Creativity and Innovation
2025, VOL. 9, NO. 5, 340-345
DOI: 10.47297/wspciWSP2516-252768.20250905

The Construction and Dissemination of Luxury Brand Image in the New Media Context: The Case of Louis Vuitton

Xiye Zhao

Chengdu University of Technology, Chengdu, Sichuan, 610059, China

ABSTRACT
In recent years, the luxury market in China has exhibited a noteworthy performance within the global context. As demonstrated in the 2022 China Luxury Report, luxury goods sales in China totalled 956 billion yuan in 2022. This indicates that Chinese consumers continue to represent the most significant global luxury consumption market [1]. As China's luxury market continues to evolve, the marketing strategies employed by luxury brands on Chinese social platforms have become increasingly vital for enhancing brand influence and value. The present study aims to explore how luxury brands can conduct effective marketing through emerging online platforms (short-form video, UGC community platforms), analysing their impact on shaping brand influence and their long-term effects on brand value. Utilising Louis Vuitton as a case study, this paper employs the Python programming language to collect data from the brand's official accounts and conduct sentiment analysis. This facilitates a more profound comprehension of user profiles on short-video platforms and their purchasing intentions. The findings indicate a substantial correlation between LV's account influence and celebrity endorsements, particularly in terms of follower growth rates, video views, and repost rates. However, the Q-value of celebrity videos is lower, reflecting the stratified nature of celebrity fanbases. In order to enhance brand account influence in the future, it is recommended that the leveraging of celebrity influence to stimulate fan purchasing desire be prioritised, such as by increasing video interactivity.

KEYWORDS
Luxury goods marketing; Short-video platforms; Celebrity influence; Purchasing intent; Interactivity

1 Introduction

In relation to extant research on this topic within both domestic and international contexts, a considerable number of studies have been conducted investigating luxury brands' marketing strategies in the contemporary era and their impact on brand value. For instance, Hou (2025) [2] observes that luxury goods have historically been defined as a highly distinctive market segment. The company's unique and exclusive products, offered at premium prices, have been identified as a key factor contributing to its 'elitist' character. Furthermore, the marketing approaches employed by the company diverge significantly from conventional product promotion strategies.

Peng (2010) [3] contends that marketing, serving as the bridge and interactive platform between luxury brands and consumers, holds undeniable significance. The profound influence of luxury brand culture is fully manifested and conveyed through this very bridge. Luxury marketing strategies deviate from conventional high-end, high-price approaches and do not exclusively emphasise the concept of rare and unique products. In essence, luxury marketing can be defined as a multifaceted promotional strategy, encompassing a range of market-oriented tactics, effective advertising execution, and well-executed public relations activities. This profoundly impactful approach enables luxury brands to achieve widespread global recognition and acceptance [4].

The luxury goods sector is currently experiencing a pivotal transition from conventional marketing models to a comprehensive digital transformation. This profound shift has attracted an increasing amount of academic interest, leading to a surge in research examining luxury brands within a digital context. These studies adopt multi-dimensional approaches to explore how digitalisation is reshaping luxury marketing.

In the context of marketing strategy innovation, scholars have placed particular emphasis on case studies. For instance, Tan Xiaoxi examined the digital marketing strategies of luxury apparel brands through big data analysis [5]; Cao Yating dissected Burberry's digital marketing within a converged media framework [6]; while Hu Shichen et al. focused on Chanel's marketing transformation in the digital era [7]. These studies utilise particular brand practices as case samples, thus unveiling the strategic adjustments and implementation pathways of luxury apparel brands within the digital environment. Huang Yiqun's research adopts a more integrated approach, systematically examining how luxury brands fuse traditional and digital marketing methods across three core dimensions: channels, resources, and experience [8]. Wang Chengmin underscores the inherent nature of digitalisation, asserting that while it functions as a novel marketing format characterised by its accessibility (bridging the divide between brands and consumers) [9], its fundamental objective persists in communicating the quintessence of luxury. Consequently, it is incumbent upon brands to continuously reinforce their exclusive image – one of 'possession by the few, aspiration by the many' – throughout their digital transformation.

The digital restructuring of marketing channels represents another significant research focus. Wei Jin provided a more fundamental theoretical exposition on the concept of “omnichannel” itself and its relationship with luxury brand marketing, conducting in-depth research into digital omnichannel marketing strategies [10]. Pi Yaodong focused on specific platform ecosystems, examining the marketing strategies of luxury apparel brands on WeChat, a dominant domestic mobile platform [11]. Scholars such as Gao Fei, adopting a broader perspective, noted that within an era underpinned by mobile internet infrastructure and dominated by new media, digital network marketing is fundamentally reshaping the relationship between luxury goods, consumers, and the market [12].

Research from the consumer perspective has also yielded substantial outcomes. Xie Jiali, through rigorous empirical research (including theoretical analysis, questionnaire surveys, and data analysis), identified and validated key factors influencing consumers' online purchases of luxury apparel [13]. Concurrently, brand image construction in the digital era has garnered significant attention. Against the backdrop of comprehensive digital media penetration, Tang Zixuan selected the successfully transformed luxury brand Gucci as a case study, meticulously examining how it leveraged the WeChat Official Account platform to construct and disseminate its luxury brand image [14].

Among research differentiated by geography, a significant portion focuses on specific practices within the Chinese market. Li Yaxin examined Louis Vuitton's online marketing communication strategies in China [15]; Liang Jing explored luxury brands' internet marketing channel development in China [16]; while Yuan Yue conducted targeted research on Chanel's marketing strategies for apparel-based luxury goods within China [17]. Collectively, these findings sketch a distinctive portrait of luxury goods digital marketing within the Chinese regional market.

A considerable body of research has been conducted on the digital marketing strategies employed by luxury brands and their effect on brand value. This research has been carried out both nationally and internationally. However, the majority of investigations have focused on the influence of such strategies on brand image, with limited research specifically addressing Chinese social media platforms. It is evident that there is a paucity of research in relation to the relationship between brand influence and brand value. The present study aims to address this gap. The findings will provide theoretical underpinnings and practical guidance for luxury brands' marketing strategies within the Chinese market, while simultaneously offering new research perspectives for the academic community.

2 Research objectives

The present study will focus on emerging online platforms, such as short-video platforms (e.g. Douyin) and user-generated content (UGC) community platforms (e.g. Xiaohongshu), and the marketing strategies employed by luxury brands. The study will analyse the differences in target audiences for celebrity content, non-celebrity content, and influencer content. It will also assess the impact of celebrity influence on user purchase intent and explore how to further leverage celebrity influence to enhance luxury brand visibility, stimulate fan purchasing desire, and identify how luxury brand influence should adapt to trends and remain at the forefront amidst new digital waves.

3 Research significance

This study extends the research focus of luxury digital marketing beyond relatively mature channels—such as official websites, e-commerce platforms, and WeChat—to emerging platforms like Douyin and Xiaohongshu, which represent current user attention hubs and the forefront of social interaction. This development has the potential to significantly expand the scope of research in this field and to enhance the theoretical framework of luxury marketing within the digital ecosystem of the 'post-WeChat era'.

This research will contribute to a more profound comprehension of the core question: 'How does digitalisation reshape the luxury brand-consumer relationship? ' through an in-depth analysis of how elements unique to these emerging platforms—including algorithmic recommendations, user-generated content (UGC), community culture, and KOL/KOC ecosystems—influence luxury marketing. The study will focus on manifestations within highly interactive, content-driven platform environments. The present study contributes to the construction of a more dynamic and comprehensive picture of China's luxury digital marketing landscape by supplementing digital marketing practices for luxury goods in specific regional markets – especially China – with empirical evidence on the latest platform applications.

In terms of its practical significance, the paper's findings will furnish luxury brand management teams and marketing practitioners with direct reference points and strategic recommendations on the effective utilisation of emerging platforms such as Douyin and Xiaohongshu for brand building, user engagement and sales promotion. This will assist them in navigating the opportunities and challenges presented by the digital wave.

Moreover, the present study has been designed to enhance the marketing return on investment (ROI) for luxury brands. To this end, it aims to reveal the actual effectiveness and influencing factors of different strategies on these platforms. By doing so, it will assist brands in allocating marketing resources more precisely, optimising content creativity and placement strategies. The result will be an improvement in the efficiency and investment returns of overall marketing campaigns.

In summary, the present study focuses on the role of emerging online platforms in luxury marketing. This study contributes to the academic research by filling gaps in the existing literature and deepening theoretical understanding. Furthermore, it provides actionable insights and guidance for luxury brands to formulate more effective and forward-looking marketing strategies within China's complex and rapidly evolving digital landscape.

4 Research methods

4.1 object of study

This study examines the Douyin account of the LV brand alongside several fashion influencer accounts. LV has demonstrated exceptional performance on short-video platforms, amassing over one million followers within less than a year. The author observes that this rapid follower growth is closely linked to celebrity influence. Regarding content strategy, the author notes that LV invited numerous male celebrities to promote its February 2021 menswear show, which ultimately garnered 35 million live-stream views. Additionally, a separate video featuring boyband members wearing LV

garments garnered over 17.4 million views. The author contends these figures demonstrate the immense influence of celebrity endorsement in luxury marketing, a viewpoint to be substantiated. Simultaneously, collaborating with emerging KOL influencers for brand promotion constitutes another marketing strategy. The author will illustrate this by examining specific KOL partnerships, offering fresh perspectives on fashion bloggers' role within luxury marketing.

4.2 Data collection plan

4.2.1 Selection of research subjects

Table 1

Content Type	screening criteria	Case Reference
LV Celebrity Content	Containing content about the LV Global Ambassador	The content of Ambassador Wang Chuqin of LV's appearance
LV non-celebrity content	Brand-produced content (behind-the-scenes footage, process analysis)	Fabric Craft Video
Fashion blogger content	Followers > 1 million, Luxury content > 30%	Bloggers

4.2.2 Key data dimensions

The author will select key data dimensions for the research, such as using the number of likes to reflect the threshold of content attractiveness, using the comment rate to measure the degree of topic resonance, using the forwarding rate to assess the potential for social viral spread, and another important indicator for evaluating this account is the ratio of likes to followers. If the key indicator is greater than 1:8, it indicates that the IP lacks recognition. Additionally, this article will obtain cross-representations of user profiles, such as the gender, age, regional distribution of the fans, and the proportion of high-net-worth individuals.

4.2.3 Data analysis framework

Table 2

Indicators	The advantage of celebrity content	Advantages of non-celebrity content	The advantages of the blogger's content
Number of likes / Number of views	Large-scale events (such as celebrity collaborations) account for >12%	Process Analysis (Mean 3.5%)	Dressing Guide (Mean Value 5.8%)
The number of fans growth	low	Medium	high
Conversion cost	high	low	Medium

The author's analysis and comparison of content effectiveness indicates that videos published on the LV account demonstrate that celebrity-driven content receives higher engagement metrics but lower conversion rates. This approach is traffic-oriented rather than brand-oriented, with high conversion costs. For instance, brands incur celebrity endorsement fees.

It has been demonstrated that non-celebrity content generates lower engagement metrics, yet it still achieves moderate conversion rates, which are driven by brand loyalty. As this content is produced internally, the conversion costs are also reduced. Influencer-generated content has been shown to engender moderate levels of engagement and high rates of follower conversion, a phenomenon that can be attributed to the personalised and engaging nature of the content produced by the influencer. The financial implications of conversion are moderate, with brands generally disbursing commissions to influencers.

In order to select a representative video, the author will choose one from the official LV account with a relatively high number of likes, comments, and views. The video featuring global ambassador Wang Chuqin, published at 19:00 on 25

February 2025, will be used as an exemplar.

4.3 Attribution analysis tools

4.3.1 Content quality coefficient

The author will calculate the video's like-to-view ratio and comment-to-view ratio. The like-to-view ratio is calculated by dividing the number of likes by the number of views, while the comment-to-view ratio is calculated by dividing the number of comments by the number of views. The establishment of a Q-value will be conducted in the following manner: The quantity Q is determined by the following formula:

Q = 0.4 × like-to-view ratio + 0.3 × comment-to-view ratio + 0.3 × follower conversion rate. Content with a Q-value greater than 80 is considered to be of high quality (for example, the LV × BTS video attained a Q-value of 92).

The author's calculations and analysis indicate that the video's like-to-view ratio is approximately 1.3%, its comment-to-view ratio is approximately 0.11%, and its Q-value falls below 80.

As a pre-eminent luxury brand, LV has a broad reach. A considerable proportion of non-target users (e.g., non-luxury consumers) contribute to view counts without engaging. This may be attributable to the brevity of the official video (a mere 7 seconds), which, by virtue of its concise nature, may lack the capacity to elicit engagement through narrative or discussion points. This stands in stark contrast to the personal Douyin videos created by Wang Chuqin, which typically amass tens of thousands of likes within a span of three minutes. These videos exhibit a remarkably higher level of interactivity. Advocates of Wang Chuqin actively disseminate content to support their idol, thereby highlighting the 'fan economy' value of the artist. However, it should be noted that reposts are not factored into the Q-value formula.

4.3.2 Emotional - purchase intention model

The present study analysed purchase intent data from comments on promotional videos featuring sports star Wang Chuqin. A total of 5,000 comments under these promotional videos were extracted as sample data. During the process of data processing, NaN values within the comments field were replaced with empty strings, with a view to ensuring the integrity of the sample. In order to identify comments indicating high purchase intent, a dual criterion combining sentiment analysis and keyword screening was employed. Initially, the SnowNLP tool assigned a sentiment score to each valid comment (i. e. non-empty string and non-empty after strip processing), thereby filtering out positively biased comments with a sentiment score exceeding 0.7. Subsequently, comments containing keywords related to purchasing behaviour, such as 'buy', 'price', 'purchase', or similar keywords, were analysed. Comments that satisfied both of these criteria were designated as comments with high purchase intent.

The final calculation yielded a high purchase intent ratio of 2.34%. This proportion indicates that among users who participated in commenting, only a minority expressed both positive sentiment and purchasing intent. From the perspective of the commentary, this suggests that the promotional video had limited effectiveness in stimulating users' purchase intent. Subsequent efforts may consider further optimising promotional content by integrating product characteristics and user needs to enhance the conversion of users' purchase intent.

4.4 User value segmentation

In relation to user value stratification, the data performance and conversion characteristics of the official LV video featuring Wang Chuqin demonstrate that user value can be categorised into three tiers, forming an 'exposure-interaction-conversion' pyramid structure: The initial tier consists of the foundational exposure layer (broad audience), which amassed 31.87 million views with a like-to-view ratio of a mere 1.30%. This segment is predominantly comprised of users who have a general awareness of the brand. The value of the latter lies in its ability to amplify brand reach. However, engagement intent is low, necessitating precise targeting to minimise traffic dilution. The second tier comprises the Social Interaction Layer (interest-based audience), featuring 414, 000 likes and 35, 000 commenters. Despite the relatively low comment-to-view ratio of 0.11%, this segment has been shown to propel content into recommendation pools, thereby boosting its social virality. These users, predominantly comprising celebrity followers or luxury enthusiasts, play a pivotal role in the cultivation of potential customers. The third cohort comprises the core conversion tier (high-value users), primarily Wang Chuqin's followers. The subjects contributed a total of 207, 000 reposts and multiple high-value transactions, including single orders exceeding ¥200, 000. The value of sports stars' followers extends beyond engagement metrics, as it directly impacts sales. This aligns with the characteristics of sports star followers, which include 'strong purchasing power and low interaction preference'.

Segmentation reveals that luxury brands must differentiate their assessment of user value: broad demographics sustain exposure, the engagement tier maintains momentum, while the core conversion tier represents the ultimate objective of endorsement strategies. It is recommended that the middle tier be activated through the provision of bespoke content (for example, in-depth celebrity narratives) and that the value proposition at the top tier be deepened via the offering of limited-edition products and exclusive fan privileges.

5 Discussion and analysis

This study utilised a dual approach of quantitative analysis and qualitative assessment to ascertain the relationship between the influence-building of Louis Vuitton's official social media accounts and the Celebrity Effect. The findings revealed a substantial positive correlation between these variables. Specifically, following the official announcement of brand ambassadors or the invitation of top celebrities to participate in content creation, the account's video metrics exhibit regular fluctuations. The analysis of data has revealed a strong positive correlation between metrics such as follower growth rate, video content views, and repost rates, and the celebrity's fame, fan base size, and engagement activity. This finding is consistent with the conclusions of Godey et al. (2016) [18] and Kim & Ko (2012) [19], which demonstrate that celebrity ambassadors effectively convert their substantial fan capital into social media influence for brands. The appeal of these figures is such that they drive a significant volume of traffic to brand accounts, thereby achieving rapid brand recognition and widespread dissemination of the chosen topic.

However, this study also reveals a crucial paradox: whilst celebrity-driven content demonstrates exceptional reach, its audience quality metrics remain comparatively low. The Q-score is a metric that is commonly employed to assess various aspects of brand perception and consumer behaviour. Specifically, it is used to gauge the degree of purchasing intent among a given audience, the extent of brand loyalty, and the alignment of the audience with the demographic targets of the brand. The present study contends that this phenomenon stems from the inherent value stratification within celebrity fanbases. Celebrity followers constitute a complex demographic, encompassing both high-spending potential customers genuinely interested in brands and a substantial contingent of "bystanders" primarily fixated on the celebrity themselves, with little brand-specific purchasing intent. While the latter contribute significant traffic metrics, their conversion potential remains limited, thereby diluting the overall audience quality score (Djafarova & Bowes, 2021) [20]. This underscores a pivotal challenge in luxury social media strategy: the simultaneous pursuit of traffic scale and the assurance of audience effectiveness and quality.

In light of the aforementioned findings, it is posited that brands aspiring to augment their influence and translate it into tangible commercial value must refine and deepen their celebrity strategy. Firstly, it is imperative that brands move beyond the mere exposure of content and focus on stimulating fans' purchasing desire. This objective can be realised through the enhancement of interactivity and immersive quality in video content, such as the integration of augmented reality try-on features, the initiation of customised topic challenges led by prominent figures, or the introduction of exclusive codes available for a limited time and exclusively for celebrities. These strategies have been shown to enhance fan engagement and effectively redirect their emotional attachment from the celebrity to the brand, thereby creating a clear conversion pathway.

Secondly, it is imperative for a brand's influence matrix to extend beyond official accounts. The study posits the recommendation of the construction of a multi-tiered, three-dimensional KOL ecosystem. In addition to official channels, it is recommended that brands strategically collaborate with fashion influencer accounts that are aligned with their brand ethos. These social media influencers typically manage highly vertical, trust-based communities of loyal followers. By authorising the publication of high-quality, contextualised content related to brand products, such as unboxing reviews, styling tutorials, or lifestyle showcases, brands can reach diverse consumer segments in a more organic and readily accepted manner. This combined strategy of 'official voice + niche penetration' assists brands in maintaining their premium image while achieving a balance between breadth and depth of influence. This ultimately forms a more diverse and multi-layered social media influence model.

6 Research findings and theoretical contributions

6.1 Research conclusion

The present study examines the value and impact of emerging short-video platforms (represented by Douyin) on luxury brand marketing, using Louis Vuitton as a case study. The findings of the present study demonstrate that short-video platforms have a significant impact on brand influence metrics, including follower growth rate, video views, and engagement rate. This enhancement is achieved through the use of immersive content presentation, collaborative dissemination by celebrities and KOLs, and highly interactive design. However, the data also reveals a 'traffic-quality paradox' in celebrity influence. While celebrity content does drive exposure, audience conversion efficiency (Q-value) remains relatively low. This necessitates the optimisation of content strategies for tiered traffic value management. Furthermore, the study proposes a dual-track dissemination model combining 'official accounts with influencer networks,' employing differentiated content positioning to reach diverse audiences, thereby strengthening brand recognition and purchase motivation.

6.2 Theoretical contributions

The present study makes a contribution to the fields of fashion management and digital marketing theory in three principal ways. Firstly, it serves to expand the theoretical framework for luxury digital marketing by integrating short-video platform characteristics (such as algorithmic recommendations and instant interaction) with traditional luxury brand value transmission mechanisms. This integration reveals a balanced approach between "traffic orientation" and "brand ethos". Secondly, it deepens research into the stratified mechanisms of celebrity influence within social media ecosystems. The study proposes that, under the fan economy, luxury brands must evolve their operational strategies from prioritising "exposure volume" towards achieving "value conversion".

Most significantly, it provides the luxury sector with solutions for the optimisation of marketing activities, including the design of interactive content, the establishment of collaborations with key opinion leaders on a tiered basis, and the implementation of strategies for the segmentation of audiences based on data.

7 Research limitations and future directions

The present study is subject to certain limitations. Firstly, the case study focuses on a single brand (LV), with the potential for future research to compare luxury brands with different positioning (e.g. Hermès, Gucci, etc.). Secondly, the data period is relatively short, requiring long-term effects to be tracked and verified. Furthermore, the impact of cultural differences on short video marketing effectiveness has not been sufficiently explored (e. g. differences in content preferences between Chinese and international users).

Future research may explore the following avenues: investigating the transformative potential of emerging technologies such as the metaverse and AI-generated content (AIGC) for luxury short-video marketing, or quantitatively analysing the contribution rate of short-video marketing to actual sales conversions. Moreover, comparative studies could examine operational strategy differences and applicability across distinct short-video platforms (e. g., Douyin, TikTok, Instagram Reels).

In summary, the utilisation of short-video platforms has evolved into a pivotal element in the digital strategies employed by luxury brands. However, it is important to recognise that achieving this potential necessitates a shift in perspective beyond the confines of conventional traffic logic. Instead, there is a necessity to meticulously orchestrate platform momentum, thereby ensuring its transformation into long-term brand assets. The present study provides both theoretical underpinnings and practical pathways for this process.

References

[1] Fei Xianzheng, Jiang Wen, Wang Haiyan. Cold and Warmth: Self-Awareness States in Social Media Use and Their Matching Effects with Luxury Advertising Communication Styles [J]. Foreign Economics and Management.2024,46(07):102-119.

[2] Hou Yijie. Research on Optimising Marketing Strategies for Luxury Brands [D]. East China Normal University, 2024.

[3] Chen, Ruihang. (2024). Research on the Role of Social Media in Brand Marketing under the Digital Background - Taking Luxury Brands as Examples. Advances in Economics, Management and Political Sciences. 134. 68-74.

[4] Peng Chuanxin. Research on Luxury Brand Culture [J]. China Soft Science, 2010(2): 69-77.

[5] Tan Xiaoxi. Research on Digital Marketing Strategies for Luxury Fashion Brands Based on Big Data [D]. Beijing Institute of Fashion Technology, 2015.

[6] Cao Yating. A Study on the Digital Marketing Strategy of Luxury Brand Burberry in the Context of Converged Media [D]. Changchun University of Technology, 2019.

[7] Hu Shichen, Ren Yanyu, Bai Yuling. Chanel: Marketing Transformation in the Digital Age [J]. Public Relations World, 2021, (07): 45-47.

[8] Huang Yiqun. A Study on the Marketing Strategies of Luxury Brands [D]. Wuhan University, 2018.

[9] Wang Chengmin. A Study on Digital Marketing of Luxury Fashion Brands [D]. Zhejiang Sci-Tech University, 2016.

[10] Wei Jin. Research on Digital Omni-Channel Marketing Strategies for Luxury Brands [D]. East China Normal University, 2020.

[11] Pi Yaodong. A Study on WeChat Marketing Strategies for Luxury Apparel Brands [D]. Beijing Institute of Fashion Technology, 2017.

[12] Gao Fei, Fu Xiangtong. Digital Network Marketing Strategies for the Luxury Goods Industry in the New Media Environment [J]. Science & Technology Horizon, 2017(01): 251+302.

[13] Xie Jiali. A Study on Online Purchasing Behaviour of Luxury Apparel [D]. Zhejiang University of Science and Technology, 2017.

[14] Tang Zixuan. Research on the Rebranding of Luxury Brands in the Digital Age and Its Implications: A Case Study of Gucci's WeChat Official Account [D]. East China Normal University, 2020.

[15] Li Yaxin. A Study on the Online Marketing Communication Strategies of Luxury Brands in China [D]. Shanxi University, 2018.

[16] Liang Jing. Research on the Development of Internet Marketing Channels for Luxury Goods in China [D]. Jilin University, 2013.

[17] Yuan Yue. A Study of Chanel's Marketing Strategies in China [D]. Shanghai International Studies University, 2018.

[18] Godey, B., et al. (2016) Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior. Journal of Business Research, 69, 5833-5841.

[19] Kim, A. J. and Ko, E. (2012) Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. Journal of Business Research, 65, 1480-1486.

[20] Elmira Djafarova, Tamar Bowes,'Instagram made Me buy it': Generation Z impulse purchases in fashion industry, Journal of Retailing and Consumer Services,Volume 59,2021,102345,ISSN 0969-6989.