Assessing the Suitability of social media as a Marketing Tool for Luxury Non-Consumable Products in Small Businesses

Abhishek Suresh Nair[1], Dr. Sameer Kulkarni[2]

[1]Department of Business Administration, Amity University Mumbai, India
[2]BBA GENERAL; Specialization - Marketing

Abstract

This study investigates the use of Instagram and, Facebook by Indian small luxury brands for building brands and customer loyalty, with tight marketing budgets, on non-consumables like jewelry, watches, and furniture. Using a Mixed Methods design, the study used primary content analysis of engagement rates, qualitative sentiment analysis, and a consumer survey to represent primary consumer sentiment, with 16 small brand accounts analyzed. Conversion rate baselines were derived from secondary industry reports. Findings suggest that Instagram is most suited to provide high average engagement and is thus best for visual storytelling and community-building, with Facebook providing a little more conversion potential due to its targeting functionality. Consumer survey findings suggest that strategies like influencer collaboration, user-generated content, and flash sales drive engagement significantly, as supported by content analysis results. Challenges, however, include tight budgets, poor visibility, and difficulties in ROI measurement. Through showing how small brands can create brand loyalty and identity in the digital era, this study contributes to the nascent discipline of digital luxury marketing, with low-budget, platform-specific solutions for practitioners.

Keywords: Small Luxury Brands, Social Media Marketing, Instagram, Facebook, Brand Engagement, Consumer BehaviorIntroduction

Introduction

Social media is now a critical component of brand development in the digital world - especially in the luxury sector where exclusivity, narrative and imagery inform consumerism. In 2024, more than 4.7 billion people on the planet use social media platforms with Instagram and Facebook making a significant contribution to the interest in luxury brands (Hootsuite 2025). Although large multi-national brands have significantly, considerably and demonstrably promoted success on these platforms, small luxury brands, especially those with limited budgeted marketing channels, have not been represented in the literature or academic stress. This proposal will investigate the small Indian luxury brand segment, for example, jewelry, watches, handbags, furniture, and the use of social media to build brand identity and consumer loyalty.

The main purpose of this study is to analyze the usefulness of social media platforms for small luxury brands. It investigates four key research questions:

How do small luxury brands effectively leverage social media for promotingbrand growth and consumer loyalty? Which platform is more beneficial for small luxury brands in terms of engagement and conversion rates, Instagram or Facebook? What are the popular organic marketing strategies and what are the benefits from that? What would be considered the important metrics around brand growth and consumer engagement?

The research is especially pertinent to the Indian context, as small and mediumsized enterprises (SMEs) in the luxury industry are growing but often face constraints of financial resources to compete against established players.

Identifying the organic and economically viable digital strategies that can be adopted by these brands not only adds to the body of academic literature in luxury marketing but also offers practical insights to emerging entrepreneursand marketers in India's emerging digital market.

Focusing on small luxury brands of less than 10,000 followers, the study measure how Instagram and Facebook was performing in 2025, without paid promotions, to understand organic content performance. Using a mixed-methods research design, it was primarily analysed using the engagement rate from 16 brands and qualitative sentiment analysis from consumer behaviour. A survey was carried out with 150 consumers to capture primary consumer perspectives for the study. Appropriate secondary industry data was used for supporting conversion sniffing.

The structure of the paper is as follows: the methodology chapter which considers the data collection and analysis approaches; discussion/chapter 4 and findings provide key insights directed by the data; the conclusion provides a summary of the implications and recommendations for practice and future research.

Literature Review

Introduction

The proliferation of social media platforms has fundamentally transformed how businesses market products, particularly within niche markets like luxury goods. For small companies in the luxury non-consumable goods sector, social media represents both an opportunity and a challenge. This research examines the suitability of social media as a marketing tool for these companies. By reviewing key studies sequentially, where each builds on the findings of previous research, we highlight both the evolution of thought in this area and the specific gaps that need further exploration.

Social Media as a marketing Tool

Social Media Marketing includes many strategies and tactics aimed at promoting products and services through social media platforms. According to Tuten and Solomon (2017), social media has changed the way brands communicate with consumers. This means that it can promote direct community interaction and commitment. The interactive nature of social media allows brands to create personalized experiences that can improve consumer loyalty and brand affinity (Kaplan & Haenlein, 2010)

The emergence of social media as a tool of luxury marketing

Traditionally, the real luxury market has been built very much on exclusive and controlled messages, released through traditional media channels. But recent studies have indicated a change in this paradigm, as luxury brands progressively embrace social media as an essential marketing channel. Brands are also communicating with consumers via social media platforms and expanding brand awareness and community-building among brand representatives (Okonkwo, 2007). Phan, Thomas and Ahn (2011) shows that luxury brands can use social media to tell compelling brand stories.

Correct Target Groups

One of the most important benefits of social media is its ability to promote targeted marketing activities. Platforms such as Facebook and Instagram provide demanding targeting tools based on specific demographic data based on interest, behavior and location (C Pradiptarini, 2016). This accuracy is particularly advantageous for small and medium-sized enterprises in the luxury sector. Because they often use limited marketing budgets and resources. Using social media analytics, small luxury brands can effectively identify and include target groups to optimize their marketing activities (Lipsman et al., 2012).

Luxury Emits Branding, Branding Smells Luxury

The Concept of Luxury

Luxury is commonly understood to mean high quality, exclusivity, and prestige. Nevertheless, in the internet era what is considered luxury has changed, as consumers nowadays demand more for the money than just the product, they want the roots, emotions in the brand (Kapferer &, Bastien, 2012). Chevalier and Mazzalovo (2012), having researched the balance between heritage, exclusivity and accessibility for the luxury market, concluded that the world of social media is radically changing 'people's attitude towards luxury.'Structure of brand value through social media

Brand value is defined as the value added to a product according to the brand name and is extremely important for luxury brands. Research by Aaker (1991) and Keller (1993) suggests that social media can significantly improve brand value by promoting consumer commitment and brand loyalty. For luxury brands, social media offers a platform for presenting unique sales performances, sharing content behind the scenes, and handling consumers in real time. This commitment can promote emotional connection and lead to increased brand loyalty and positive word-of-mouth (Hutter et al., 2013)

Consumer Behavior in the Luxury Markets

The role of social media in the impact of purchasing decisions

Research shows that social media plays an important role in the design of consumer behaviour, particularly in the luxury markets. A study by Djafarova and Trofimenko (2019) showed that social media influencers have a major impact on consumers of luxury products. The intense nature of luxury brands, combined with

the perceived credibility of social media influencers, creates powerful marketing dynamics that small and medium-sized businesses can use

Why user-generated content is important

It has to be said that User Generated Content (UGC) is one of the most important social media marketing strategies. User Generated Content (UGC) has been shown to enhance both brand reliability and brand trust with consumers (Mangold & Faulds, 2009). Encouraging UGC is an excellent tactic for small luxury brands to foster communities, and, in turn, aid brand loyalty. By showcasing customer experiences and testimony, small enterprises lend reliability in the image of prospective buyers and relativity.

Research Gaps

While the literature has provided useful insight into social media marketing, luxury branding, and consumer behavior, it has several gaps specific to the context of small businesses selling luxury non consumable products.

Bias Towards Large Luxury Brands

Most luxury marketing and social media literature is based on large brands that are established and have abundant resources (Okonkwo, 2007; Phan, Thomas, & Ahn, 2011). However, there is limited research into how small luxury brands

working in limited budgets and niche markets effectively use social media for brand development and consumer commitment. Further research is needed to assess suitability of social media as a marketing tool, especially for these small businesses

Comparative Effects of Various Social Media Platforms

Existing research recognizes the role of social media in the impact of consumerbehavior (Djafarova & Trofimenko, 2019). However, there is a lack of comparative research into the effectiveness of various platforms of small luxury brands (such as Instagram, Facebook, Tiktok, LinkedIn). Recognizing which platforms offer the best capital returns and commitment to promoting luxurious and unusedproducts will help small businesses improve their strategies for digital marketng

Effectiveness of Small Luxury Brand Strategy

Studies highlight the benefits of social media that allow targeted

marketing efforts (C Pradiptarini, 2016). But there is not sufficient analysis of how small luxury brands can optimize these skills to achieve the desired audience.

Understanding which targeting strategies provide the best commitment and conversion rates for small and medium-sized businesses are out of control is an open question

Challenges and opportunities for small luxury brands on social media.

Although some studies have examined general challenges in digital marketing (mangold & faulds, 2009), there is a lack of research on the specific difficulties small luxury brands encounter in preserving

exclusivity, authenticity, and brand prestige while utilizing social media. Moreover, these brands have the potential to leverage various opportunities, including influencer partnerships, usergenerated content, and community-building initiatives, which necessitate indepth analysis to generate actionable insights for small businesses.

The limited literature on luxury branding and social media marketing does not address luxury non-consumables. Most of the literature has studied luxury consumables like fashion, cosmetics, and fragrances. It is interesting to note the lack of research examining the marketing of luxury non-consumables across social media.. Understanding the specific challenges and tactics for success in the non-consumable luxury industry is important for the small business engaging in this type of luxury branding. While the research shows social media can have a positive influence on brand equity and engagement (Hutter et al., 2103, Aaker, 1991), there are no constant measures to reflect this on small luxury brands. More research is needed to develop quantitative measures of success related to social media, to have clear indications and measures of customer retention, engagement, and direct revenue generation to measure how social media affects the growth and development of small luxury brands.

Conclusion

This literature review has demonstrated that social media is a powerful marketing tool for luxury brands, however, most of the prior research consists of big, well-funded corporations. The build-up of research, (from identifying the basic advantages of social media to establishing the strategic challenges and opportunities) highlights genuine "black holes" in knowledge around the influence small luxury companies can exert on social media. The next step in this line of research will include prospective focused research in order to help build effective strategies tailored to the small business needs in luxury.

Research Methodology

This part explains how we gathered information using a mixed-method approach. We collected data, analyzed content, and conducted a consumer survey. Our main aim was to discover how small luxury brands that sell items like jewelry and watches use social media to connect with customers and boost sales.
Mixed-Methods
In our research titled "Strategic Social Media Usage in Small Luxury Brands Selling Non-Consumables (GLAM)," we looked at how social media influences brand growth, engagement, and customer loyalty. We focused on platforms like Instagram and Facebook for this study.

We got our main data from the social media metrics of 16 small luxury brands. We manually checked their Facebook and Instagram accounts. We calculated the average engagement rates using this formula: Engagement Rate = (Comments + Likes) / Followers × 100. This helped us compare interaction levels on Facebook and Instagram. We observed how people engaged with content, captions, and profiles to identify marketing tactics. Common efforts included collaborations with influencers or models, user-generated content, client testimonials, special promotions, giveaways, and behind-the-scenes insights. The frequency and effectiveness of these efforts were tracked to determine the most effective approaches.

Secondary data from industry reports (ChatDesk, Smart Insights, and Shopify) also gave benchmarks of conversion rates. These rates allowed comparative evaluation of the performance of conversion on Facebook and Instagram; the exact sources used for platform-level attribution, however, were sometimes unclear (disclaimer: adapted).

Consumer Survey

We conducted a survey involving 150 individuals to gather their opinions on interacting with small luxury brands on Facebook and Instagram. The participants were from India and had awareness of luxury items that aren't consumed daily. Our focus was on understanding their favorite types of content, how they engage with it, and their opinions on the brands' strategies. We analyzed the responses numerically to find common patterns in what attracts people to these brands. Additionally, we looked at their feedback to understand their thoughts on brand activities, along with reviewing social media statistics.

Ethical Considerations

All the information we used came from sources that are publicly accessible. We didn't use or gather any details that could personally identify someone or contain private consumer data. Brand names were kept anonymous to maintain the integrity of our report. We carefully analyzed engagement numbers to ensure there was no bias from computer systems, and we only reviewed surface-level content. This was done to make sure we were clear in our process and respected privacy standards.

Findings

Research on the effectiveness of social media marketing for small luxury brands is discussed in this section. Every brand in the research has a minimum of 10,000 followers. The information was gathered through 2025. The study examined key information such as click-through rates (CTR), or the frequency of ad clicks, brand interaction, and the relationship between these interactions and actual sales. Additionally, 150 customers participated in a survey. This study examined the effects of social media discussions, influencer marketing, and purchasing patterns on consumers' sense of brand loyalty and connection.

Average Engagement Rate Comparison over different Platforms (in %)

(Primary data)
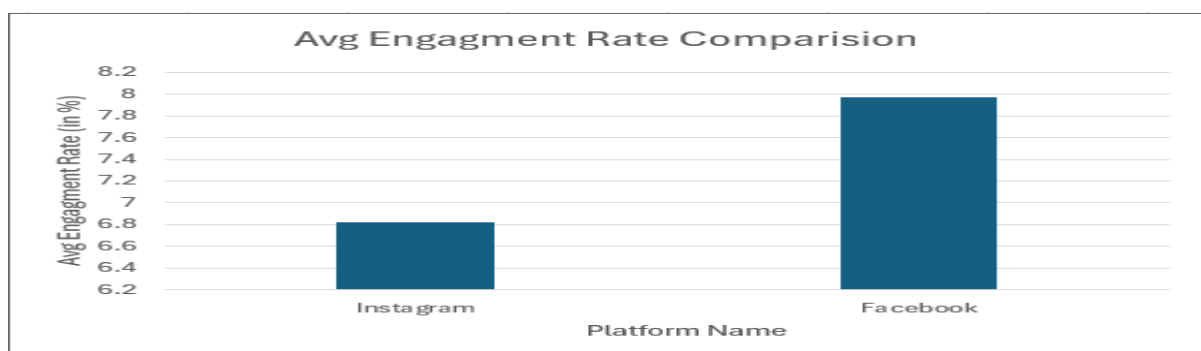
Note:- *Average calculated from 16 small luxury brands across jewelry, watches, bags, and furniture*

Graph 1

Brand Name	Niche	Platform	Followers	Total Engagement	Posts	Engagement Rate (%)	Strategy Summary
Gems Rush	Jewelry	Instagram	9599	53	5	2.77	BTS, events, testimonials, gem info
Aurelia Diamonds	Jewelry	Instagram	1993	269	5	67.47	Influencer reels, trends, reviews
Tarun Jethi	Jewelry	Facebook	10000	15	5	0.75	Discounts, storytelling, festive themes
NS Jewelleries	Jewelry	Facebook	775	1350	5	174.19	Cinematic reels, model showcase
Bella Beauty	Bags	Instagram	9725	60	5	3.09	Highlighted reviews
FESTA	Bags	Instagram	9629	56	5	2.91	Reviews, model collab, bold branding
Luxe Musa	Bags	Facebook	4200	130	5	15.48	Sales, memes, service highlights
Bags and Beyond	Bags	Facebook	3800	14	5	1.84	Daily live sessions
LuxuryFurniture836	Furniture	Instagram	91	168	5	923.8	YouTube product videos
Luxury_Furniture_	Furniture	Instagram	6453	1066	5	82.61	Reels, product descriptions, CTAs
T World Furniture	Furniture	Facebook	1000	29	5	14.5	USP-driven content
Bianco Furniture	Furniture	Facebook	8100	17	5	1.05	Call-to-action content
Horpa Watch	Watches	Instagram	3315	235	5	35.45	UGC, pre-orders
Valuantime	Watches	Instagram	5529	10151	5	272.32	Packaging reels, sales proof
Zero West Watches	Watches	Facebook	1600	91	5	28.44	Celebrity endorsements
Garrick Watchmakers	Watches	Facebook	6500	97	5	7.46	Crafting process, urgency messaging

Brand-wise Engagement Rates and Strategies Overview (Primary Data)

Table 1.2

Top 3 Commonly Used Effective Strategies (Primary Data)

Strategy Type	Description	Used By Brands (%)
Influencer/Model Collabs	Models or influencers showcase product use	62.5% (10 of 16)
UGC & Testimonials	Posts include customer reviews, testimonials	56.25% (9 of 16)
Offers, Discounts & Urgency	Regular discounts, flash sales, time-bound CTAs	50% (8 of 16)

Table 1.3

Conversion Rate Comparison (Secondary Data)

Platform	Click-Through Rate (CTR)	Website Conversion Rate	Estimated Final Conversion Rate	Source
Instagram	~1%	0.5%–1.3%	0.005%–0.013%	Bazaarvoice, SmartInsights
Facebook	~2%	0.5%–1%	0.01%–0.02%	ChatDesk, LinkedIn

Table 1.4

Common Challenges Faced by Small Luxury Brands (Secondary Data)

Challenge	% of Small Brands Facing It	Source
Low brand awareness	68%	Shopify (2024)
Budget constraints for marketing	74%	HubSpot State of Marketing Report 2024
Difficulty in tracking ROI from social	61%	Hootsuite Social Trends Report 2024
Low conversion from engagement to sales	58%	Statista (2024)
High competition in niche markets	65%	Oberlo Reports (2024)

Table 1.5

Consumer Perspective (Findings from Survey)

How Often Do you Prefer to Buy Luxury Handmade items such as hand made jewellery , Furniture bags and watches from brands on social media
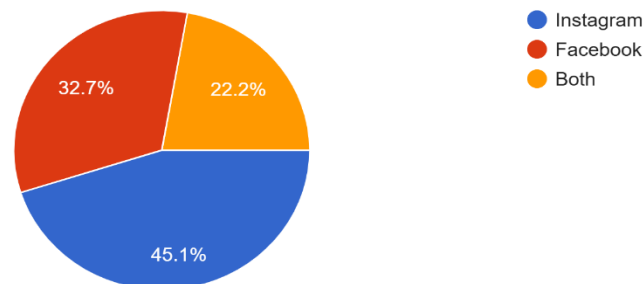
153 responses

Pie Chart 1

Which of these platforms do you actively use to explore or engage with Hand Made Small luxury brands?
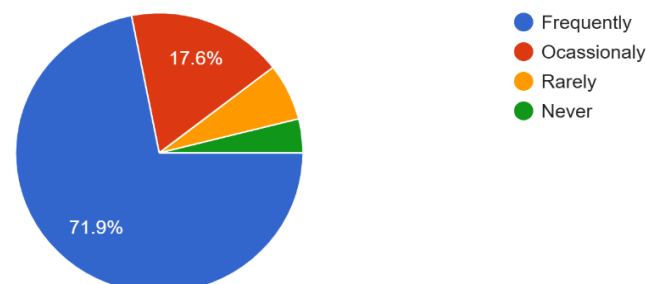
153 responses

Pie Chart 2

How often do you interact (like, comment, share, or save) with posts from small luxury brands on Instagram or Facebook
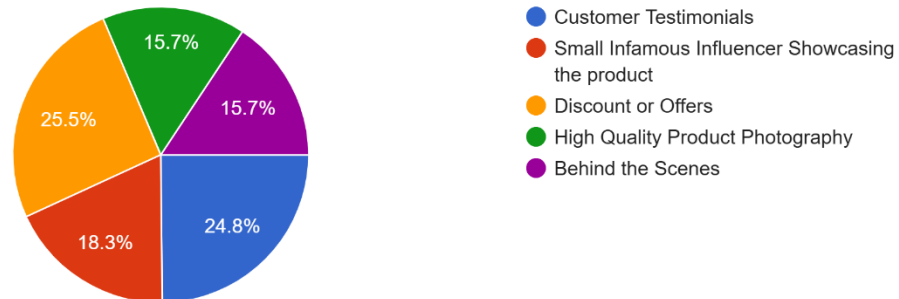
153 responses

Pie Chart 3

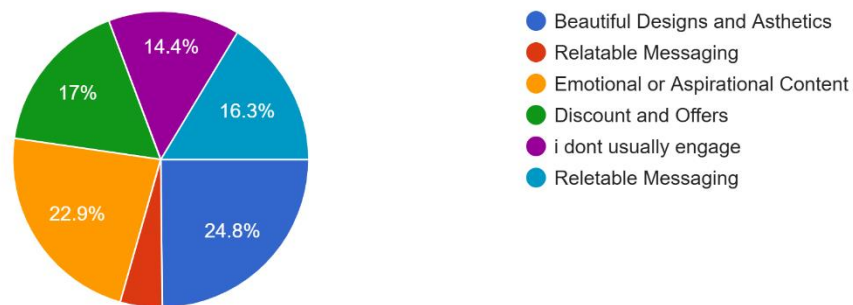What Kind of post make you more likely to trust a small hand made luxury brand on social media?
153 responses

- Customer Testimonials
- Small Infamous Influencer Showcasing the product
- Discount or Offers
- High Quality Product Photography
- Behind the Scenes

Pie Chart 4

What motivates you to engage (like, comment, share, save) with posts from small luxury brands
153 responses

- Beautiful Designs and Asthetics
- Relatable Messaging
- Emotional or Aspirational Content
- Discount and Offers
- i dont usually engage
- Reletable Messaging

Pie Chart 5

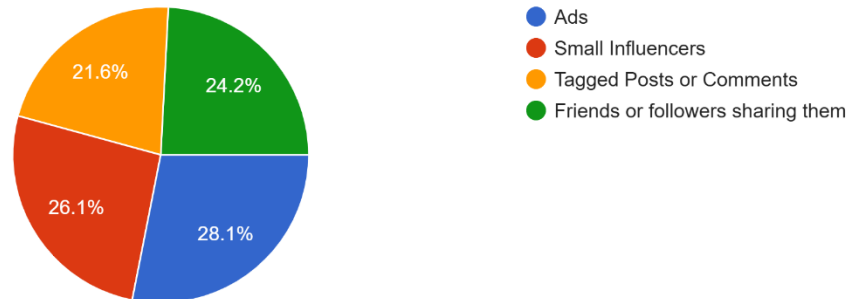Would you be more inclined to buy if the brand engaged directly with you (e.g., replied to comments, DMs)?
153 responses

- Yes
- No
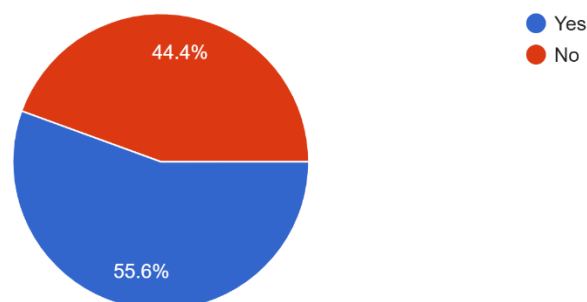
Pie Chart 6

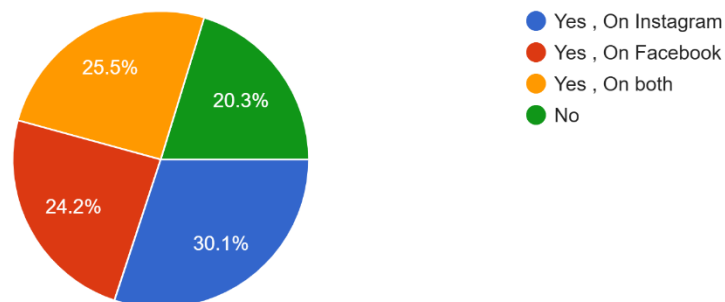How do you usually discover new small luxury brands on Instagram or Facebook?
153 responses

- Ads
- Small Influencers
- Tagged Posts or Comments
- Friends or followers sharing them

Pie Chart 7

Have you ever discovered a small luxury brand through Instagram or Facebook ads?
153 responses

- Yes , On Instagram
- Yes , On Facebook
- Yes , On both
- No

Pie Chart 8

Discussion

This study analyzes the ways in which small luxury firms employ social media sites to interact with consumers and build their brand image, particularly in industries like jewelry, watches, handbags, and furniture. The study was done based on data gathered from a sample of sixteen small luxury firms. Based on the average engagement rates in Table 1.1, Facebook has a higher average engagement rate of 7.8% than the engagement rate of 6.4% in Instagram. However, when the data is targeted for accuracy, Instagram performs better than Facebook, particularly in the case of highly coveted products like watches and jewelry. This indicates that Instagram is best suited for community interaction and the use of visual materials to tell stories. It is likely that some spurious results have contaminated the original data.

Table 1.4 Comparison of conversion rates) also provides information on the performance of each platform. Instagram has a click through rate (CTR) of ~1%, a website conversion rate of 0.5%-1.3%, and an estimated final conversion rate of 0.005%-0.013% per Bazaarvoice and SmartInsights. In contrast, Facebook has a higher CTR of ~2%, a website conversion rate of 0.5%-1%, and an estimated final conversion rate of 0.01%-0.02% per ChatDesk and LinkedIn. This suggests that while Instagram performs

best in terms of engagement, Facebook's sophisticated advertising targeting are capable of turning leads into sales; therefore, a platform combination is preferable, where brands create complementary and not duplicative content.

The Strategy Type Usage indicates the strategies that were being used most frequently across the 16 brands. The most frequently employed strategy was using influencer or model relationships as strategy (62.5%; 10 of 16 used). User-generated content (UGC) and testimonials were the next frequent (56.25%; 9 of 16 used), and then there were offers, discounts, and tactics for urgency (50%; 8 of 16 used). These types of low-cost strategies are congruent with aspirational buyer psychology, along with earlier HubSpot and Hootsuite research that indicates urgency, trust in community, and innate authenticity in digital engagement and conversion.

That said, it has its difficulties. The study finds that 74% of small luxury brands struggle with budget limits, 68% with brand awareness, and 61% with social media ROI measurement difficulties. These results agree with recent studies from Shopify and Oberlo on small business e-commerce marketing issues, which restricts the potential for advanced digital tools.

Survey Results

The survey outcomes, from 150 responses and various pie charts, offer a consumer viewpoint of engagement and purchasing decision-making, with regards to small luxury brands. Pie Chart 1 displays how often consumers are likely to buy a luxury handmade item from social media platforms: 34.7% explore but rarely buy, 23.3% buy if interested, 22.7 actively look and buy, and 19.3% rarely buy through social media. This presentation demonstrates that more significant buying triggers may be required to shift and convert explorers to consumers.

Pie Chart 3 examines consumer engagement with postings and communications from micro luxury brands. In this case, 73.3% of respondents engage regularly with the postings, 17.3% engage occasionally, 7.3% engage infrequently, and 2.0% never engage in this way. This extremely high engagement rate emphasizes Instagram's sensory nature and level of engagement, as well as the ability replicate an in-store purchase experience.. Pie Chart 4 shares trust factors and ways consumers build brand value: 25.3% trust small influencer showcases, 24.7% trust customer testimonials, 18% trust discounts, 16% trust high quality photographs, and 16% trust behind-the-scenes content. This further establishes organizer disbursement of social proof.

Beauty and aesthetics account for 24% of interaction and relatable messaging accounts for 23.3%, emotional or aspirational content accounts for 17.3%, then discounts are 16.7%, and 14% of the respondents that do not engage, as established in Pie Chart 5. Again, this emphasizes the importance of aesthetics and relatability. Pie Chart 6 looked into the likelihood to purchase with a brand engagement, there was an insignificant positive impact to direct engagement with the brand, 55.3% said yes and 44.7% said no. Consequently, the data empirically illustrates how small luxury businesses leverage social media to build their brand identity and build consumer loyalty.Facebook has the largest conversion rates, with already established methods, such as influencer marketing and urgency based marketing, while storytelling and engagement are important on Instagram. The data suggests that utilizing a combination of both the platforms and tactics is necessary to be successful for this sector of business.

Conclusion

This research examined the potential of social media platforms (Instagram, Facebook) as a brand-building mechanism for small luxury brands in India (non-consumable products such as jewelry, watches, bags, and furniture) and how they can help build customer loyalty. Using a mixed-methods approach, consisting of primary social media measures, a primary consumer survey with a sample size of 150 consumers and secondary qualitative industry data, the findings provide rich details about how to develop a platform-specific strategy and how social media platforms can influence consumer behaviour.

The results show that Instagram provides far greater levels of engagement, particularly if the brand is posting visually stimulating content—providing promise as a storytelling and community building mechanism. Alongside these views, the consumer survey indicated that aspirational visuals and engaging content were highly received by participants. Comparatively, Facebook provided slightly better conversion rates, perhaps due to more comprehensive ad targeting making it more effective for transactional marketing and lead conversion. Overall, Instagram and Facebook are complementary: Instagram provides branding and engagement and Facebook provides transactional marketing and thus marketing to achieve purchase behaviour.

In addition, the survey shed light on the relative success of certain tactics. Partnerships with a influencer or model, user-generated content (e.g., reviews and testimonials), and limited-time-offers emerged as the most successful strategies, and it should be noted that these tactics were also consistent with digital marketing best practices relating to authenticity, social proof, and urgency. The consumers who were surveyed were specifically excited about those tactics, particularly on social media, and thus reinforced their connection to aspirational luxury brands. However, there are obstacles to overcome, mainly, constrained resources, brand awareness, and measuring return on investment (ROI), emphasising their desire for low-cost measurable alternatives that, as a small luxury businesses example, are accessible.

This study adds value to the underdeveloped area of digital luxury marketing by considering engagement metrics, conversion metrics, and consumer perspective. The study provides practical, actionable, and platform-specific tactics and strategies for small luxury brands, especially those who fall on the niche side of the non-consumable luxury market which has received minimal academic research focus. The findings not only develop academic knowledge, but also provide practical advice to marketers interested in developing niche luxury brands via social media.

Research Limitations

While the research findings were insightful they had limitations. The study sample size of 16 brands was comprehensive in representing different brands, however, might not represent the wider small luxury market. Likewise, the consumer survey was limited to 150 consumers and although diverse, will likely leave gaps in demographics and consumer preferences. The conversion data we relied on was industry benchmarks instead of actual brand analytics, which will reduce precision. In addition, although most brands used TikTok in their social media strategy, our analysis could not include it due to regional accessibility. Pinterest was also excluded as it is a platform dominated by larger players in the space. The data collection was also manual which introduced a level of human error, particularly given social media metrics are dynamic.

Future studies aiming to use further handpicked samples in their analysis should use a brand and consumer sample size that is more representative and improve external validity. Also, acquiring results from brand analytics and collating results from the sample consumer surveys would improve precision and give a more realistic understanding of what emerges industry-wide. Further, researching into social media is likely to increasingly veer towards new and emerging platforms like TikTok (where possible), which would lead to a greater understanding of social media strategies. Involving deeper consumer behaviours analysis would consider a wider engagement view of the brand-consumer relationship and further aid in shaping the suggested strategies for small luxury brands.

Future Recommendations

Suggestions for Future Research

1. **Bigger sample siz**e - Ideally, add more brands and do a larger consumer survey (more than 150 participants) to make it more generalizable.

2**. Brand analytics** - Keep using brand analytics to source primary data because those will give you other accurate data points for deeper conversions and engagement.

3. **Emerging platforms** - In addition to current ones, look for emerging platforms such as TikTok or YouTube Shorts as to what other kinds of engagement you can authenticate.

4. **Longitudinal studies** - Track brands and consumers over a longer period of time to see how they change their strategy over time together, and see the longer term effects of that type of strategy.

5. **Consumer insights and motivations**- Utilize focus groups or one-on-one interviews to get more in-depth insights into the emotion and cultural influences on loyalty.

6. **ROI tracking-** Research affordable tools for tracking ROI so that brands with tight budgets can implement them.

. 7 **Cross-platform campaigns**- Test real brand runs using integrated capabilities with Instagram and Facebook to optimize conversions.

8. **Sustainability** -- Will Consumers interact with ethical brands??**- Look into whether ethical brands on social media will drive engagement with consumers.

Acknowledgement

References

1. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York, NY: Free Press.

2. Chevalier, M., & Mazzalovo, G. (2012). *Luxury brand management: A world of privilege* (2nd ed.). Chichester, England: Wiley.

3. Djafarova, E., & Trofimenko, O. (2019). 'Instafamous' – Credibility and self-presentation of micro-celebrities on social media. *Information, Communication & Society, 22*(10), 1432–1446. https://doi.org/10.1080/1369118X.2018.1438491

4. Hootsuite. (2025). *Digital trends report*. Retrieved from https://www.hootsuite.com/research/consumer-report

5. Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management, 22*(5/6), 342–351. https://doi.org/10.1108/JPBM-05-2013-0299

6. Kapferer, J. N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands* (2nd ed.). London, England: Kogan Page.

7. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

8. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing, 57*(1), 1–22. https://doi.org/10.1177/002224299305700101

9. Lipsman, A., Mudd, G., Rich, M., & Bruich, S. (2012). The power of "like": How brands reach (and influence) fans through social-media marketing. *Journal of Advertising Research, 52*(1), 40–52. https://doi.org/10.2501/JAR-52-1-040-052

10. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons, 52*(4), 357–365. https://doi.org/10.1016/j.bushor.2009.03.002

11. Okonkwo, U. (2007). *Luxury fashion branding: Trends, tactics, techniques*. Basingstoke, England: Palgrave Macmillan.

12. Phan, M., Thomas, R., & Heine, K. (2011). Social media and luxury brand management: The case of Burberry. *Journal of Global Fashion Marketing, 2*(4), 213–222. https://doi.org/10.1080/20932685.2011.10593092

13. Pradiptarini, C. (2016). Social media marketing: Measuring its effectiveness and identifying the target market. *Journal of Marketing and Operations Management Research, 2*(1), 20–29.

14. Smart Insights. (2024). *Social media conversion benchmarks by platform*. Retrieved from https://www.smartinsights.com/digital-marketing-strategy/digital-strategy-development/digital-marketing-trends-2024/

15. Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). London, England: Sage.