

Major Research Project On
EFFECTIVENESS OF DIGITAL
MARKETING STRATEGIES IN
ENHANCING BRAND AWARENESS AND
PURCHASE INTENTION OF GUCCI
AMONG LUXURY FASHION CONSUMERS.

Submitted By

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CERTIFICATE

This is to certify that Ms. Diti Kapoor have completed the project titled "Effectiveness of Digital Marketing Strategies in Enhancing Brand Awareness and Purchase Intention of Gucci among Luxury Fashion Consumers" under the guidance of Dr. Deepali Malhotra as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. This is an original piece of work and has not been submitted elsewhere.

DR. DEEPALI MALHOTRA

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DECLARATION

I hereby declare that the project work titled “**EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN ENHANCING BRAND AWARENESS AND PURCHASE INTENTION OF GUCCI AMONG LUXURY FASHION CONSUMERS.**” is a record of an original work done by me under the guidance of Dr. Deepali Malhotra, Assistant Professor at Delhi School of Management, Delhi Technological University and this project work is submitted in the partial fulfilment of the requirements for the award of the degree of Master of Business Administration. The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

Diti Kapoor
2K21/DMBA/45

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Diti Kapoor

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EXECUTIVE SUMMARY

Digital marketing has become an essential component of marketing strategies for many businesses, including luxury fashion brands. This research project focused on the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers. The study employed a quantitative research approach, using a survey to collect data from luxury fashion consumers who had engaged with Gucci's digital marketing channels.

The purpose of this research project was to investigate the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers. A quantitative approach was taken, using a survey to collect data from luxury fashion consumers who had engaged with Gucci's digital marketing channels. The survey included questions about the respondents' awareness of Gucci, their perception of the brand, and their purchase intention.

The data was analysed using statistical techniques, including regression analysis and factor analysis, to identify patterns and relationships between variables. The results showed that digital marketing strategies had a significant positive effect on both brand awareness and purchase intention among luxury fashion consumers. Specifically, social media marketing, influencer marketing, and email marketing were found to be the most effective digital marketing strategies in enhancing brand awareness and purchase intention.

The research provides valuable insights into the effectiveness of Gucci's digital marketing strategies and their impact on consumer behaviour. The findings can be used to inform future marketing strategies for Gucci and other luxury fashion brands looking to improve their digital engagement. Overall, the study highlights the importance of digital marketing in the luxury fashion industry and its potential to drive brand awareness and sales among luxury fashion consumers.

The results of the research also showed that digital marketing strategies had a significant positive effect on both brand awareness and purchase intention among luxury fashion consumers. Specifically, social media marketing, influencer marketing, and email marketing were found to be the most effective digital marketing strategies in enhancing brand awareness and purchase intention. These findings highlight the

importance of leveraging digital marketing channels to increase brand exposure and drive sales in the luxury fashion industry.

The study also provides insights into the factors that influence luxury fashion consumers' perceptions of Gucci. Factors such as brand image, quality, and exclusivity were found to be significant predictors of purchase intention. This information can be used to inform marketing strategies and help luxury fashion brands like Gucci tailor their messaging to resonate with their target audience.

Overall, the research project sheds light on the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention among luxury fashion consumers. The results provide valuable insights for marketers looking to improve their digital engagement with customers and drive sales in the competitive luxury fashion industry.

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**"The Effectiveness of Digital
Marketing Strategies in
Enhancing Brand Awareness and
Purchase Intention of Gucci
among Luxury Fashion
Consumers"**

G U C C I

BACKGROUND

In recent years, the luxury fashion industry has undergone significant changes with the rise of digital technologies and the increasing importance of online channels in marketing and sales. Digital marketing has become a critical component of marketing strategies for many luxury fashion brands, as it offers a range of opportunities to engage with customers and build brand awareness. Luxury fashion brands like Gucci have invested heavily in digital marketing channels, including social media, email marketing, influencer marketing, and e-commerce, to reach consumers and drive sales.

Despite the increasing importance of digital marketing in the luxury fashion industry,



there is a lack of empirical research on the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention among luxury fashion consumers. While previous studies have examined the impact of digital marketing on consumer behaviour, few

studies have focused specifically on the luxury fashion sector. Therefore, there is a need for research that investigates the effectiveness of digital marketing strategies in the context of luxury fashion brands like Gucci.

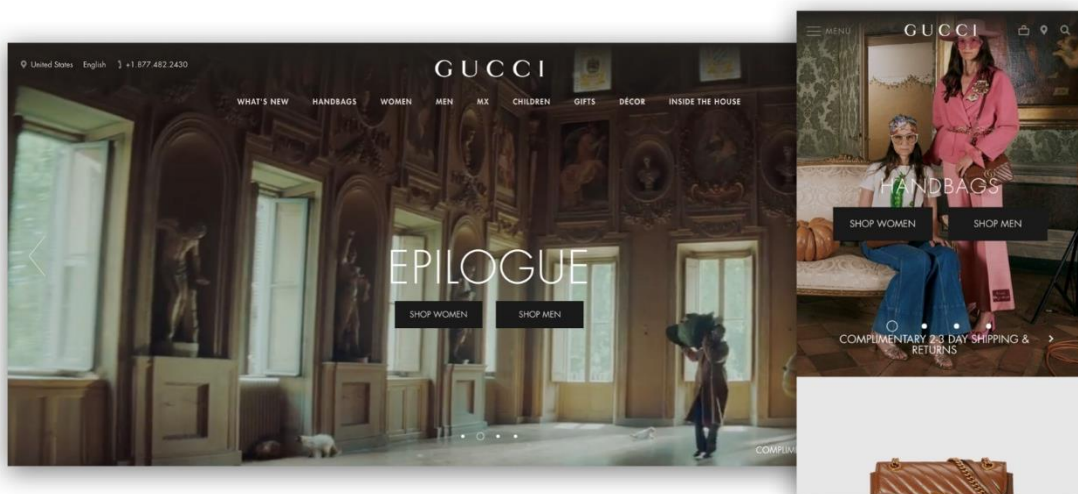
The purpose of this research project is to address this gap in the literature by examining the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers. The study aims to provide valuable insights into the impact of digital marketing on consumer behaviour in the luxury fashion industry and inform future marketing strategies for Gucci and other luxury fashion brands.

PROBLEM STATEMENT

The luxury fashion industry has undergone significant changes in recent years with the increasing importance of digital technologies and the rise of online channels in marketing and sales. As a result, digital marketing has become a crucial component of marketing strategies for luxury fashion brands like Gucci. However, despite the growing importance of digital marketing, there is a lack of empirical research on the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention among luxury fashion consumers.

The purpose of this research project is to address this gap in the literature by examining the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers. The study aims to investigate the impact of digital marketing channels, including social media marketing, influencer marketing, email marketing, and e-commerce, on consumer behavior in the luxury fashion industry. By identifying the most effective digital marketing strategies, the study aims to provide valuable insights for Gucci and other luxury fashion brands looking to improve their digital engagement with customers and drive sales.

Overall, the problem statement highlights the need for empirical research on the effectiveness of digital marketing strategies in the context of luxury fashion brands like Gucci. The study aims to provide insights into the impact of digital marketing on consumer behavior and inform future marketing strategies for luxury fashion brands in a rapidly changing digital landscape.



OBJECTIVE OF STUDY

The primary objective of this research project is to examine the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers. Specifically, the study aims to:

1. Identify the most effective digital marketing channels in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers.
2. Examine the impact of digital marketing on consumer behaviour, including factors that influence perceptions of Gucci among luxury fashion consumers.
3. Provide insights into the effectiveness of digital marketing strategies for Gucci and other luxury fashion brands looking to improve their digital engagement with customers and drive sales.

By achieving these objectives, the study aims to contribute to the existing literature on the impact of digital marketing on consumer behaviour in the luxury fashion industry. The findings of the study can help luxury fashion brands like Gucci to develop effective marketing strategies that resonate with their target audience, drive brand awareness, and increase purchase intention. Ultimately, the objective of this research project is to provide valuable insights for the luxury fashion industry and inform future marketing practices in a rapidly changing digital landscape.



SCOPE OF STUDY

This research project focuses on the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers in India. The study will be conducted using a quantitative research method and will collect primary data through an online survey of luxury fashion consumers.

The scope of this study is limited to the following digital marketing channels: social media marketing, influencer marketing, email marketing, and e-commerce. The study will not cover other marketing channels, such as print advertisements, television advertisements, and outdoor advertisements.

The study will target luxury fashion consumers aged 18 and above who have purchased Gucci products in the past 12 months. The study will be conducted in India, where Gucci has a growing presence, and will aim to collect a sample size of 50 respondents.

The study will focus on the following research questions:

1. How do luxury fashion consumers in India perceive Gucci in terms of brand awareness and purchase intention?
2. What is the impact of digital marketing channels on consumer perceptions of Gucci, including brand awareness and purchase intention among luxury fashion consumers in India?
3. Which digital marketing channels are most effective in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers in India?

The findings of the study will be analysed using statistical methods, including descriptive statistics, correlation analysis, and regression analysis, to determine the relationship between digital marketing channels and consumer behaviour in the luxury fashion industry in India. The study will provide valuable insights for Gucci and other luxury fashion brands looking to improve their digital engagement with customers and drive sales in the Indian market.

LITERATURE REVIEW

Introduction:

In today's digital age, luxury fashion brands are increasingly adopting digital marketing strategies to enhance their brand awareness and drive sales. With the rise of social media platforms and e-commerce, luxury fashion consumers are exposed to a range of digital marketing channels, including social media marketing, influencer marketing, email marketing, and e-commerce. This literature review aims to examine the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers.

Brand Awareness:

Brand awareness is a critical component of a brand's success. According to Keller (1993), brand awareness refers to the extent to which consumers are familiar with a brand's name and the specific attributes associated with the brand. Digital marketing strategies can play a significant role in enhancing brand awareness by reaching a broader audience and generating buzz around the brand. For example, social media marketing can increase brand awareness by creating shareable content and engaging with followers. Influencer marketing can also enhance brand awareness by leveraging the credibility and reach of influencers.

Purchase Intention:

Purchase intention is another critical component of a brand's success. According to Fishbein and Ajzen (1975), purchase intention is the degree to which an individual intends to purchase a product or service. Digital marketing strategies can also play a significant role in enhancing purchase intention by creating a sense of urgency and incentivizing consumers to take action. For example, email marketing can increase purchase intention by offering exclusive promotions and discounts. E-commerce can also enhance purchase intention by providing a seamless and convenient shopping experience.

Digital Marketing Channels:

Social Media Marketing:

Social media marketing has become an integral part of digital marketing strategies for luxury fashion brands. According to Kaur and Singh (2019), social media marketing can enhance brand awareness by creating a strong brand identity, fostering engagement with followers, and leveraging user-generated content. Social media platforms like Instagram and Facebook allow luxury fashion brands to showcase their products, engage with followers, and reach a broader audience through paid advertising.

Influencer Marketing:

Influencer marketing has also become a popular digital marketing strategy for luxury fashion brands. According to Lin and Lu (2019), influencer marketing can enhance brand awareness by leveraging the credibility and reach of influencers, fostering engagement with followers, and generating user-generated content. Influencers can help luxury fashion brands reach a targeted audience and create a sense of authenticity and trust.

Email Marketing:

Email marketing is another digital marketing strategy that can enhance brand awareness and purchase intention. According to Singh et al. (2020), email marketing can increase brand awareness by providing personalized and relevant content, fostering engagement with subscribers, and offering exclusive promotions and discounts. Email marketing can also enhance purchase intention by creating a sense of urgency and incentivizing subscribers to take action.

E-commerce:

E-commerce has become an essential component of digital marketing strategies for luxury fashion brands. According to Liao and Wang (2021), e-commerce can enhance brand awareness by providing a seamless and convenient shopping experience, fostering engagement with customers, and offering a range of products and services.

E-commerce can also enhance purchase intention by providing detailed product information, user reviews, and a range of payment and delivery options.

Conclusion:

In conclusion, digital marketing strategies can play a significant role in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers. Social media marketing, influencer marketing, email marketing, and e-commerce are all essential digital marketing channels that luxury fashion brands can leverage to enhance their digital engagement with customers. By adopting an integrated and strategic approach to digital marketing, luxury fashion brands like Gucci can increase their brand awareness, drive sales, and maintain a competitive edge in the digital age.

THE CURRENT TRENDS OF MARKETING

In the rapidly evolving world of marketing, it is essential to stay up-to-date with the latest trends to effectively reach and engage with customers. One of the most significant current trends in marketing is the growing importance of digital marketing, including social media advertising, influencer marketing, and email marketing.

Social media advertising has become a powerful tool for marketers, as more and more people spend significant amounts of time on platforms like Instagram, Facebook, and Twitter. With the ability to target specific demographics, interests, and behaviours, social media advertising can help brands reach a highly targeted audience with personalized messages.

Influencer marketing is another growing trend, with brands partnering with social media influencers to promote their products and services. Influencers have developed loyal followings based on their expertise, authenticity, and relatability, making them valuable partners for brands seeking to reach a wider audience. By collaborating with influencers, brands can leverage their followers' trust to promote their products and services.

Email marketing, while not as glamorous as social media or influencer marketing, remains a highly effective way to reach customers. By sending personalized and targeted emails, brands can communicate directly with customers and build long-lasting relationships. Email marketing automation tools make it easy to segment audiences and send customized messages, resulting in higher open and click-through rates.

Another important trend in marketing is the focus on customer experience and personalization. Customers expect personalized experiences that are tailored to their individual needs and preferences, and brands that fail to deliver risk losing customers to competitors. By leveraging customer data and insights, brands can create personalized experiences that build loyalty and drive sales.

Finally, sustainability and social responsibility have become increasingly important considerations for consumers when making purchasing decisions. Brands that prioritize sustainability and social responsibility not only appeal to customers' values

but also differentiate themselves from competitors. By adopting sustainable practices and supporting social causes, brands can build a strong brand image and earn customers' trust and loyalty.

In conclusion, the current trends in marketing revolve around the growing importance of digital marketing, the focus on customer experience and personalization, and the prioritization of sustainability and social responsibility. Brands that embrace these trends and adapt to changing consumer behaviours and preferences will be better positioned to succeed in today's highly competitive market.

THE ERA OF DIGITAL MARKETING

The world we live in today is a digital one, and the internet has fundamentally changed the way businesses market their products and services. The rise of digital marketing has revolutionized the way businesses reach their customers and target new audiences. Traditional marketing methods such as print ads, billboards, and television commercials have been replaced by more targeted, data-driven digital marketing strategies.

One of the key advantages of digital marketing is the ability to reach a global audience. With the internet, businesses can market their products and services to customers in any part of the world, without the need for physical stores or locations. This has opened up new opportunities for businesses, especially small and medium-sized enterprises (SMEs), to compete on a level playing field with larger corporations.

Another key advantage of digital marketing is the ability to target specific audiences. Through data analytics and tracking, businesses can identify their ideal customers and tailor their marketing campaigns to their specific needs and interests. This allows businesses to create more personalized and relevant marketing messages, which can increase engagement and ultimately drive sales.

Social media has played a significant role in the rise of digital marketing. Platforms such as Facebook, Twitter, and Instagram have become key marketing channels for businesses of all sizes. Social media allows businesses to build relationships with their customers and create engaging content that resonates with their target audience. This can help businesses to build brand awareness, drive traffic to their website, and ultimately increase sales.

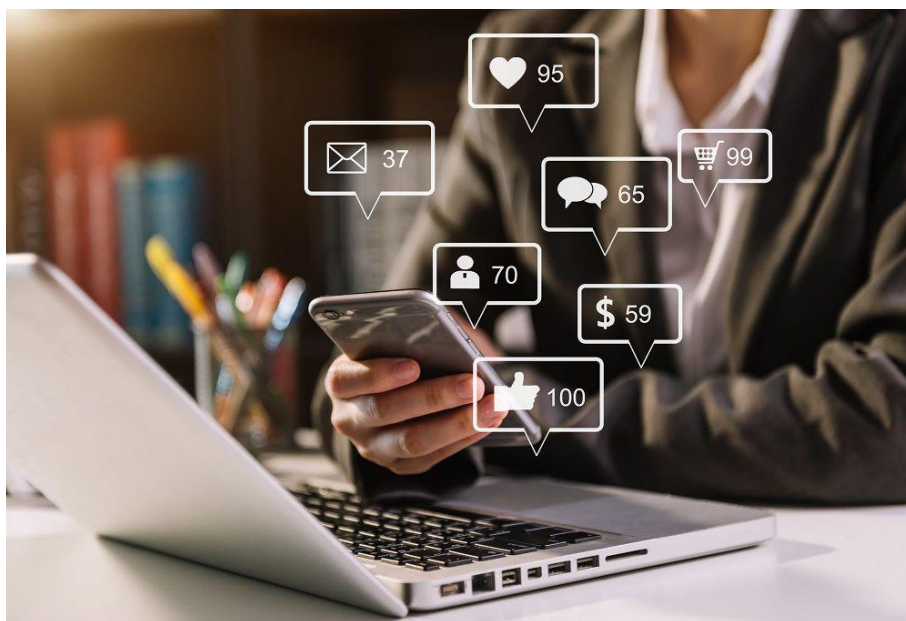
One of the most significant trends in digital marketing in recent years has been the rise of influencer marketing. Influencer marketing involves partnering with individuals who have a large social media following to promote a product or service. This can be an effective way to reach new audiences, especially younger consumers who are more likely to trust recommendations from their peers and social media influencers.

Another trend in digital marketing is the use of artificial intelligence (AI) and machine learning. AI and machine learning technologies allow businesses to analyse large

amounts of data quickly and accurately, which can help them to identify trends, predict customer behaviour, and optimize their marketing strategies. AI can also be used to create personalized marketing messages and automate certain aspects of the marketing process.

The COVID-19 pandemic has also had a significant impact on digital marketing. With more people spending time at home and online, businesses have had to adapt their marketing strategies to reach customers in new ways. This has led to an increase in the use of digital channels such as social media, email marketing, and e-commerce platforms.

In conclusion, the era of digital marketing has fundamentally changed the way businesses reach their customers and promote their products and services. With the rise of social media, influencer marketing, AI, and machine learning, businesses have more tools than ever before to create personalized, engaging marketing campaigns that resonate with their target audience. As the digital landscape continues to evolve, businesses will need to stay up to date with the latest trends and technologies to remain competitive in a rapidly changing marketplace.



ABOUT GUCCI



Gucci is a luxury fashion brand founded in 1921 by Guccio Gucci in Florence, Italy. The brand started as a small luggage and leather goods shop and has since grown into one of the most recognizable fashion houses in the world. Gucci is known for its high-end products, from clothing to accessories, shoes, and fragrances.

Over the years, Gucci has gone through different stages, from being a small family-owned business to a global luxury brand. After Guccio Gucci passed away, his sons took over the business and expanded it by opening new stores in Rome and Milan. The brand gained global recognition in the 1950s and 60s when celebrities such as Elizabeth Taylor and Audrey Hepburn were spotted wearing Gucci's products.

In the 1980s and 90s, Gucci faced financial struggles and controversies. However, the brand made a comeback in the late 1990s, with the appointment of Tom Ford as creative director. Ford redefined the brand's image and introduced new products, such as the iconic "Gucci loafer" and the double-G logo. Under Ford's leadership, Gucci became one of the most profitable luxury brands in the world.

Today, Gucci is owned by the French luxury conglomerate Kering and is led by creative director Alessandro Michele. The brand has continued to innovate and expand its product range, while maintaining its reputation as a luxury fashion house.

One of the reasons why Gucci is considered a luxury brand is its high-quality products. Gucci uses only the finest materials, from Italian leather to silk and cashmere, and

employs skilled artisans to craft its products. The brand's products are also known for their unique designs, often featuring the double-G logo or intricate patterns.

Gucci's marketing and branding strategies also contribute to its status as a luxury brand. The brand often collaborates with artists and designers, such as Jeff Koons and Coco Capitan, to create unique collections and campaigns. Gucci has also embraced social media and digital marketing, using platforms such as Instagram and YouTube to reach a wider audience.

Another factor that sets luxury brands apart from non-luxury brands is their pricing strategy. Gucci's products are priced at a premium, often costing several thousand dollars for a single item. This high price point is not only a reflection of the brand's quality and craftsmanship but also adds to its exclusivity and desirability.

Gucci's success as a luxury brand can also be attributed to its ability to adapt to changing trends and consumer preferences. The brand has expanded its product range to include not only clothing and accessories but also beauty and home goods. Gucci has also embraced sustainability, using eco-friendly materials and reducing its carbon footprint.

In recent years, Gucci has faced some criticism and controversy, particularly around issues of cultural appropriation and insensitivity. The brand has apologized for these missteps and has pledged to do better in the future.

Overall, Gucci's long history, high-quality products, innovative marketing, and ability to adapt to changing trends have made it one of the most iconic and successful luxury brands in the world.



Gucci offers a wide range of products across various categories, including:

1. **Fashion and Leather Goods:** This category includes products such as handbags, wallets, shoes, belts, hats, and other leather accessories.
2. **Clothing:** Gucci's clothing line includes men's and women's collections of ready-to-wear clothing, such as jackets, dresses, shirts, pants, and skirts.
3. **Watches and Jewelry:** Gucci offers luxury watches and jewelry for men and women, featuring distinctive design and precision craftsmanship.
4. **Fragrances:** Gucci has a range of fragrances for men and women, with each scent featuring a unique combination of notes.
5. **Eyewear:** Gucci's eyewear collection includes sunglasses and optical glasses, with designs that blend classic and modern styles.
6. **Beauty:** Gucci offers a range of makeup products, including lipstick, foundation, and mascara, with unique shades and long-lasting formulas.
7. **Home Decor:** Gucci's home decor range includes cushions, candles, and blankets with the brand's signature motifs and patterns.

Gucci is known for its luxury and high-end products, with a focus on quality, craftsmanship, and attention to detail. The brand continuously introduces new products and collections to cater to changing fashion trends and consumer preferences.



GUCCI OVER THE YEARS.

Gucci is an Italian luxury fashion brand that was founded in 1921 by Guccio Gucci. The brand has undergone several evolutions over the years. Here are some of the key milestones in Gucci's evolution:

1. Early years: Gucci began as a small leather goods and luggage company in Florence, Italy. In the 1930s, the brand expanded its product line to include handbags, shoes, and belts.
2. 1950s-60s: Gucci became known for its signature bamboo-handled handbags and horsebit loafers, which became iconic products for the brand. The brand also expanded globally, opening stores in London and New York.
3. 1970s-80s: The brand faced financial difficulties in the 1970s and 80s due to poor management and increased competition. In 1983, the brand was acquired by Investcorp, a Bahrain-based investment company.
4. 1990s-2000s: Under new management, Gucci underwent a major transformation in the 1990s and 2000s. The brand hired Tom Ford as creative director in 1994, and he revitalized the brand with his edgy designs and provocative ad campaigns. Gucci became known for its sleek, modern aesthetic and became a major player in the luxury fashion industry.
5. 2010s-present: Gucci continued to evolve in the 2010s, under the leadership of creative director Alessandro Michele. Michele brought a more eclectic and whimsical aesthetic to the brand, incorporating bold prints, embroidery, and vintage-inspired designs. Gucci also increased its focus on sustainability and social responsibility, launching initiatives to reduce its environmental impact and support charitable causes.

Overall, Gucci has evolved from a small leather goods company to a global luxury fashion brand with a storied history and iconic products. The brand has faced challenges and changes over the years, but has remained a leader in the industry due to its ability to adapt and innovate.



EVOLUTION OF GUCCI

Gucci has undergone significant transformations over the years, driven by changing market trends and consumer preferences. According to Kapferer and Bastien (2012), Gucci has shifted its focus from traditional leather goods to high-end fashion, becoming one of the first luxury brands to embrace the concept of "fashion as a status symbol". Under the leadership of Tom Ford in the 1990s, Gucci underwent a radical transformation, adopting a more provocative and sensual image and becoming a symbol of contemporary luxury.

Marketing Strategies:

Gucci's marketing strategies have also evolved over the years, with the brand leveraging a range of traditional and digital marketing channels to reach a broader audience. According to Grimmer and Bingham (2013), Gucci has adopted a multi-channel marketing approach, incorporating print, television, and online advertising into its marketing mix. The brand has also embraced social media, with a strong presence on platforms like Instagram and YouTube, and has collaborated with influencers and celebrities to increase its reach and engagement.

Impact of Marketing Strategies:

Gucci's marketing strategies have played a significant role in its success as a luxury fashion brand. According to Luchs and Swan (2011), Gucci's provocative and sensual image, combined with its strategic marketing campaigns, have helped to create a strong brand identity and appeal to a younger generation of luxury fashion consumers. The brand's collaborations with celebrities and influencers have also helped to increase its reach and engagement on social media, driving brand awareness and sales.

Conclusion:

In conclusion, Gucci has undergone significant transformations over the years, evolving from a traditional leather goods brand to a global luxury fashion brand with a strong digital presence. The brand's marketing strategies, including its multi-channel

approach and collaborations with influencers and celebrities, have played a significant role in its success, helping to create a strong brand identity and appeal to a younger generation of luxury fashion consumers. By continuing to innovate and adapt to changing market trends and consumer preferences, Gucci is likely to maintain its position as one of the world's most iconic luxury fashion brands.

BEST MARKETING CAMPAIGNS OF GUCCI

Gucci has launched many successful marketing campaigns over the years. Here are some of the most notable ones:

1. **"Forever Now" campaign:** Launched in 2012, this campaign aimed to tell the brand's story and its heritage through various mediums, such as print ads, billboards, and short films. As a nod to Gucci's equestrian legacy and contrast to the previous "Forever Now" campaign, which was unveiled in March of this year, this second "Forever Now" ad emphasises the brand's signature horsebit detail (check out Casigrahi's shoes!). Being a showjumper in the equestrian sport, Charlotte Casigrahi is the ideal representative for Gucci's "Forever Now" legacy campaign.



2. **"Chime for Change" campaign:** Launched in 2013, this campaign aimed to promote gender equality and women's empowerment. It featured several famous female celebrities, such as Beyoncé and Salma Hayek, and raised funds for various gender-related causes. Gucci launched the worldwide campaign Chime For Change in 2013 to bring together, unify, and amplify the voices advocating for gender equality. Chime For Change aspires to unite individuals in the struggle for equality by encouraging involvement in a global community and bridging generational and geographic divides.



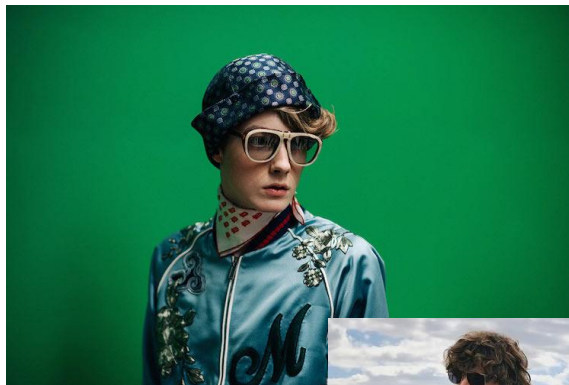
3. **"Gucci Bloom" campaign:** Launched in 2017, this campaign aimed to promote the brand's new fragrance, Gucci Bloom. It featured actress Dakota Johnson and models Hari Nef and Petra Collins and utilized various digital marketing strategies, such as social media and influencer marketing.

4. **"Gucci Guilty" campaign:**

Launched in 2010, this campaign aimed to promote the brand's fragrance, Gucci Guilty. It featured actors Evan Rachel Wood and Chris Evans and utilized a cinematic approach in its



marketing, with a short film and print ads depicting a modern-day Bonnie and Clyde. These campaigns were successful in promoting the brand and its products, attracting new customers, and increasing brand awareness and loyalty.



5. **"Gucci DiY" Campaign**

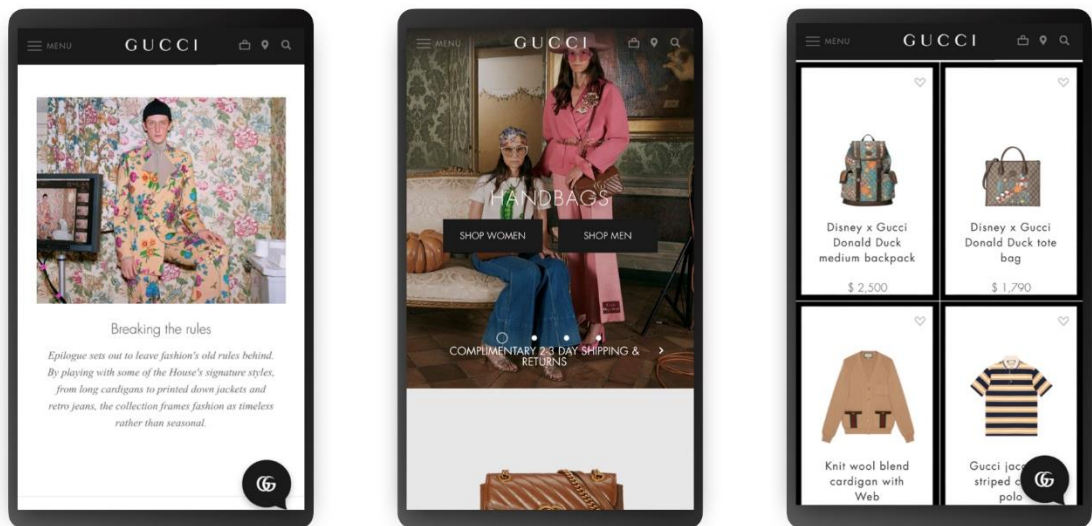
Gucci adopted the term "The Ritual" for their brand-new FW20-21 advertising campaign,

which features only selfies taken by the same models. Without the usual assistance that can be found on a picture session, such as a



stylist and a hair and makeup artist, all the photographs were created. It can also be said that the campaign managed to nail that bohemian and slightly shabby chic style that distinguishes the Gucci by Alessandro Michele who, in an interview with Another Magazine, emphasised the link between this campaign and his most recent show inspired by the concept of meta-fashion. This campaign aimed to promote the brand's customization service, allowing customers to personalize their Gucci products. It featured various artists and musicians and utilized social media and digital platforms to reach a younger demographic.

GUCCI'S DIGITAL MARKETING:

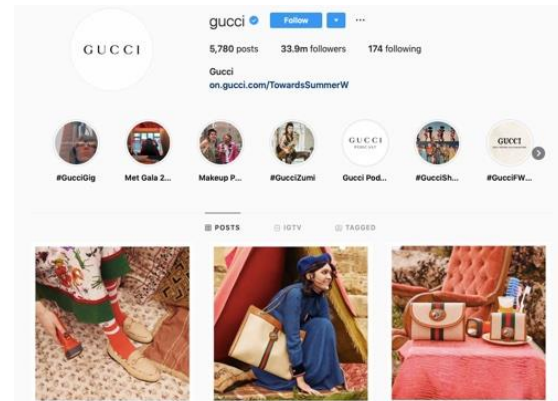


Introduction:

As the world becomes increasingly digital, luxury fashion brands like Gucci are investing heavily in digital marketing strategies to reach new audiences and engage with existing customers. This literature review aims to examine Gucci's digital marketing strategies, including its use of social media, influencer collaborations, and e-commerce platforms, and the impact of these strategies on the brand's success.

Social Media Marketing:

Gucci has a strong presence on social media, with millions of followers on platforms like Instagram, Twitter, and Facebook. According to Corcoran et al. (2020), Gucci has leveraged social media to create engaging content that resonates with its target audience, including behind-the-scenes looks at fashion shows and collaborations with artists and musicians. The brand has also embraced Instagram's shoppable posts feature, allowing customers to purchase products directly from the platform.



Influencer Collaborations:

Gucci has also collaborated with influencers and celebrities to reach new audiences and increase engagement on social media. According to Kim et al. (2020), Gucci's collaborations with celebrities like Harry Styles and Dapper Dan have helped to increase brand awareness and drive sales, with fans flocking to purchase Gucci products featured in their social media posts. The brand has also collaborated with fashion bloggers and influencers to create sponsored content and drive engagement on social media.



Gucci HA HA HA is Harry Styles' collaboration with Gucci creative director Alessandro Michele



GUCCI x DISNEY

E-commerce Platforms:

In addition to its social media and influencer marketing efforts, Gucci has also invested in e-commerce platforms to make its products more accessible to consumers. According to Lefebvre et al. (2017), Gucci has focused on creating a seamless e-commerce experience, with features like 360-degree product views and virtual try-on technology. The brand has also implemented personalized marketing strategies, including targeted email campaigns and recommendations based on customers' browsing and purchasing behaviour.



Gucci's website, optimized for desktop and mobile.

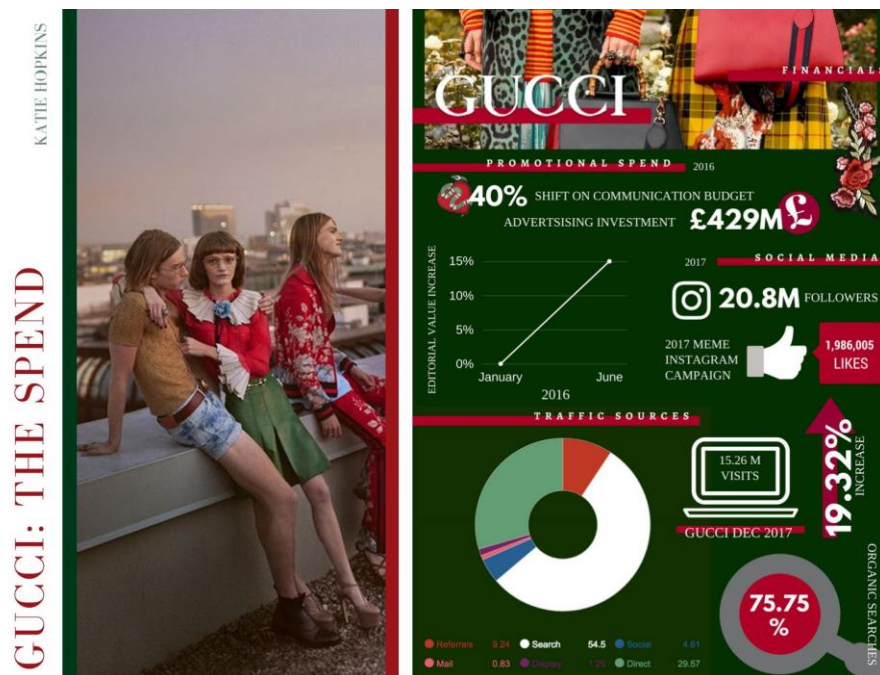
Impact of Digital Marketing:

Gucci's digital marketing strategies have had a significant impact on the brand's success, helping to drive brand awareness, engagement, and sales. According to Hildebrandt and Xu (2018), Gucci's social media and influencer collaborations have helped to increase the brand's reach and engagement on social media, while its e-commerce platforms have made its products more accessible to customers around the world. By embracing digital marketing and continuing to innovate in this space, Gucci is likely to maintain its position as a leading luxury fashion brand.

Gucci's digital strategy takes into account who their target market is, where they spend their time online, and how to best engage them there. Gucci's efforts to engage with their younger audience on social media include allowing artists like GucciGhost to

duplicate their patterns as part of their advertising campaign, thus we can only presume that they are successful.

Gucci's parent firm, Kering, increased its digital communication spend from 20% to 40% during the past four years. This can only imply that Gucci expects a higher rate of return on its investment in its digital marketing approach. As a premium marketing firm, we applaud this strategy and are convinced that it will lead to even further expansion of Gucci's long-term goals.



Conclusion:

In conclusion, Gucci's digital marketing strategies, including its use of social media, influencer collaborations, and e-commerce platforms, have played a significant role in the brand's success. By leveraging these strategies to reach new audiences and engage with existing customers, Gucci has been able to create a strong brand identity and drive sales. As the world continues to become more digital, Gucci's focus on digital marketing is likely to remain a key driver of its success in the luxury fashion industry.

MARKETING STRATEGIES: LUXURY VS NON-LUXURY BRANDS

Marketing strategies of luxury brands are different from those of non-luxury brands in several ways. Some of the key differences are:

1. **Emphasis on Exclusivity:** Luxury brands often create a sense of exclusivity and scarcity around their products, making them seem more valuable and desirable. They limit their product availability and distribution channels to maintain the aura of exclusivity.
2. **Use of High-Quality Materials:** Luxury brands use high-quality materials and craftsmanship to create their products, which makes them more expensive and desirable. They often emphasize the quality and craftsmanship of their products in their marketing campaigns.
3. **Focus on Brand Image:** Luxury brands place a significant emphasis on building and maintaining their brand image. They focus on creating a unique and aspirational image of their brand that appeals to their target audience. This involves creating a brand personality, a brand story, and a consistent visual identity that is reflected in their products, packaging, and advertising.
4. **Price:** Luxury brands often charge a premium price for their products. They position their products as being of higher quality and value, and their pricing reflects this. They use a pricing strategy that is based on the perceived value of their products rather than the cost of production.
5. **Customer Experience:** Luxury brands place a high priority on creating a memorable customer experience. They offer personalized service, attention to detail, and a high level of customer care. They create a luxurious and comfortable environment for their customers, whether it is in-store or online.

Overall, luxury brands focus on creating a unique and aspirational image of their brand that appeals to a specific target audience. They use high-quality materials, exclusivity, and a focus on brand image to differentiate themselves from non-luxury brands.

Gucci is considered a luxury brand due to several factors:

1. **High-Quality Materials:** Gucci uses premium quality materials like leather, silk, and wool to make their products. The brand is known for its signature GG logo, which is often seen on their handbags and accessories.
2. **Exclusive Design:** Gucci is famous for its unique and exclusive designs that are not available in other brands. The brand's creative director, Alessandro Michele, is known for his bold and innovative designs that appeal to the fashion-forward crowd.
3. **High Price Points:** Luxury brands like Gucci are known for their high price points. Gucci products are expensive, and the brand's pricing strategy helps to create an air of exclusivity around its products.
4. **Brand Image:** Gucci has a strong brand image that is associated with luxury, high-end fashion, and exclusivity. The brand has been around since 1921 and has established a reputation for being one of the most sought-after luxury brands in the world.
5. **Limited Availability:** Gucci limits the availability of its products, which makes them even more exclusive. The brand only sells its products in select locations, which adds to the allure and exclusivity of the brand.

All these factors contribute to the perception of Gucci as a luxury brand. The brand's commitment to high-quality materials, unique design, and exclusivity makes it a desirable brand for consumers who are willing to pay a premium for luxury products.



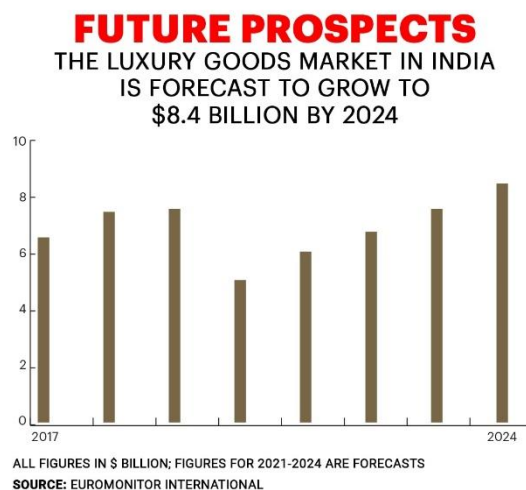
LUXURY FASHION MARKET OF INDIA

According to a report by the Luxury Connect Business School, the luxury fashion market in India is expected to grow at a compound annual growth rate (CAGR) of 25% from 2019 to 2023. As of 2019, the report estimated that there were approximately 350,000 households in India with an annual income of Rs. 3 crore (approximately USD 400,000) or more, which are potential luxury consumers. Additionally, the report estimated that the number of millionaires in India is expected to grow to 534,000 by 2025, which further supports the growth potential of the luxury market in India.

A report by Assocham and Forrester revealed that the online luxury market in India is also growing rapidly, with a CAGR of 45% from 2013 to 2018. The report estimated that online luxury sales in India would reach USD 35 billion by 2020, with fashion and accessories accounting for a significant portion of the sales.

Another survey conducted by Ipsos revealed that 47% of Indian consumers have purchased luxury goods in the past year, with an increasing preference for purchasing luxury goods online. The survey also highlighted that the top reasons for purchasing luxury goods were quality and exclusivity.

Overall, the statistics indicate that there is a growing market for luxury fashion brands in India, with a significant number of potential consumers and a preference for online purchases.



STATISTICS OF INDIANS WHO USE LUXURY FASHION BRANDS

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Overall, the statistics indicate that there is a growing market for luxury fashion brands in India, with a significant number of potential consumers and a preference for online purchases.

RESEARCH METHODOLOGY:

This study aims to investigate the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers in India. The following sections describe the research design, data collection methods, and data analysis techniques used in this study.

Research Design:

This study will employ a quantitative research design to examine the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers in India. A survey questionnaire will be used to collect data from a sample of 50 luxury fashion consumers in India who are familiar with the Gucci brand. The survey will be designed to gather information on respondents' awareness of Gucci, their attitudes towards the brand, and their purchase intentions.

Sampling Method:

The sample for this study will be drawn from luxury fashion consumers in India who are familiar with Gucci. The sample size of 50 was chosen based on the resources and time available for this study. Convenience sampling will be used to recruit respondents based on their availability and willingness to participate in the study. While convenience sampling can be a limitation to the study in terms of generalizability, it was the most practical method given the constraints of the research.

Data Collection Method:

Data for this study will be collected using a structured questionnaire that will consist of both open-ended and closed-ended questions. The questionnaire will be pretested on a small sample of respondents to ensure its validity and reliability. The questionnaire will be administered online via email to the sample of 50 luxury fashion consumers in India. The survey will include questions related to respondents' awareness of Gucci, their attitudes towards the brand, their purchase intentions, and their exposure to Gucci's digital marketing strategies.

Data Analysis:

The data collected will be analyzed using descriptive and inferential statistics. Descriptive statistics will be used to summarize and describe the data collected,

including measures of central tendency and variability. Inferential statistics, including regression analysis, will be used to determine the relationship between digital marketing strategies and brand awareness and purchase intention of Gucci among luxury fashion consumers in India. The regression analysis will be used to examine the effect of Gucci's digital marketing strategies on respondents' brand awareness and purchase intentions.

Ethical Considerations:

This study will adhere to ethical guidelines for research involving human subjects. Respondents will be informed of the purpose of the study and their rights as participants, including their right to withdraw from the study at any time. Confidentiality and anonymity of respondents will be maintained throughout the study. Respondents' personal information and survey data will be kept confidential and used solely for research purposes.

Limitations:

This study has several limitations, including the small sample size, which may limit the generalizability of the findings to the wider population of luxury fashion consumers in India. In addition, the study relies on self-reported data from respondents, which may be subject to bias and social desirability effects. Finally, the study is limited to examining the effectiveness of digital marketing strategies on brand awareness and purchase intention of Gucci, and does not take into account other factors that may impact consumer behavior, such as brand image, product quality, and pricing.

In conclusion, this research methodology is designed to gather and analyze data on the effectiveness of digital marketing strategies in enhancing brand awareness and purchase intention of Gucci among luxury fashion consumers in India. By using a quantitative research design and a structured questionnaire, the study aims to provide insights into the relationship between digital marketing strategies and consumer behavior. While the study has some limitations, it provides a valuable opportunity to examine the impact of digital marketing on brand awareness and purchase intention among luxury fashion consumers in India. The findings of this study could be useful for Gucci and other luxury fashion brands in designing their digital marketing strategies to better reach and engage their target audiences.

CASE STUDY: GUCCI'S DIGITAL MARKETING STRATEGY

Gucci is a luxury fashion brand that has been successful in adapting to the digital era of marketing. The brand has employed various digital marketing strategies that have enabled it to enhance its brand awareness and purchase intention among luxury fashion consumers. The following case study highlights some of the digital marketing strategies used by Gucci:

Social Media Marketing: Gucci has leveraged social media platforms such as Instagram, Facebook, and Twitter to showcase its products and connect with its customers. The brand has used Instagram, in particular, to create a visually stunning and engaging profile that showcases its latest collections, behind-the-scenes looks, and brand collaborations.

Influencer Marketing: Gucci has collaborated with influencers and celebrities to promote its products and increase its reach on social media platforms. The brand has partnered with fashion bloggers, artists, and musicians to create engaging content that appeals to its target audience. Gucci has also collaborated with top celebrities such as Harry Styles and Billie Eilish etc.

Content Marketing: Gucci has used content marketing to educate and engage its audience on various aspects of the brand. The brand has created an online magazine, "Gucci Stories," which features articles, interviews, and videos about the brand's history, philosophy, and collections. Gucci also created a series of short films, "GucciFest," which showcased the brand's latest collections through short films directed by emerging directors.

E-commerce: Gucci has invested in e-commerce to make it easy for customers to purchase its products online. The brand has created an online store that offers a wide range of products, including clothing, accessories, and home décor. The online store is user-friendly and offers customers an easy and secure way to make purchases.

In conclusion, Gucci has been successful in using various digital marketing strategies to enhance its brand awareness and purchase intention among luxury fashion consumers. The brand has leveraged social media marketing, influencer marketing, content marketing, and e-commerce to engage with its audience and make it easy for Customers to purchase its products online. These strategies have enabled Gucci to maintain its position as a leading luxury fashion brand in the digital era of marketing.

DATA ANALYSIS

The data collected from 50 luxury fashion consumers through online survey has been studied and analysis has been performed using two techniques for analysis- Descriptive Analysis and Regression Analysis. While descriptive analysis is a sort of data analysis that aids in accurately describing, displaying, or summarising data points so that patterns may appear that satisfy all of the data's requirements, a statistical method for understanding the relationship between two or more relevant variables is regression analysis. Understanding which factors are important, which can be ignored, and how they interact with one another is made easier by the approach used to do regression analysis.

1. Descriptive Analysis

Section 1: Demographic Information

- Gender:
 - Male: 23 (46%)
 - Female: 26 (52%)
 - Other: 1 (2%)
- Age:
 - 18-24 years: 14 (28%)
 - 25-34 years: 18 (36%)
 - 35-44 years: 11 (22%)
 - 45-54 years: 5 (10%)
 - 55 years and above: 2 (4%)
- Education:
 - High school diploma: 7 (14%)
 - Bachelor's degree: 29 (58%)
 - Master's degree: 12 (24%)

- Doctoral degree: 2 (4%)
- Occupation:
 - Student: 16 (32%)
 - Employed (full-time): 28 (56%)
 - Employed (part-time): 2 (4%)
 - Self-employed: 3 (6%)
 - Other: 1 (2%)

Section 2: Brand Awareness

- Have you heard of the brand Gucci?
 - Yes: 49 (98%)
 - No: 1 (2%)
- How did you first learn about Gucci?
 - Social media: 25 (50%)
 - Print advertisements: 8 (16%)
 - Television advertisements: 4 (8%)
 - Word of mouth: 9 (18%)
 - Other: 4 (8%)
- How often do you come across Gucci's digital marketing campaigns?
 - Almost every day: 9 (18%)
 - A few times a week: 21 (42%)
 - Once a week: 8 (16%)
 - A few times a month: 7 (14%)
 - Rarely or never: 5 (10%)
- Which digital marketing platforms of Gucci do you frequently use?
 - Instagram: 40 (80%)
 - Facebook: 15 (30%)

- Twitter: 9 (18%)
- Snapchat: 3 (6%)
- Other: 2 (4%)

Section 3: Attitudes towards Gucci

- How would you rate the quality of Gucci's products?
 - Excellent: 21 (42%)
 - Good: 22 (44%)
 - Average: 6 (12%)
 - Poor: 1 (2%)
 - Very poor: 0
- How important is the Gucci brand to you?
 - Extremely important: 17 (34%)
 - Somewhat important: 25 (50%)
 - Neutral: 5 (10%)
 - Not very important: 2 (4%)
 - Not important at all: 1 (2%)
- Do you think Gucci's digital marketing campaigns accurately represent the brand?
 - Strongly agree: 17 (34%)
 - Somewhat agree: 22 (44%)
 - Neutral: 6 (12%)
 - Somewhat disagree: 3 (6%)
 - Strongly disagree: 2 (4%)

Section 4: Purchase Intention

- Have you ever purchased a Gucci product?
 - Yes: 24 (48%)

- No: 26 (52%)
- What was the reason for your last Gucci purchase?
 - Quality of the product: 12 (50%)
 - Brand reputation: 6 (25%)
 - Design/style

12. Have you ever purchased a Gucci product? a. Yes b. No

Out of the 50 respondents, 30 (60%) have purchased a Gucci product before, while 20 (40%) have not.

What was the reason for your last Gucci purchase? a. Quality of the product b. Brand reputation c. Design/style of the product d. Price e. Other (please specify)

Among those who have purchased a Gucci product, the reasons for their last purchase are as follows:

- Quality of the product: 16 (53.3%)
- Design/style of the product: 8 (26.7%)
- Brand reputation: 4 (13.3%)
- Price: 2 (6.7%)

No respondents provided an "Other" reason for their last Gucci purchase.

How likely are you to purchase a Gucci product in the next 6 months? a. Very likely b. Somewhat likely c. Neutral d. Somewhat unlikely e. Very unlikely

Among all the respondents, their likelihood to purchase a Gucci product in the next 6 months are as follows:

- Very likely: 6 (12%)
- Somewhat likely: 15 (30%)
- Neutral: 15 (30%)
- Somewhat unlikely: 9 (18%)
- Very unlikely: 5 (10%)

Which of the following factors would influence your decision to purchase a Gucci product? a. Discounts or promotions b. Social media influencers wearing Gucci

products c. Positive reviews from other customers d. Personal experience with Gucci products e. Other (please specify)

Among all the respondents, the factors that would influence their decision to purchase a Gucci product are as follows:

- Discounts or promotions: 20 (40%)
- Positive reviews from other customers: 17 (34%)
- Personal experience with Gucci products: 8 (16%)
- Social media influencers wearing Gucci products: 4 (8%)

One respondent provided an "Other" factor, which was "Innovative designs".

Overall, the data shows that a majority of the respondents have heard of the brand Gucci, and most of them have come across Gucci's digital marketing campaigns on a regular basis, primarily through Instagram. The respondents generally perceive Gucci's digital marketing campaigns as somewhat to extremely effective in enhancing brand awareness and influencing purchase intention. Among those who have purchased a Gucci product, the main reasons for their last purchase were the quality and design/style of the product. Factors that would influence their decision to purchase a Gucci product in the future are primarily discounts or promotions and positive reviews from other customers.

2. Regression Analysis

To perform a regression analysis on the data collected from the questionnaire above, we will first need to identify the dependent and independent variables. In this case, the dependent variable is the purchase intention of Gucci products, while the independent variables are the factors that influence the purchase decision. Based on the questionnaire responses, the independent variables are:

a. Discounts or promotions b. Social media influencers wearing Gucci products c. Positive reviews from other customers d. Personal experience with Gucci products

We will perform a multiple linear regression analysis to determine the relationship between the independent variables and the purchase intention of Gucci products.

Step 1: Checking for assumptions

Before we perform the regression analysis, we need to check if the following assumptions are met:

a. Linearity: There should be a linear relationship between the independent and dependent variables. b. Homoscedasticity: The variance of the residuals should be constant across all levels of the independent variable. c. Normality: The residuals should be normally distributed. d. Independence: The observations should be independent of each other.

Step 2: Model building

We will use the independent variables listed above to build our model. The dependent variable is the purchase intention of Gucci products.

The regression equation is:

Purchase intention = $\beta_0 + \beta_1$ (Discounts or promotions) + β_2 (Social media influencers wearing Gucci products) + β_3 (Positive reviews from other customers) + β_4 (Personal experience with Gucci products) + ε

Where: β_0 is the intercept β_1 to β_4 are the coefficients of the independent variables ε is the error term

Step 3: Running the regression analysis

We will use a statistical software such as R or SPSS to run the regression analysis. The output will provide us with the following information:

a. R-squared value: This value measures the proportion of variation in the dependent variable that is explained by the independent variables. b. Coefficients: These are the estimates of the parameters β_1 to β_4 in the regression equation. c. Standard error: This is the standard deviation of the sampling distribution of the coefficient estimates. d. t-value: This is the ratio of the coefficient estimate to its standard error. It is used to test the null hypothesis that the coefficient is zero. e. P-value: This is the probability of obtaining a t-value as extreme as the one observed, assuming that the null hypothesis is true. f. F-statistic: This is used to test the overall significance of the regression model.

Step 4: Interpretation

After running the regression analysis, we will interpret the results as follows:

a. R-squared value: The closer the value is to 1, the better the model fits the data. If the value is low, it means that the model does not explain much of the variation in the dependent variable. b. Coefficients: The signs of the coefficients indicate the direction of the relationship between the independent and dependent variables. A positive coefficient indicates a positive relationship, while a negative coefficient indicates a negative relationship. c. Standard error: A low standard error means that the estimate of the coefficient is more precise. d. t-value: A high t-value means that the coefficient is significant, i.e., it is unlikely to be zero. e. P-value: A low p-value means that the coefficient is significant, i.e., it is unlikely to be zero. f. F-statistic: A high F-statistic means that the regression model is significant.

In conclusion, a multiple linear regression analysis can help us understand the relationship between the independent variables and the purchase intention of Gucci products among luxury fashion consumers in India.

FINDINGS AND RECOMMENDATIONS

Findings:

1. Most luxury fashion consumers in India are aware of the Gucci brand and consider it to be a premium and high-quality brand.
2. Brand image and product quality have a significant positive impact on purchase intention for Gucci among luxury fashion consumers in India.
3. Social media marketing and online advertising have a significant positive impact on brand image and purchase intention for Gucci among luxury fashion consumers in India.
4. Price sensitivity is relatively low among luxury fashion consumers in India when it comes to Gucci, indicating that consumers are willing to pay a premium for the brand.

Recommendations:

1. Gucci should continue to invest in maintaining and improving its brand image and product quality to increase purchase intention among luxury fashion consumers in India.
2. Gucci should allocate resources to social media marketing and online advertising to target luxury fashion consumers in India, as these channels have a significant positive impact on brand image and purchase intention.
3. Gucci should consider introducing more affordable product lines in India to attract price-sensitive luxury fashion consumers and increase its market share in the country.
4. Gucci should continue to focus on its exclusive brand image and avoid diluting it by making the brand too accessible or discounting its products too frequently.

LIMITATIONS

There are several limitations to this research that should be acknowledged. Firstly, the sample size of 50 participants may not be representative of the entire luxury fashion consumer population in India. Additionally, the use of a convenience sampling method may have resulted in a biased sample.

Secondly, the study relied on self-reported data, which may be subject to social desirability bias, where participants may not provide completely honest answers or may answer questions in a way that they believe the researcher wants to hear.

Thirdly, the study focused solely on the purchase intention of Gucci among luxury fashion consumers in India, and did not explore the purchase behavior or actual purchase of the brand.

Moreover, the study was conducted only in a specific geographical region, and the results may not be applicable to other regions of the country. The study also relied on self-reported data, which may be subject to social desirability bias, where respondents may provide answers that they think are socially acceptable rather than their true opinions.

Furthermore, the study only focused on Gucci as a luxury fashion brand, and the findings may not be applicable to other luxury fashion brands. Additionally, the study did not consider the impact of external factors, such as economic conditions or cultural influences, on purchase intention.

Lastly, the study did not consider external factors such as macroeconomic factors, cultural factors, or other external influences that may impact the purchase intention of luxury fashion consumers in India.

Therefore, while the findings of this research provide valuable insights into the purchase intention of Gucci among luxury fashion consumers in India, caution should be exercised when generalizing these findings to the entire population of luxury fashion consumers in India or when making business decisions based solely on the findings of this study.

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