single survey instrument.

3.2.4 Data Collection Procedures

Our survey instrument takes centre stage on Microsoft Forms, which functions as our digital stage. A multifaceted deployment strategy is utilised to maximise participation and assure a representative sample. Invitations to participate in the survey are initially sent via email to a meticulously curated list of potential respondents, which includes students from various UK universities. These email invitations are designed to be engaging and informative, highlighting the significance of the research and the value of each participant's contribution.

3.4 Ethical Considerations

In our research, informed consent is a fundamental ethical principle. Prior to participating in our study, potential participants are provided with comprehensive information regarding the objectives of the research, the anticipated time commitment, and their rights. Clarity and openness in communication ensure that participants engage in our survey with full knowledge. It is communicated unequivocally that participation is wholly voluntary and that those who choose not to participate will suffer no negative consequences. Our commitment to informed consent demonstrates our dedication to conducting ethical research.

The confidentiality of participants is a sacred ethical principle. We chose Microsoft Forms as the platform for our survey due to its comprehensive data security features. These safeguards defend participant information during data collection and storage. The responses are meticulously anonymized to eliminate any possibility of identifying specific participants through their data. Confidentiality is not merely a legal requirement; it is also an ethical imperative that forms the basis of our research ethics.

Our research strictly adheres to data protection regulations, including the European Union's stringent General Data Protection Regulation (GDPR) (Voigt and Von Dem Bussche, 2017). Our guiding principles include data minimization and purpose limitation. Participant information is collected solely for the research purposes specified in the informed consent procedure. Restricted access to participant data ensures strict adherence to ethical and legal standards regulating data management.

We adhere steadfastly to the principles of beneficence and nonmaleficence as we investigate the complex relationship between social media marketing and consumer behaviour. Our survey questions and qualitative inquiries are carefully crafted to prevent participants from experiencing distress or discomfort. We recognise the potential sensitivity involved in discussing consumer behaviour and luxury brands. Ethical research requires that we conduct our study with compassion and sensitivity to the experiences of participants. Also, we have completed an ethical form for the purpose of the survey, which is attached in the **appendices** section.

3.5 Limitations of the Study

An important limitation of our investigation is the possibility of sampling bias (Suchman, 1962). Although we employ a multi-pronged deployment strategy to maximise participation, the voluntary nature of survey participation may result in a sample that is not wholly representative of the UK university student population as a whole. Those who choose to participate may have unique characteristics or motivations, which may impact the generalizability of our findings. We recognise this limitation and intend to mitigate its effects using rigorous data analysis methods.

Another limitation is the possibility of self-reporting bias (Scott and Balthrop, 2021). Given that the majority of our data is collected through self-administered surveys, participants' responses may be influenced by social desirability bias or their expectations. This bias may affect the accuracy and depth of responses, especially when participants are asked about sensitive topics such as consumer behaviour and preferences for prestige brand products. To address this deficiency, we've crafted survey queries with sensitivity and encouraged open and truthful responses.

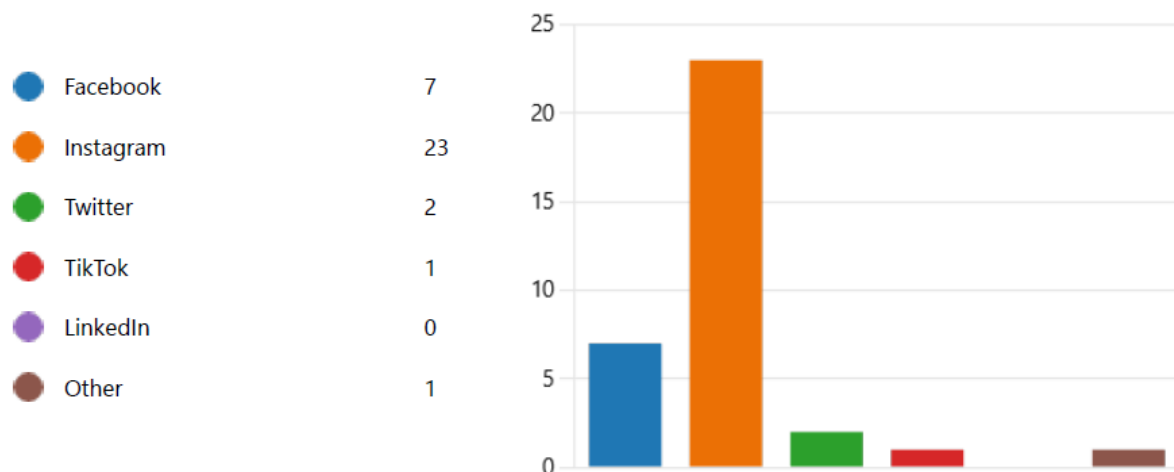
The digital character of our Microsoft Forms-based data collection imposes certain constraints. While online surveys offer convenience and accessibility, they may exclude respondents who lack internet access or who lack technological expertise. In addition, online surveys may not capture subtleties that can be garnered from in-person interviews or focus groups. While we have made every effort to ensure that our survey is as inclusive as feasible, we recognise these inherent limitations.

Our approach to research is cross-sectional, which means that data is collected at a singular point in time (Rindfleisch et al., 2008). This design provides an instantaneous

snapshot of consumer behaviour and social media marketing influence. However, neither longitudinal changes nor the dynamic character of these phenomena are captured. Future research may investigate the evolution of these relationships through longitudinal investigations.

Chapter 4: Data Analysis

Which social media platforms do you use most frequently for personal purposes?



Instagram emerges as the distinct leader among the respondents surveyed, with 23 out of 34 respondents (67.6%) indicating that they utilise it most frequently for personal purposes. This substantial majority demonstrates the pervasive popularity of the platform, particularly among younger demographics. Constant innovation, an intuitive interface, and Instagram's aesthetic appeal have all contributed to its dominance in the realm of personal social media utilisation.

Facebook appears to have lost some of its appeal in comparison to Instagram, as only 7 respondents (20.6%) indicate that it is their principal personal platform. This may be indicative of a recent trend in which younger users have abandoned Facebook in favour of more visually appealing platforms such as Instagram and Snapchat. Notably, Facebook may continue to wield considerable influence among senior demographics and for specific professional networking purposes.

Twitter and TikTok received two and one respondents, respectively: 5.9% and 2.9%. Despite the fact that these figures are comparatively low in comparison to those of Instagram and Facebook, they demonstrate the diversity of social media preferences among users. TikTok's short-form, entertaining content and Twitter's role in real-time news and discussions resonate with specific segments of the population. It is crucial

to investigate the demographics and interests of these users in order to comprehend their reasons for favouring these platforms.

Intriguingly, none of the respondents indicated that LinkedIn was the personal platform they utilised most frequently. Given LinkedIn's predominately professional orientation, this indicates that it may not be the platform of choice for personal interactions and content consumption. One respondent (2.9%) selected the "Other" category, which raises concerns regarding the existence of niche or lesser-known social platforms that appeal to particular communities or interests. Additional investigation into this category may reveal emerging opportunities or trends.

Have you ever made a luxury fashion purchase from Yves Saint Laurent influenced by social media marketing?

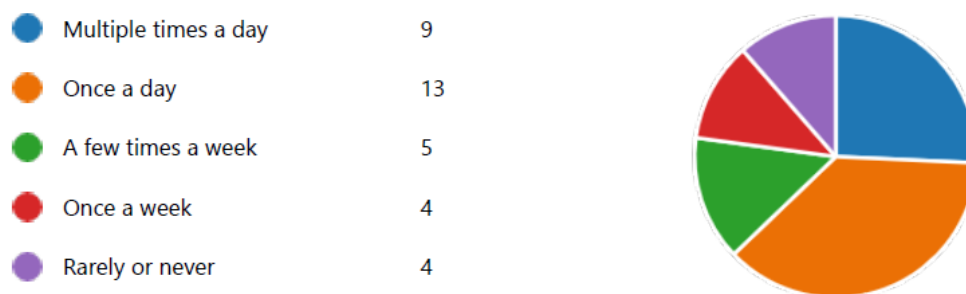


23 out of 34 respondents (67.6%) indicated that social media marketing influenced them to purchase luxury fashion from Yves Saint Laurent by providing an affirmative response. This considerable majority indicates that social media marketing significantly influences the purchasing decisions of consumers regarding luxury fashion brands.

By utilising social media, firms such as Yves Saint Laurent are able to develop an engaging digital narrative and strengthen their brand identity. Consistency in messaging, aesthetics, and values across platforms can resonate with luxury consumers by fostering a sense of authenticity and exclusivity. The 67.6% of respondents who responded affirmatively indicate that Yves Saint Laurent has successfully developed and maintained a positive brand image via social media.

Despite the fact that a substantial proportion of respondents acknowledged that social media marketing had an impact on them, it is crucial to recognise the 11 respondents (32.4%) who responded in the negative. This subset may be representative of consumers who are more sceptical or refractory to the persuasive strategies employed in social media marketing for luxury fashion. By examining the demographics and motivations of this group, one can gain insight into the constraints and obstacles luxury brands encounter in the digital realm.

How frequently do you engage with social media posts or advertisements from Yves Saint Laurent?



Diverse levels of interaction are indicated by the responses to the inquiry regarding engagement with Yves Saint Laurent's social media posts and advertisements. The highest proportion of respondents, 9 respondents (26.5%), indicated that they engaged with Yves Saint Laurent's content on a daily basis, indicating a robust and frequent relationship with the brand's digital presence. It is probable that this group of highly engaged individuals constitutes devoted customers or ardent adherents.

Following closely behind, 13 respondents (38.2%) indicated that they interact with Yves Saint Laurent's social media content on a daily basis. This group demonstrates a consistent interest in the brand's products; however, their level of engagement is marginally lower than that of those who engage in interactions on a daily basis. The compelling nature of Yves Saint Laurent's posts and the regular content updates may account for this daily interaction rate.

Also, 5 respondents (14.7%) indicated that they engaged with the brand's content a few times per week, while 4 respondents (11.8%) indicated that they engaged once per week. Although these groups appear to have a somewhat lower level of interest

or availability, their propensity to participate at least once per week is indicative of a continued relationship with the brand.

Notable is the fact that 4 respondents (11.8%) indicated they rarely or never interact with Yves Saint Laurent's content. Individuals who follow the brand for occasional updates or those with a lesser interest in luxury fashion content may comprise this group. Understanding this group's characteristics and motivations could provide Yves Saint Laurent with insights into how to better tailor its content to disparate audiences.

What type of Yves Saint Laurent luxury products are you more likely to purchase due to social media influence?



Due to social media influence, 13 (37.1%) respondents indicated that they are more likely to purchase accessories such as purses and jewellery. This indicates that the social media marketing strategies employed by Yves Saint Laurent to showcase and promote their accessory line are effective. Compared to apparel or cosmetics, accessories frequently provide a more accessible entry point into luxury brands, which may account for the greater preference in this category.

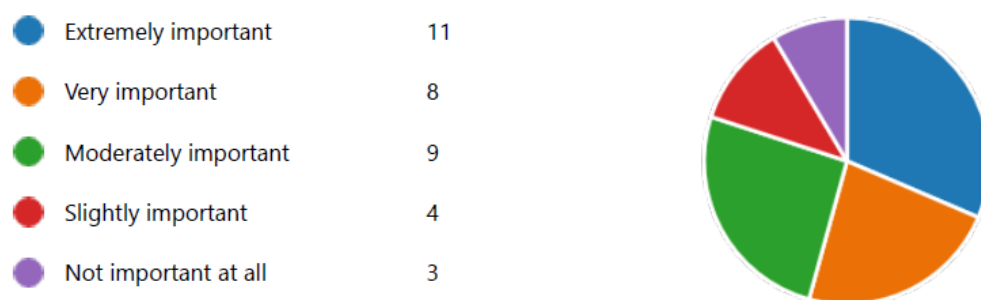
Following closely behind, 10 respondents (28.6%) indicated a predilection for purchasing social media-influenced clothing and fashion items. This demonstrates that a substantial portion of Yves Saint Laurent's audience is receptive to their efforts in showcasing their apparel collection and utilising visual narrative. As a more prominent fashion statement, apparel may attract consumers seeking a unique aesthetic as well as those who desire to associate themselves with the brand's image.

Also, 7 respondents (20%) indicated that social media influences their propensity to purchase cosmetics and fragrances. Although this number is lower in comparison to accessories and apparel, it still demonstrates the influence of influencer-driven and

visual content in the cosmetics and fragrance industries. In order to influence consumers' purchasing decisions, social media is an ideal platform for demonstrating the aesthetic appeal and quality of these products.

Conversely, 5 respondents (14.3%) indicated that social media influences their decision not to purchase Yves Saint Laurent luxury products. Although this group constitutes a minority, it is essential to take their viewpoint into account. The reasons for their resistance to social media may include a preference for in-store experiences, scepticism regarding online content, or a current lack of desire for luxury products. Understanding this segment can assist Yves Saint Laurent in expanding its audience reach through marketing strategies.

How important is the number of likes and comments on Yves Saint Laurent's social media posts in influencing your purchase decision?



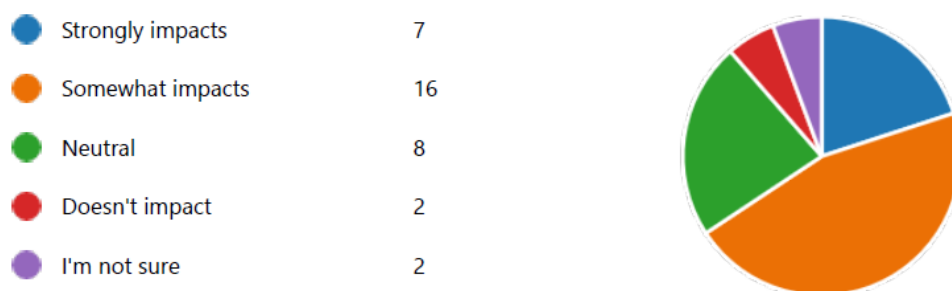
The responses to this query reveal a variety of viewpoints regarding the significance of likes and comments on the social media posts of Yves Saint Laurent. 11 respondents (31.4%) deemed them to be of the utmost importance, indicating that a considerable proportion of the audience places a great deal of importance on engagement metrics. This group is likely to be heavily influenced by community validation and social proof.

By combining the responses for "extremely important" and "very important," we find that both likes and remarks are regarded as extremely or very important by 19 respondents (54.3%). Such evidence lends credence to the notion that the level of engagement on social media posts influences a substantial proportion of Yves Saint Laurent's audience.

26 respondents (25.7%) indicated that the quantity of likes and comments is "moderately important." While acknowledging the impact of engagement metrics, this middle-ground viewpoint suggests that other elements, such as product quality, brand reputation, or personal style preferences, may also impact their purchasing decisions.

It is intriguing to observe that just 7 respondents (20%) deemed likes and comments to be "slightly important" or "not important at all." When deciding to purchase prestige fashion, this subgroup may be more sceptical of the veracity of engagement metrics or place a greater emphasis on other factors.

To what extent does the authenticity of Yves Saint Laurent's social media content (e.g., unedited photos, genuine reviews) impact your trust in their marketing?



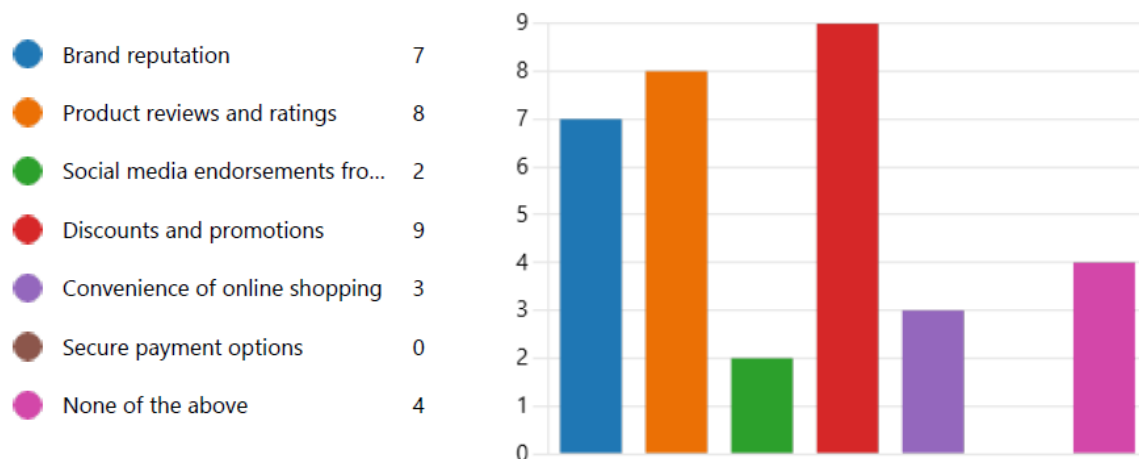
The responses to this query indicate that consumers' trust in Yves Saint Laurent's marketing is significantly influenced by the authenticity of their social media content. 7 respondents (20%) are adamant that authenticity has a substantial effect on their trust, while 16 respondents (45.7%) indicated that authenticity has a moderate effect. This aggregate of 65.7% of respondents highlights the significance of authentic content in establishing credibility among Yves Saint Laurent's clientele.

By combining the responses for "strongly impacts" and "somewhat impacts," we find that authenticity is valued by a distinct majority of 23 respondents (65.7%). It appears that a substantial portion of Yves Saint Laurent's audience appreciates the company's efforts to provide authentic evaluations and unaltered photographs.

A neutral stance was indicated by 8 respondents (22.9%), indicating that they neither intensely value nor disregard authenticity. Further, 2 respondents (5.7%) were uncertain about the degree to which authenticity influences their trust. These

responses demonstrate the variety of consumer preferences and opinions concerning the function of authenticity in luxury fashion marketing.

Which factors are most influential in your decision to purchase Yves Saint Laurent items online?



The respondents indicated that discounts and promotions were the most influential factor in their online Yves Saint Laurent purchases, with 9 respondents (25.7%) citing this as a significant motivator. This response is consistent with the prevalent pattern in e-commerce, in which customers frequently seek value via discounts and special offers.

Additionally, 8 respondents (22.9%) indicated that product ratings and evaluations impact their decision to purchase Yves Saint Laurent products online. This demonstrates that social proof and peer recommendations are becoming increasingly significant in online purchasing. Authentic ratings and evaluations offer significant insights into the quality of a product and the satisfaction of its customers.

Reputation of the brand, which was cited by 7 respondents (20 percent), also exerts considerable influence over online purchasing decisions. A strong and reputable brand image is a major attraction for luxury brands such as Yves Saint Laurent, as it signifies quality, exclusivity, and prestige. This outcome highlights the significance of brand equity in the luxury fashion industry.

Comparatively fewer respondents indicated that social media endorsements from celebrities or influencers, the convenience of online purchasing, and secure payment

options were influential factors, with 2, 3, and 0 respondents, respectively. Although these elements may not greatly influence the decision-making process, they nonetheless contribute to the overall improvement of the online purchasing experience.

According to 4 respondents (11.4%), none of the factors mentioned had a substantial impact on their online purchases of Yves Saint Laurent. This indicates a subset of consumers who may place a premium on factors not included in the survey or who are extremely discriminating in their decision-making.

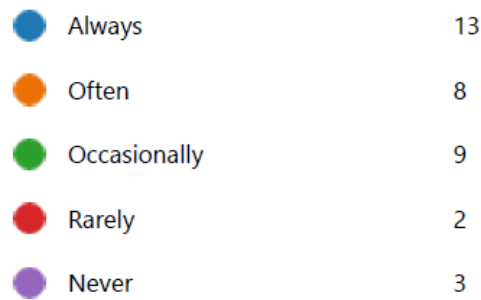
Do you follow influencers or celebrities who promote Yves Saint Laurent on social media?



24 respondents (68.6%) indicated that they follow influencers or personalities who promote Yves Saint Laurent on social media by providing affirmative responses. Influencer and celebrity endorsements are indeed influential in expanding the brand's reach and engaging a substantial portion of its target audience, as indicated by this majority.

Conversely, 11 respondents (31.4%) indicated that they do not follow celebrities or influencers who endorse Yves Saint Laurent. Understanding the rationale for this decision could aid Yves Saint Laurent in refining its influencer marketing strategy by providing valuable insights into the preferences of this segment.

How often do you read online reviews or comments about Yves Saint Laurent products before making a purchase?



The survey results offer valuable insights into the research practises of consumers prior to making a purchase of Yves Saint Laurent products. The majority of respondents who frequently read online reviews or comments fell into the "Always" (37.1%) and "Often" (22.9%) categories, accounting for a total of 60%. This indicates that digital feedback and insights play a significant role in the decision-making process.

9 respondents (25.7%) indicated that they occasionally peruse online reviews or comments, or "occasionally," indicating that they do not routinely consult reviews. This group may be more susceptible to the influence of other variables, or they may have prior brand knowledge and trust.

Nevertheless, there are individuals who peruse reviews less often. 5 respondents (14.3%) answered "Rarely" and "Never," indicating that they either do not consider external opinions significant in their purchase decision-making process or seek them infrequently. When making purchasing decisions, these individuals may place greater emphasis on brand reputation, personal experience, or other factors.

Have you ever changed your mind about purchasing a Yves Saint Laurent product due to negative online reviews or comments?

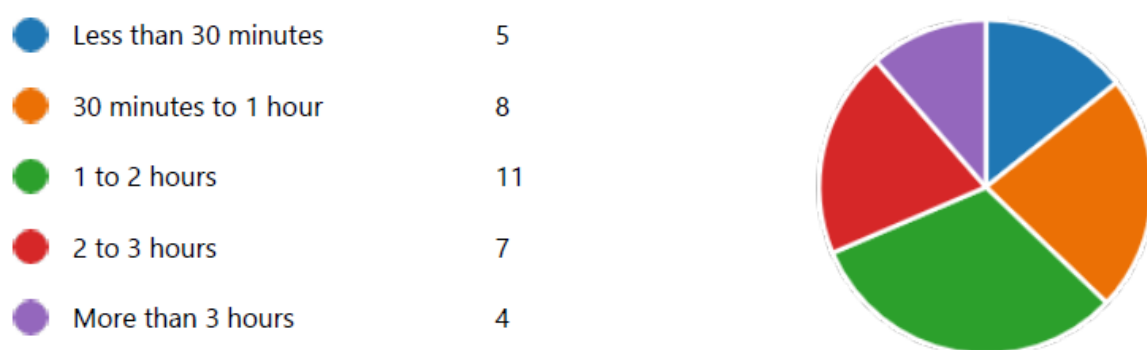


The survey results demonstrate a balanced distribution, with 18 respondents (51.4%) indicating that negative online reviews or comments have influenced their decision to purchase a Yves Saint Laurent product. This demonstrates the substantial impact that negative feedback can have on the purchasing decisions of consumers.

In contrast, 17 respondents (48.6%) indicated that their decision to purchase Yves Saint Laurent products has not been altered by negative online reviews or comments. In their purchasing decisions, this group may place a greater emphasis on personal preferences, have a higher level of trust in the brand, or place a greater emphasis on other factors.

More than half of the respondents indicated that negative online evaluations influenced their purchasing decisions, highlighting the significance of upholding a favourable online reputation. Whether concerning product quality, customer service, or other factors, negative comments have the potential to deter prospective consumers from making a purchase.

How much time, on average, do you spend on social media per day?



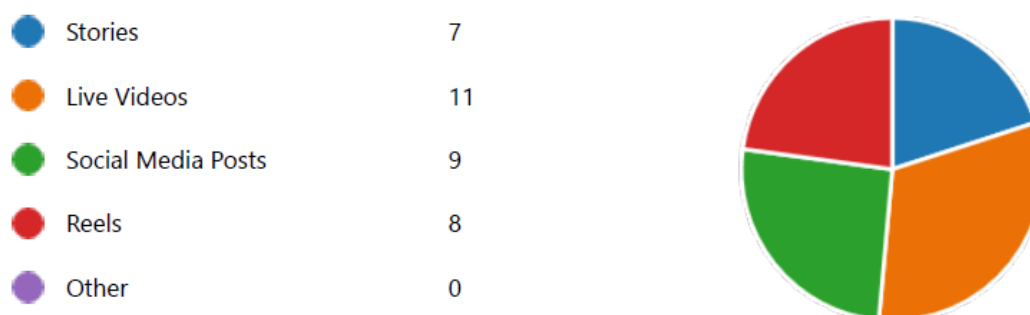
The survey responses disclose that respondents devote varying amounts of time per day to social media. The greatest proportion of respondents, 11 (31.4%), indicated that they spend between one and two hours per day on social media. This indicates that a substantial proportion of the respondents utilise social media for a moderate amount of time on a daily basis.

By combining the responses for "30 minutes to 1 hour" (8 respondents) and "1 to 2 hours" (11 respondents), we find that moderate social media usage is present in 19

out of 35 respondents (54.3%). This is consistent with the prevalent pattern of users devoting approximately one hour per day to social media for the purposes of entertainment, information, and social interaction.

9 respondents (25.7%) indicated that they spent less than 30 minutes per day on social media, while 4 respondents (11.4%) indicated that they spent more than three hours per day. Individuals with distinct preferences or lifestyle choices are represented by these categories. Those who devote a considerable amount of time to social media may prioritise other pursuits, whereas those who utilise it frequently may consider it an integral component of their daily routine.

Which social media feature do you find most persuasive in making Yves Saint Laurent brand purchases? (e.g., Stories, Live Videos)



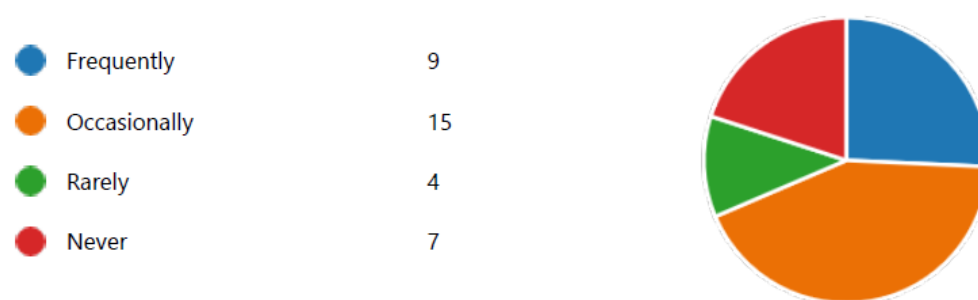
11 respondents (31.4%) deemed live videos to be the most influential social media feature in terms of purchasing Yves Saint Laurent products. This preference emphasises the impact that interactive, real-time content has on the decision-making process. A perception of immediacy and exclusivity can be conveyed through live videos, enabling consumers to interact directly with the brand and its products.

8 respondents (22.9%) indicated that reels, a comparatively recent feature on certain social media platforms, were the most persuasive. Reels are brief, captivating videos that frequently include product demonstrations, tutorials, or imaginative narratives. This response demonstrates the effectiveness of visually enticing, succinct content in attracting consumers' attention and promoting their consideration of Yves Saint Laurent products.

Social media posts, the conventional method of content distribution, were selected as the most persuasive feature by 9 respondents (25.7%). This demonstrates the lasting influence of carefully curated posts that highlight the products, values, and brand image of Yves Saint Laurent. Social media posts offer a comprehensive platform for brand promotion by enabling a combination of imagery, narrative, and interaction.

According to 7 respondents (20 percent), Stories is the most persuasive feature. Stories are ephemeral, transient content that frequently offers insights behind the scenes, product hints, or brief updates. Stories' appeal derives from their temporality, which generates a sense of urgency and intrigue in spectators.

How often do you share or repost Yves Saint Laurent brand content on your own social media profiles?



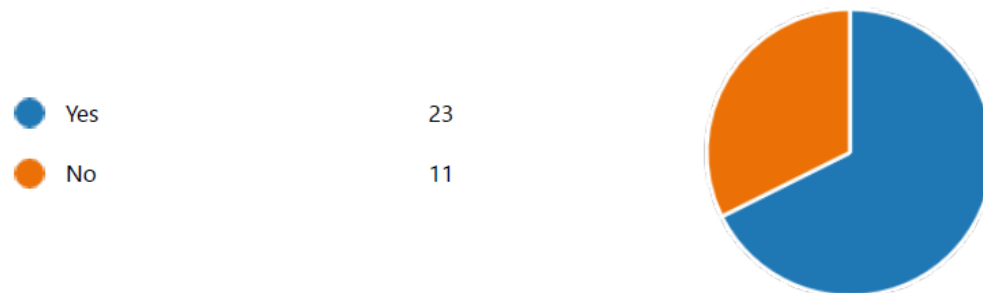
15 respondents (42.9%) indicated that they occasionally repost or share content associated with the Yves Saint Laurent brand, indicating that they interact with the brand's content but do not share it frequently. This group may distribute content that resonates with them in particular or is consistent with their personal manner.

9 respondents (25.7%) indicated that they "frequently" share or repost content associated with the Yves Saint Laurent brand. Brand advocates who actively promote the brand on their own social media profiles constitute this category. Through these advocates' networks, frequent sharing can significantly expand the reach of Yves Saint Laurent's content, exposing it to a larger audience.

Conversely, some respondents share or repost brand-related content less frequently. 4 respondents (11.4%) indicated that they "Rarely" share or repost Yves Saint Laurent brand content, while 7 respondents (20%) indicated that they "Never" do so. Rather

than actively sharing content, these segments may be more passive consumers who prefer to observe and interact with it.

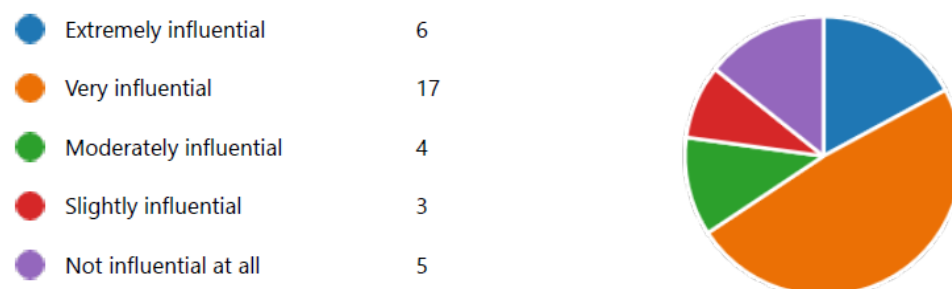
Are you more inclined to engage with Yves Saint Laurent on social media if they support social or environmental causes?



If the brand supports social or environmental causes, 23 respondents (67.6%) indicated that they are more likely to interact with Yves Saint Laurent on social media. Consumers are increasingly valuing brands that demonstrate a commitment to social and environmental responsibility, as indicated by this substantial majority.

In contrast, 11 respondents (32.4%) indicated that if Yves Saint Laurent supports social or environmental causes, they are not more inclined to engage with the brand on social media. Despite the fact that this group constitutes a minority, their scepticism should not be disregarded. Brands should guarantee the authenticity and openness of their cause-related endeavours in order to avoid accusations of greenwashing or profit-driven cause marketing.

How do you perceive the influence of Yves Saint Laurent's social media marketing on your luxury brand purchasing decisions?



17 respondents (48.6%) found the brand's social media marketing to be "Very influential," indicating that a substantial proportion of the audience believes that Yves Saint Laurent's digital initiatives have a significant influence on their purchasing decisions.

By combining the responses for "Extremely influential" (6 respondents) and "Very influential," we discover that a total of 23 respondents (65.7%) consider the social media marketing of Yves Saint Laurent to have a significant impact on their purchasing decisions for luxury brands. The majority demonstrates a strong conviction in the brand's capacity to influence consumer preferences and decisions via its online presence.

A lesser proportion of respondents, 4 (11.4%), deemed the social media marketing of Yves Saint Laurent to be "Moderately influential." When making purchases of luxury brands, this group may also consider other factors, such as product quality, personal style, or brand reputé, in addition to the influence of social media efforts.

Conversely, 8 respondents (22.9%) indicated that the social media marketing of Yves Saint Laurent is "Slightly influential" or "Not at all influential." In their purchasing decisions for luxury brands, this subset of respondents may be more sceptical of the veracity of digital marketing efforts or may place a higher value on other sources of information and inspiration.

When considering a Yves Saint Laurent luxury purchase, which of the following factors do you prioritize the most?

● Product quality	17
● Brand image and reputation	10
● Price	3
● Social media endorsements fro...	1
● Product uniqueness and exclusi...	3



"Product quality" is the most important criterion for respondents when contemplating a purchase of Yves Saint Laurent luxury goods, with 17 respondents (50%) indicating

that it is their top priority. The fundamental expectation of luxury consumers—to purchase products that are exceptionally well-made, long-lasting, and exemplify the pinnacle of craftsmanship—is highlighted by this emphasis on quality.

10 respondents (29.4%) selected "Brand image and reputation" as the second most important factor. The significance of a strong brand identity in the luxury fashion industry is emphasised by this outcome. An esteemed brand is frequently associated by consumers with history, heritage, and the intangible qualities that constitute luxury.

"Price" is the only factor that 3 respondents (8.8%) consider when contemplating a purchase of Yves Saint Laurent luxury goods. This is consistent with the conventional perception of luxury objects, which are typically associated with a higher price point and exclusivity. Frequently, luxury consumers are prepared to pay a premium for prestige and quality.

Uniqueness and exclusivity of the product were emphasised by 3 respondents (8.8%). This element illustrates the allure of possessing a prestige item that is not only of superior quality but also unique and difficult to obtain. It is consistent with the inclination towards exclusivity and the sensation of possessing something unique.

"Social media endorsements" was selected by a single respondent (2.9%) as the least important factor. Although influencer marketing and endorsements play a role in luxury fashion, this result indicates that social media endorsements are not the predominant factor in the purchasing decisions of the majority of respondents.

How likely are you to engage with Yves Saint Laurent's social media content if it includes interactive elements like polls or quizzes?

Very likely	11
Likely	9
Neutral	10
Unlikely	1
Very unlikely	3



"Very likely" and "Likely" responses account for a significant proportion of respondents, with 20 out of 34 (58.8%) indicating a high likelihood of engaging with interactive content. These individuals are ardent and proactive regarding their involvement in brand-related activities. This engagement can be utilised to Yves Saint Laurent's advantage by developing engaging polls and surveys that correspond to their interests.

By selecting "Neutral," 10 respondents (29.4%) indicated a moderate stance regarding the use of interactive content. This group does not strongly favour either engagement or disengagement. Relevance and compatibility of content with their interests may be a determining factor in their engagement choices.

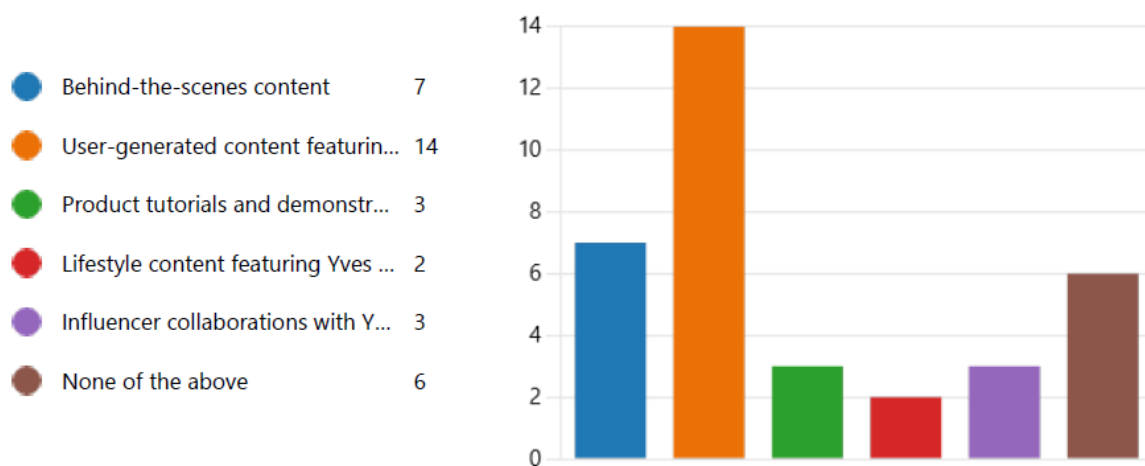
4 respondents (11.8%) indicated that they are "Unlikely" or "Very unlikely" to engage, which is the lowest level of engagement. The participation of this minority group in interactive activities is less likely, and they may favour more conventional forms of brand content. Although they are fewer in number, their preferences should not be disregarded.

Have you ever attended virtual events or launches hosted by Yves Saint Laurent on social media?



Participation in Yves Saint Laurent's social media-hosted virtual events or launches is nearly equally distributed among respondents, according to the survey results. 18 respondents (51.4%) have participated in such events, while 17 (48.6%) have not. This nearly equal distribution highlights the dynamic nature of engagement with prestige brands in the digital age.

What type of Yves Saint Laurent brand content do you find most engaging on social media?



According to 14 respondents (40%), "User-generated content featuring Yves Saint Laurent products" is the most engaging form of content. This preference demonstrates the influence of peer-to-peer influence and authenticity in prestige brand engagement. Peer-generated content is frequently more credible to consumers than conventional advertising, and it has the potential to cultivate a sense of community among brand enthusiasts.

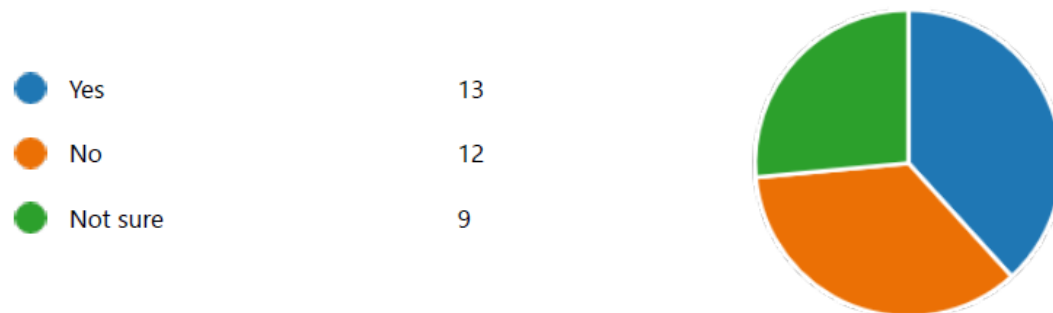
The category of "behind-the-scenes content" was deemed a further engaging content type by 7 respondents (20%). Exclusive access to the interior workings of Yves Saint Laurent and a glimpse into the brand's creative process and craftsmanship are provided by behind-the-scenes content. It can lend the brand a sense of exclusivity and humanise it.

3 respondents (8.6%) find "Product tutorials and demonstrations" engaging, albeit in a reduced proportion. This type of content is informative and can assist consumers in gaining a better understanding of Yves Saint Laurent's products by highlighting their features and benefits. It caters to consumers who are interested in acquiring knowledge prior to making a purchase decision.

"Lifestyle content featuring Yves Saint Laurent products" and "Influencer collaborations with Yves Saint Laurent products" each received 3 and 2 responses, respectively. Collaborations with influencers can broaden the brand's reach and appeal to the influencers' followers. Inspiring and contextualising how Yves Saint Laurent products integrate into consumers' everyday lives can be achieved through lifestyle content.

The selection of "None of the above" by 6 respondents (17.1%) indicates that not all categories of Yves Saint Laurent content appeal to every individual. This emphasises the significance of content diversification in order to accommodate the diverse tastes and preferences of the brand's target audience.

Do you believe Yves Saint Laurent is genuinely committed to the social and environmental causes they promote on social media?



13 respondents (38.2%) are convinced of the brand's genuine commitment, while 12 (35.3%) are uncertain and nine (26.5%) are unsure. These individuals perceive the brand's social media actions and messaging to be consistent with their sense of responsibility and authenticity. This conviction in the sincerity of the brand can foster brand loyalty and favourable associations.

Conversely, a substantial proportion of respondents (35.3%) are sceptical of Yves Saint Laurent's dedication to these causes. Concerns about greenwashing (when a brand exaggerates its environmental efforts for marketing purposes) or a belief that the brand's actions do not correspond with their stated commitments may contribute to their scepticism. This scepticism emphasises the significance of accountability and transparency in corporate social responsibility initiatives.

26.5% of respondents who are uncertain may indicate that Yves Saint Laurent's social media communications concerning environmental and social causes require additional clarity and transparency. In such situations, consumers may be more inclined to endorse the brand if they are provided with additional information and proof of the brand's dedication.

How has the COVID-19 pandemic affected your Yves Saint Laurent luxury brand purchasing behavior in relation to social media marketing?



13 respondents (38.2%) indicated that the pandemic resulted in "Decreased online Yves Saint Laurent luxury brand purchasing behaviour." This was the most significant segment. Due to economic uncertainty and changes in lifestyle brought about by lockdowns and restrictions, many consumers refrained from non-essential spending in the luxury retail sector, as reflected by this response.

10 respondents (29.4%) on the other hand indicated that the pandemic led to "increased online Yves Saint Laurent luxury brand purchasing behaviour." The luxury industry has witnessed a notable shift towards online purchasing, which is influenced by factors including safety concerns, physical shopping restrictions, and the convenience of e-commerce.

A group of consumers who maintained a consistent level of engagement with Yves Saint Laurent's prestige brand is indicated by the 11 respondents reporting "No change" in their purchasing behaviour during the pandemic (32.4%). It is noteworthy that this stability has been maintained despite the substantial disruptions and uncertainties brought about by the pandemic. Additionally, the "No change" response demonstrates the consumers' trust and confidence in Yves Saint Laurent's dedication to providing luxury and meeting their expectations. It is probable that this confidence extends to the social media presence of the brand, where these customers have remained in search of inspiration, value, and a sense of belonging.

Open ended Questions

How do you perceive the role of social media influencers in the luxury brand

industry, especially when it comes to promoting Yves Saint Laurent products? Please share your thoughts on their effectiveness and authenticity.

Particularly exemplified by Yves Saint Laurent, the responses to this question provide a unified perspective on the critical role of influencers in the promotion of prestige brand products. The first response asserts unequivocally that influencers are the most influential force in the marketing of contemporary luxury brands, emphasising their preeminent position. In contrast, the second response offers a more nuanced perspective, emphasising the influencer's capacity to provide access to expansive and diverse audiences for luxury brands such as Yves Saint Laurent via their substantial followings. It recognises the critical role that influencers play in expanding the reach of a brand in comparison to conventional advertising methods. While succinct, the third response affirms the pervasive recognition of social media influencers within the industry by reiterating their vital role in the promotion of Yves Saint Laurent products. These responses collectively demonstrate the increasing impact of influencers on the landscape of luxury brands and their capacity to expand the reach of brands such as Yves Saint Laurent to a more diverse and extensive consumer base than ever before.

Can you provide examples of specific Yves Saint Laurent social media marketing campaigns or strategies that you believe have been particularly effective in engaging with their audience and driving luxury brand purchases? Please describe what made these campaigns stand out to you.

A strategic recommendation for Yves Saint Laurent's social media marketing efforts, particularly concerning the notion of user-generated content (UGC), is provided in the response to this query. It indicates that it may be highly effective to encourage consumers to produce content showcasing YSL products and to distribute it via social media platforms. Utilising user-generated content as an authentic and relatable form of brand promotion is the central concept. Through showcasing actual consumers utilising their products, YSL is able to not only captivate its audience but also establish credibility and trust. The response describes a strategy that has the potential to resonate with consumers and improve YSL's digital presence by leveraging the creativity and advocacy of its customer base, although no specific examples of previous campaigns are provided.

Chapter 5: Findings

The results of the survey offer a comprehensive understanding of the dynamics of Yves Saint Laurent's social media marketing and its significant influence on consumers. With an astounding 67.6% of respondents choosing Instagram as their primary option, Instagram emerges as the major platform for personal use. This highlights Instagram's innovative features, user-friendly interface, and visual appeal, which have propelled it to prominence, especially among younger demographics. In contrast, only 20.6% of respondents indicate that Facebook is becoming less appealing for personal use. This trend parallels the broader shift away from Facebook, particularly among young people who are gravitating towards Instagram and Snapchat, which are more visually appealing.

Additionally, the survey results emphasise the substantial influence that social media exerts on consumers of luxury fashion. An impressive 67.6% of respondents acknowledge that social media marketing influences their purchases of luxury apparel from Yves Saint Laurent. This overwhelming majority highlights the critical influence of social media on consumer choices in the luxury fashion industry. By leveraging social media, Yves Saint Laurent is able to develop an engaging digital narrative and strengthen its brand identity. Consistency in messaging, aesthetics, and values across platforms fosters exclusivity and authenticity, which luxury consumers find to be highly appealing.

The survey then explores the wide range of engagement levels with the social media content of Yves Saint Laurent. 26.5% of respondents, the most ardent group, interacts with the brand's content on a daily basis. It is probable that these devoted customers or ardent adherents play a crucial role in promoting brand advocacy and generating a ripple effect within their social circles. Following closely behind, 38.2% demonstrate a consistent interest in Yves Saint Laurent's products by engaging once per day. The compelling nature of the brand's posts and the regular content updates are responsible for this daily interaction.

In addition, the survey examines the impact of social media marketing on different product categories. 37.1% of respondents indicate that social media influences their propensity to purchase accoutrements such as jewellery and handbags. This

demonstrates the effectiveness of Yves Saint Laurent's accessory collection in terms of showcasing and marketing it. Accessible to luxury brands, accessories provide consumers with a taste of luxury without requiring them to purchase expensive cosmetics or apparel.

The survey results also shed light on cosmetics and fragrances, with 20% of respondents indicating that social media influence increases their likelihood of purchasing these products. Although this number is relatively low in comparison to accessories and apparel, it demonstrates the impact that influencer-driven and visually appealing content has on the cosmetics and fragrance industries. Social media is an ideal platform for emphasising the quality and aesthetic appeal of these products, which have a significant impact on consumers' purchasing decisions.

In addition to examining the significance of engagement metrics, the survey results reveal that the influence of likes and remarks on Yves Saint Laurent's social media posts on consumer decisions is substantial. Impressively, 31.4% of respondents consider likes and comments to be of the utmost importance, demonstrating that engagement metrics are accorded considerable weight. It appears that this group is heavily influenced by social proof and community validation, which are significant factors in the luxury fashion industry. Furthermore, upon combining the responses for "extremely important" and "very important," we find that a significant 54.3% of respondents see comments and likes as crucial. This provides further support for the notion that the level of engagement on social media posts has a substantial impact on the audience attending Yves Saint Laurent. Consequently, the brand's digital strategy continues to be reliant on its capacity to promote and amplify engagement.

Regarding influencer marketing, a significant 68.6% of respondents indicate that they follow celebrities or influencers who promote Yves Saint Laurent on social media. This majority affirms that celebrity and influencer endorsements have a significant impact on the brand's reach and engagement of a significant portion of its target audience. In contrast, 31.4% of respondents do not follow personalities or influencers who endorse Yves Saint Laurent. It is crucial to comprehend the rationale behind this decision in order to improve Yves Saint Laurent's influencer marketing strategy and accommodate to this segment's preferences. This distinction in influencer

engagement highlights the variety of consumer preferences and behaviours, highlighting the necessity of a multifaceted marketing strategy.

In addition, the survey investigates consumer behaviour regarding research activities associated with Yves Saint Laurent products prior to purchase. As part of their decision-making process, the majority of respondents (60%) fall into the categories of "Always" and "Often," employing online reviews and comments frequently. This dependence on digital feedback indicates a substantial reliance on the insights and opinions of peers as the foundation of their decision-making process. However, 25.7% of respondents indicated that they occasionally peruse online reviews or comments, indicating that they do so occasionally but not consistently. The decision-making process of this segment may exhibit a degree of adaptability, influenced by factors such as personal preferences or the reputation of the brand.

Chapter 6: Conclusion

6.1 Summary of Findings

The research results demonstrate that visual content has a substantial effect on how university students in the United Kingdom perceive Yves Saint Laurent's luxury products. Among respondents, Instagram, which is renowned for its visual appeal and user-friendly interface, is the most popular platform. This demonstrates the effectiveness of visually enticing elements in social media marketing, especially in the luxury fashion industry. It precisely aligns with the first research objective, demonstrating that the target demographic's perception of luxury products can be substantially influenced by the visual content chosen on Instagram.

In addition to emphasising the role, the study emphasises the undeniable importance of social media influencers in moulding the brand image of Yves Saint Laurent and influencing the purchase intentions of university students in the United Kingdom. On various social media platforms, a significant proportion of respondents actively follow influencers who endorse the brand. The significant influence that celebrity endorsements and influencer marketing have on expanding the brand's reach and profoundly resonating with its target audience is highlighted by this observation. This precisely aligns with the second objective of the study, which is to demonstrate the significant impact that influencers have in the luxury fashion industry.

In the context of Yves Saint Laurent's luxury products, the research findings also investigate the complex relationship between social media engagement frequency and product preference among university students in the United Kingdom. Notably, a portion of respondents regularly interact with the social media content of the brand. This phenomenon demonstrates the brand's ability to maintain interest through engaging content updates and compelling postings. It provides a nuanced perspective on consumer behaviour and is consistent with the third research objective, which suggests that frequent engagement may indeed moderate the relationship between social media marketing exposure and product preference.

Furthermore, the study conducts an exhaustive investigation into the influence of user-generated content (UGC) and peer-to-peer interactions on the social media platforms of Yves Saint Laurent, as well as the manner in which these elements impact the purchasing decisions of university students in the United Kingdom. Respondents' reliance on online evaluations and comments as a primary factor in their purchasing decisions is an illuminating finding. This dependence demonstrates their confidence in digital feedback and highlights the significance of peer insights and opinions as fundamental components of luxury fashion consumer behaviour. Notable is the fact that some respondents occasionally consult online evaluations, which demonstrates the adaptability of their decision-making process, which may be influenced by personal preferences and brand reputation. This is highly congruent with the fourth objective of the study, which is to cast light on the complex dynamics of consumer decision-making in the luxury fashion industry.

6.2 Recommendations

The following recommendations can be implemented by YSL in order to navigate the complex landscape of social media marketing and capitalise on its transformative potential in influencing consumer behaviour and brand perception:

- **Tailored Content Strategies:** The analysis of the data demonstrates the importance of platform-specific content strategies. Considering Instagram's preponderance among respondents, prestige brands such as Yves Saint Laurent ought to prioritise the creation of visually appealing content on this platform. They should further diversify content types, including engaging videos and high-quality images, in order to appeal to the preferences of luxury fashion consumers who are visually oriented. Furthermore, by investing in interactive features such as shoppable posts and insights behind the scenes, engagement and conversion rates can be increased. However, Facebook should not be completely disregarded, as it continues to attract a significant user base. By maintaining a minimal but consistent presence on this platform, the remaining audience can be catered to while Instagram receives the majority of efforts.
- **Influencer Partnerships Optimization:** The survey results highlight the significant influence that celebrities and influencers have on increasing brand

reach and engagement. To improve its influencer marketing strategy, Yves Saint Laurent should conduct a comprehensive audience analysis to determine which influencers resonate most strongly with its target demographic. Furthermore, establishing long-term alliances with influential individuals who closely align with the aesthetics and values of the brand can strengthen its credibility and authenticity. Additionally, brands ought to experiment with micro-influencers, whose niche audiences can generate content that is more personalised and persuasive.

- **Utilisation of Enhanced Engagement Metrics:** The data analysis emphasises the critical role of likes and comments in the luxury fashion consumer decision-making process. Yves Saint Laurent ought to capitalise on this understanding by implementing data-driven strategies to increase engagement metrics. This includes monitoring and responding to comments, actively encouraging user-generated content, and incentivizing engagement. Engagement rates can also be enhanced through A/B testing of content to determine what resonates most strongly with the audience. Further, brands should consider gamification strategies to cultivate a sense of community by enhancing interactions and rewarding loyal customers.
- **Integrated Online Review Management:** Luxury brands should actively manage their online reputation in light of the fact that a substantial proportion of respondents rely on online reviews and comments. This involves closely monitoring and responding to online reviews and comments in order to maintain a positive brand image, address customer concerns, and demonstrate outstanding customer service. Online reputation of the brand can be enhanced by implementing a review solicitation strategy that encourages satisfied customers to post positive reviews. Additionally, brands should utilise user-generated content and positive evaluations as social proof in their social media marketing campaigns to enhance credibility and trustworthiness.

6.3 Limitations of the Study

This study's limitations comprise a number of factors that merit consideration. First and foremost, the demographic specificity of the study is a significant limitation. While

it is advantageous to comprehend a particular subset of luxury fashion consumers, the findings may be limited in their applicability if they are limited to university students in the United Kingdom. A wide range of demographics, including age groups, socioeconomic conditions, and geographic locations, are catered to by luxury brands. To provide a more comprehensive comprehension of the broader consumer landscape, future research endeavours should incorporate a wider variety of demographics into the sample. For more nuanced and universally applicable conclusions, researchers can obtain insights into how various consumer segments interact with luxury brands on social media by doing so.

Second, the survey employs self-reported data, which may result in response bias, which is a potential limitation. Consciously or unconsciously, respondents may provide responses that reflect their perceptions or social desirability rather than their actual behaviours and attitudes. Despite the fact that self-reported data continues to be an effective method for obtaining consumer insights, future research could improve the reliability of its findings by incorporating complementary techniques. For example, behavioural monitoring or observational methods may provide a more objective and corroborating perspective of social media interactions between luxury brands and consumers.

An additional significant limitation that must be recognised is the cross-sectional design utilised in this research. This design decision offers a snapshot of the preferences and behaviour of consumers at a particular moment. However, in the digital age, consumer behaviour is dynamic and continuously influenced by social media trends and platform algorithms that are constantly evolving. Hence, the fluidity of consumer engagement with luxury brands on social media may not be adequately captured by the cross-sectional approach. To remedy this limitation, longitudinal methodologies should be considered for future research. Over an extended period, longitudinal studies would enable researchers to monitor changes in consumer preferences, platform usage, and the efficacy of social media marketing efforts. This perspective on time would provide insights into the long-term effects of social media marketing on the consumer behaviour of luxury fashion.

6.4 Future Research Prospects

Several crucial aspects of social media's influence on consumer behaviour in the luxury fashion industry have been illuminated by this study, which has also uncovered intriguing areas requiring further investigation. First and foremost, it is crucial to evaluate the impact of emerging social media platforms on the marketing of luxury brands. As platforms such as Clubhouse and TikTok acquire popularity, future research should investigate the strategies employed by luxury brands on these platforms. It is of the utmost importance that they comprehend how to effectively leverage the distinctive characteristics and user demographics of these platforms in order to captivate consumers and ultimately influence their purchasing behaviour.

A second compelling area for further research is the incorporation of virtual reality (VR) and augmented reality (AR) technologies into social media marketing for luxury brands. Increasingly, the fashion industry has adopted augmented reality (AR) filters and virtual try-on experiences. How these immersive technologies influence consumer perceptions, satisfaction, and the decision-making process when contemplating luxury fashion products could be the subject of further study.

As global concerns regarding sustainability and ethical consumption continue to increase, future research should investigate how luxury brands can communicate their sustainability initiatives via social media in an effective manner. Brands and consumers could gain valuable insights from an examination of the extent to which environmentally and socially responsible messaging influences consumer behaviour in the luxury fashion industry.

Moreover, comparative analyses of the social media strategies implemented by various luxury brands may provide additional nuanced insights. By investigating the variations in these strategies across brands with different positioning, target demographics, and brand heritage, one could gain a more comprehensive comprehension of the social media marketing landscape in the luxury fashion industry.

Moreover, as machine learning (ML) and artificial intelligence (AI) technologies advance, their function in personalising interactions with luxury brands on social media platforms merits investigation. How AI-driven algorithms can effectively personalise content and product recommendations for consumers based on their preferences,

behaviour, and engagement history could be the subject of future research. It would be crucial to comprehend the potential of AI and ML to improve the customization of interactions with luxury brands in order to shape the future of luxury fashion marketing.

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Appendices

Survey

The Role of Social Media Marketing in Shaping Consumer Buying Beh...

<https://forms.office.com/Pages/DesignPageV2.aspx?prevorigin=Marke...>

The Role of Social Media Marketing in Shaping Consumer Buying Behavior

6 Oct 2023

Consent

I would like to invite you to participate in a research study as part of my dissertation project. The purpose of this study is to explore the impact of social media marketing on consumer buying behaviour, with a specific focus on luxury brands, such as Yves Saint Laurent. Your participation in this study is entirely voluntary, and you have the right to skip any questions you do not wish to answer. Please read the following information carefully before deciding whether to participate.

Procedure: You will be asked to complete a survey consisting of multiple-choice and open-ended questions related to social media marketing and luxury brand purchasing behaviour. The survey should take approximately 5 minutes to complete.

Risks and Benefits: There are no anticipated risks associated with participating in this study. However, your participation will contribute valuable insights to my dissertation research. The information collected will be kept confidential and used for research purposes only.

Confidentiality: All data collected in this study will be kept confidential. Your responses will be anonymous, and no personally identifiable information will be collected. Data will be stored securely and deleted as soon as my dissertation is completed.

Voluntary Participation: Participation in this study is entirely voluntary. You may choose to withdraw from the study at any time without consequences.

Informed Consent: By continuing, you are providing your informed consent to participate in this study.

1. Which social media platforms do you use most frequently for personal purposes?

☐ Facebook

☐ Instagram

☐ Twitter

☐ TikTok

☐ LinkedIn

☐ Other

2. Have you ever made a luxury fashion purchase from Yves Saint Laurent influenced by social media marketing?

☐ Yes

☐ No

3. How frequently do you engage with social media posts or advertisements from Yves Saint Laurent?

- ☐ Multiple times a day
- ☐ Once a day
- ☐ A few times a week
- ☐ Once a week
- ☐ Rarely or never

4. What type of Yves Saint Laurent luxury products are you more likely to purchase due to social media influence?

- ☐ Clothing and fashion items
- ☐ Accessories (e.g., bags, jewelry)
- ☐ Cosmetics and fragrances
- ☐ None, I do not purchase Yves Saint Laurent products due to social media influence

5. How important is the number of likes and comments on Yves Saint Laurent's social media posts in influencing your purchase decision?

- ☐ Extremely important
- ☐ Very important
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important at all

6. To what extent does the authenticity of Yves Saint Laurent's social media content (e.g., unedited photos, genuine reviews) impact your trust in their marketing?

- ☐ Strongly impacts
- ☐ Somewhat impacts
- ☐ Neutral
- ☐ Doesn't impact
- ☐ I'm not sure

7. Which factors are most influential in your decision to purchase Yves Saint Laurent items online? (Select up to three)

- ☐ Brand reputation
- ☐ Product reviews and ratings
- ☐ Social media endorsements from Yves Saint Laurent
- ☐ Discounts and promotions
- ☐ Convenience of online shopping
- ☐ Secure payment options
- ☐ None of the above

8. Do you follow influencers or celebrities who promote Yves Saint Laurent on social media?

- ☐ Yes
- ☐ No

9. How often do you read online reviews or comments about Yves Saint Laurent products before making a purchase?

- ☐ Always
- ☐ Often
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

10. Have you ever changed your mind about purchasing a Yves Saint Laurent product due to negative online reviews or comments?

- ☐ Yes
- ☐ No

11. How much time, on average, do you spend on social media per day?

- ☐ Less than 30 minutes
- ☐ 30 minutes to 1 hour
- ☐ 1 to 2 hours
- ☐ 2 to 3 hours
- ☐ More than 3 hours

12. Which social media feature do you find most persuasive in making Yves Saint Laurent brand purchases? (e.g., Stories, Live Videos)

- ☐ Stories
- ☐ Live Videos
- ☐ Social Media Posts
- ☐ Reels
- ☐ Other

13. How often do you share or repost Yves Saint Laurent brand content on your own social media profiles?

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

14. Are you more inclined to engage with Yves Saint Laurent on social media if they support social or environmental causes?

- ☐ Yes
- ☐ No

15. How do you perceive the influence of Yves Saint Laurent's social media marketing on your luxury brand purchasing decisions?

- ☐ Extremely influential
- ☐ Very influential
- ☐ Moderately influential
- ☐ Slightly influential
- ☐ Not influential at all

16. When considering a Yves Saint Laurent luxury purchase, which of the following factors do you prioritize the most?

- ☐ Product quality
- ☐ Brand image and reputation
- ☐ Price
- ☐ Social media endorsements from Yves Saint Laurent
- ☐ Product uniqueness and exclusivity

17. How likely are you to engage with Yves Saint Laurent's social media content if it includes interactive elements like polls or quizzes?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

18. Have you ever attended virtual events or launches hosted by Yves Saint Laurent on social media?

- ☐ Yes
- ☐ No

19. What type of Yves Saint Laurent brand content do you find most engaging on social media? (Select up to three)

- ☐ Behind-the-scenes content
- ☐ User-generated content featuring Yves Saint Laurent products
- ☐ Product tutorials and demonstrations
- ☐ Lifestyle content featuring Yves Saint Laurent items
- ☐ Influencer collaborations with Yves Saint Laurent
- ☐ None of the above

20. Do you believe Yves Saint Laurent is genuinely committed to the social and environmental causes they promote on social media?

- ☐ Yes
- ☐ No
- ☐ Not sure

21. How has the COVID-19 pandemic affected your Yves Saint Laurent luxury brand purchasing behavior in relation to social media marketing?

- ☐ Increased online Yves Saint Laurent purchases
- ☐ Decreased online Yves Saint Laurent purchases
- ☐ No change

22. How do you perceive the role of social media influencers in the luxury brand industry, especially when it comes to promoting Yves Saint Laurent products? Please share your thoughts on their effectiveness and authenticity.

23. Can you provide examples of specific Yves Saint Laurent social media marketing campaigns or strategies that you believe have been particularly effective in engaging with their audience and driving luxury brand purchases? Please describe what made these campaigns stand out to you.

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Ethics Form