

## DIGITAL MARKETING AS A STRATEGIC TOOL FOR LUXURY WATCHES

Prince Raj<sup>1</sup>, Prof. Md. Rashid<sup>2</sup>

<sup>1,2</sup>School Of Business, Galgotias University, India.

DOI: <https://www.doi.org/10.58257/IJPREMS33643>

### ABSTRACT

The objective of this master thesis is to gain a deeper understanding of the correlation between social media marketing and the attitudes of consumers towards luxury watches. Specifically, the focus of this study is on Millennials, as they are the primary consumers of luxury watches and active users of social media platforms. The aim is to assess the impact of social media marketing on consumer attitudes through the lens of consumer-brand relationships, as well as examine the role of message nature within this framework. To construct the conceptual framework, various studies that individually explored the connections between the variables were combined. To accomplish these objectives, a survey was administered to 20 participants, and a social media analysis was conducted on three luxury watches brands. The findings confirmed the relationships among all the variables. However, the selected items did not align with the benefit-based messages identified by them. Consequently, future research is encouraged to delve deeper into this construct and its relationship with other variables.

### 1. INTRODUCTION

In today's era of digital transformation, luxury watch brands are compelled to adjust their marketing approaches to align with the changing expectations and preferences of their clientele. The fusion of technology and luxury has opened up new possibilities and obstacles, prompting luxury watch brands to utilize digital marketing as a strategic instrument to interact with consumers, enhance brand image, and boost sales. The Evolution of Luxury Marketing: Historically, luxury marketing has been centered around exclusivity, craftsmanship, and heritage. Luxury watches brands have traditionally utilized high-end boutiques, print ads, and exclusive events to create an image of prestige and allure. However, the digital age has disrupted this traditional approach, altering consumer behavior and expectations. Today, luxury consumers are more connected, discerning, and tech-savvy, prompting a shift towards digital marketing strategies to effectively engage with this sought-after demographic. The Digital Landscape for Luxury Watches: The digital realm presents numerous opportunities for luxury watch brands to connect with consumers through various channels. Social media platforms like Instagram, Facebook, and Twitter allow brands to showcase their craftsmanship, heritage, and lifestyle appeal through visually captivating content and immersive storytelling. Influencer marketing has also become a valuable tool for luxury watch brands to expand their reach and connect with new audiences by partnering with influencers and brand ambassadors who embody their brand values. E-commerce and the Luxury Shopping Experience: The advent of e-commerce has revolutionized the way consumers shop for luxury watches, offering unparalleled convenience and accessibility. Luxury watch brands are increasingly focusing on enhancing their online presence, creating sophisticated e-commerce platforms that replicate the personalized, immersive shopping experience of a physical store. Virtual try-on tools, augmented reality (AR) experiences, and concierge services enable consumers to explore and purchase luxury watches from the comfort of their homes, blurring the boundaries between online and offline retail.

### 2. METHODOLOGY

This to begin with investigate is deductive since it begins with theories, which could be a brief confirmation approximately the point of the ponder, given the display information approximately the factors. The quantitative strategy permits to test the investigate address accurately and on a large test. The common cruel to gather quantitative essential information is the survey.

The study was created utilizing the stage [www.qualtrics.com](http://www.qualtrics.com).

The overview was self-administered on the Web through well known social media, but for the most part on Facebook for comfort reasons. This way, the members were able to choose the put and moment to satisfy the study.

#### 1. Qualitative Data Collection:

In-depth Interviews : Semi-structured interviews will be conducted with fashion consumers to explore their experiences, attitudes, and motivations related to impulse buying behavior.

Participants will be selected based on criteria such as age, gender, income level, and shopping habits to ensure diversity and representativeness.

## 2. Quantitative Data Collection

Online Surveys: A structured questionnaire will be developed and distributed to a larger sample of fashion consumers using online survey platforms. The survey will assess factors such

as demographic information, impulse buying tendencies, shopping habits, and attitudes towards LUXURY WATCHES- Convenience sampling will be employed to recruit participants from diverse demographic backgrounds.

### TYPES OF DATA

An online poll and internet research were used to gather the primary data for this investigation. The analysis methods drive the choice to use quantitative primary data. selected keeping in mind the conceptual framework. In order to evaluate the causative linkages and attitudes between consumer-brand relationships and social media marketing, as well as the role of message type in this framework, quantitative data is crucial for this research.

The ethnography will support the study because it will either clarify any potential misunderstandings or offer validation of the findings. Moreover, by reducing the researcher's bias on the data, the combination of the two approaches enables a higher-quality study

## 3. MODELING AND ANALYSIS

### Data Analysis Procedures:

#### Qualitative Data Analysis:

Thematic analysis will be employed to analyze qualitative data collected from interviews and focus groups. Data will be coded, categorized, and interpreted to identify recurring themes, patterns, and insights related to impulse buying drivers for luxury watches. Interpretation of qualitative findings will involve a reflexive approach, where the researcher critically reflects on their own assumptions, biases, and preconceptions to ensure rigor and credibility in the analysis. Quantitative Data Analysis: Descriptive statistics, such as frequencies, percentages, and means, will be computed to summarize quantitative survey data. This analysis will provide an overview of respondents' demographic characteristics, shopping behaviors, and impulse buying tendencies. Inferential statistics, such as correlation analysis and regression modeling, may be employed to examine relationships between variables and identify significant predictors of digital marketing as a tool for luxury watches.

#### Quantitative Data Analysis:

Descriptive statistics, such as frequencies, percentages, and means, will be computed to summarize quantitative survey data. This analysis will provide an overview of respondents' demographic characteristics, shopping behaviors, and impulse buying tendencies. Inferential statistics, such as correlation analysis and regression modeling, may be employed to examine relationships between variables and identify significant predictors of digital marketing as a tool for luxury watches.

## 4. RESULT AND DISCUSSION

Digital marketing plays a significant role in the purchasing of luxury watches, trends, which people acquire in an effort to stay current and express their individuality through their wardrobe choices. Preferred Information Sources: Social media platforms, particularly Instagram, are identified as the primary sources for researching luxury watch brands and products. This highlights the importance of visually engaging content and storytelling in brand communication on digital platforms. Effectiveness of Marketing Channels: Social media and influencer collaborations are perceived as the most effective digital marketing channels for promoting luxury watches. Brands should focus on building authentic relationships with influencers and creating compelling content to captivate their audience. Direct Purchase Influence: A notable portion of respondents report making luxury watch purchases directly through digital marketing campaigns, indicating the effectiveness of targeted advertising and promotions in driving sales. Importance of Brand Factors: Brand reputation, exclusivity, and craftsmanship are highly valued by respondents when considering luxury watch purchases influenced by digital marketing. Luxury watch brands should emphasize these key brand attributes in their digital communication to resonate with consumers.

## 5. CONCLUSION

The principal goal of this master thesis was to quantitatively measure the different relationships between social media marketing, the consumer-brand relationship and the consumer's attitude.

The design allowed this research to summarize the different findings of previous studies in the industry of luxury products and watches like as Rado, Rolex. Even though many authors already conducted studies about the relationship between social media marketing and consumer's attitude or the link between the consumer-brand relationship and consumer's demeanor, none was quantitatively combining these connections. The quantitative

examination illustrated that the interface between the factors over can be backed. With respect to the variable nature of the message, this research begun by actuating its position within the conceptualshow as a mediator. The examination somewhat dissected this variable, butthe comes about recommend that this position was right on the chart. In this manner, other thinks about ought to take into thought the nature of the message when examining consumer's demeanor towards extravagance brands. In any case, since no figure was distinguished for the benefit-based messages ,I prescribe changing the things that compose it. Advance thinks about ought to be conducted to get it the part of social media promoting on the customer accepts and conduct. In fact, all companies are presently contributing in these innovations without indeed knowing the precise impacts, but as it were not to drop behind. Understanding the impact of social media showcasing is in this manner principal, particularly since thisinquire about affirms that consumer's state of mind is affected.

## 6. REFERENCES

- [1] Annie Jin, S. A. (2012). The potential of social media for luxury brandmanagement. *Marketing Intelligence & Planning*, 30(7), 687-699.
- [2] Arnould, E. J., & Epp, A. (2006). *Deep engagement with consumerexperience*. Sage Publications.
- [3] Arora, R. (2011). P's of luxury brand marketing. *Warc Exclusive*.
- [4] Arrigo, E. (2018a). Social media marketing in luxury brands: A systematic literature review and implications for management research. *Management Research Review*, 41(6), 657-679.
- [5] Arrigo, E. (2018b). The role of the flagship store location in luxury branding. An international exploratory study. *International Journal ofRetail & Distribution Management*, 43(6), 518-537.
- [6] Atwal, G., & Williams, A. (2017). *Luxury brand marketing—theexperience is everything!*.
- [7] In *Advances in luxury brand management* (pp. 43-57). Palgrave Macmillan, Cham. Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statisticalconsideration.
- [8] *Journal of personality and social psychology*, 51(6), 117