

**To Understand customers' feedback and curiosity on the social media platforms  
for luxurious fashion brands.**

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by

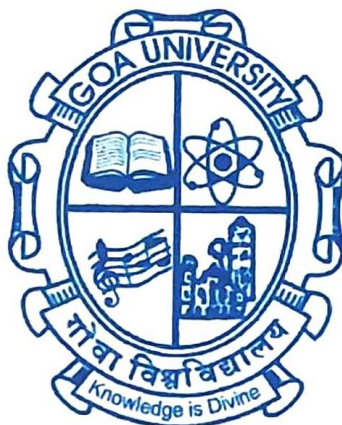
**Alisha Sarita De'Souza**

Seat Number: 22P0280014

Under the Mentorship of

**DR.PINKY PAWASKAR REVANKAR**

**Goa Business School  
Management Studies**



**GOA UNIVERSITY  
DATE: MAY 2024**



Examined by:

Seal of the School/Dept

**COMPLETION CERTIFICATE**

This is to certify that the internship report **“To Understand Customers' Feedback and Curiosity on the Social Media Platforms for Luxury Fashion Brands”** is a Bonafide work carried out by Mrs. Alisha Sarita De'Souza under my mentorship in partial fulfillment of the requirements for the award of the degree of **(Masters of Business Administration)** in the Discipline **(Management Studies)** at the **(Goa Business Goa), Goa University.**

Date: 03/05/2024

Dr. Pinky Pawaskar Revenkar

Project Guide

Signature of Dean of School

Date: 3/5/2024

Place: Goa University



School/Department Stamp

### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Internship report entitled, **“To Understand Customers' feedback and Curiosity on the Social Media Platforms for luxurious fashion brands”** is based on the results of investigations carried out by me in the **(management studies)** at the **Goa Business School, Goa University**, under the mentorship of Dr. Pinky pawaskar revenkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

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Signature and Alisha Sarita De' Souza

Seat no: 22P0280014

Date: 06/05/2024

Place: Goa University

## CARL - LORENZO

CIN : U85300GA2021PTC014642  
Expat Vida uptown commercial, Office no A2-213, 2nd floor,  
Kadamba Plateau, Goa - 403402  
Mob : 9822900002, Email id : hr\_manager@phis.co.in

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### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Alisha Sarita D'Souza** has been working as a marketing intern with Carl - Lorenzo for a period of three months and 19 days from 15th January 2024 to 4th May 2024. Her job role included conducting market research, looking after day-to-day activities, and working alongside the marketing department for video and photo editing, as well as handling social media. During her tenure, her conduct was good, and we wish her success in her future endeavors.

For and on behalf of Carl - Lorenzo



John Rodrigues  
(HR Manager)

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## **CHAPTER 1: PROFILE OF THE COMPANY**

### Bird's eye view

Carl Lorenzo, based in Goa's bustling city of Kadamba Plateau, is a shining example of fashion innovation. As a new business, the firm has quickly established itself by concentrating on two important pillars: fabric research and development and automated stitching services. Carl Lorenzo is dedicated to pushing the frontiers of textile manufacturing and redefining the way garments are manufactured. The firm intends to simplify the production process by utilizing cutting-edge technology and a dedicated staff of roughly eight specialists, thereby lowering lead times and improving overall efficiency.

Despite its infancy, Carl Lorenzo has gained recognition for its innovative approach and uncompromising commitment to quality. The company's basic culture centers on the constant pursuit of quality and innovation. This is evident in its continued efforts to obtain patents for unique technology that promise to distinguish its solutions from standard approaches in the sector.

What distinguishes Carl Lorenzo from its competitors is its persistent dedication to its target audience: premium business clients. Understanding the specific demands and tastes of this sophisticated audience, the firm attempts to provide not just products, but also experiences that exceed expectations. Whether through bespoke fabric solutions or personalized stitching services, Carl Lorenzo is on track to become the go-to destination for consumers seeking refinement and flair. As the firm prepares to launch its unique product line, it promotes itself as a market leader, ready to upend the status quo and usher in a new age of fashion.

Carl Lorenzo ensures that clients can engage with its services effortlessly by providing an easy-to-use app and a pleasant offline store, promoting a feeling of connection and community. Carl Lorenzo is more than simply a fashion brand; it represents growth, innovation, and endless possibilities in the ever-changing world of textiles.

Carl Lorenzo is affiliated with PHLS Pvt Limited, a reputed parent firm headquartered in Panjim, Goa. This strategic alignment offers Carl Lorenzo the required resources and assistance to survive in the competitive fashion industry while keeping autonomy and an inventive attitude.

Purpose: Carl Lorenzo's purpose is to revolutionize the fashion industry by seamlessly blending innovation, sustainability, and luxury. Through fabric research, automated stitching, and cutting-edge technology, the company aims to streamline production processes while maintaining a commitment to quality. By prioritizing the needs of premium business clients, Carl Lorenzo provides bespoke solutions and personalized experiences that exceed expectations. The company's dedication to sustainability is evident in its use of recycled textiles and environmentally conscious practices. With a user-friendly approach through apps and offline stores, Carl Lorenzo fosters a sense of community and connection. Ultimately, the company's purpose is to inspire individual expression while contributing to a more sustainable and technologically advanced future for fashion.

Vision: To redefine the future of fashion by seamlessly blending innovation, sustainability, and luxury, setting new standards of excellence in the global fashion industry.

Vision Statement: "Carl Lorenzo envisions a world where fashion is more than simply style; it is also about sustainability and creativity. We want to pave the path for a more ecologically responsible and technologically sophisticated fashion scene, in which each garment conveys a tale of workmanship, innovation, and concern for our world."

Mission: To lead the fashion industry through continuous innovation, sustainable practices, and unparalleled craftsmanship, while providing our discerning clientele with exceptional experiences and products that surpass their expectations

Mission statement: "Our objective at Carl Lorenzo is to push the frontiers of fashion via unrelenting innovation and environmentally conscious approaches. We are dedicated to providing excellent goods and experiences that reflect refinement, elegance, and environmental responsibility. We hope to inspire and empower people to express their distinctive style while also contributing to a more sustainable future for the fashion industry by focusing on quality, creativity, and customer pleasure."

Different verticals:

Fabric Research and Development: This vertical focuses on the innovation and development of new textiles and materials, ensuring that Carl Lorenzo stays at the forefront of fabric technology and sustainability.

Automated Stitching Services: This vertical involves the automation of garment manufacturing processes, utilizing cutting-edge technology to streamline production and ensure high-quality stitching.

Product Innovation: This vertical is responsible for conceptualizing and developing new products and services, such as the groundbreaking box-type machine for custom-made clothing.

Sustainability Initiatives: This vertical focuses on integrating eco-friendly practices into Carl Lorenzo's operations, including the use of recycled textiles and other sustainable materials in garment production.

Creative Design: These verticals drive the artistic direction of Carl Lorenzo's products, collaborating with designers to create unique and visually stunning garments that resonate with the brand's target audience.

### Industry Overview:

The luxurious fashion industry epitomizes exclusivity, craftsmanship, and prestige, serving affluent clientele with high-end clothing, accessories, and lifestyle products. Renowned for impeccable quality and attention to detail, luxury brands create limited-edition pieces with exceptional craftsmanship and fine materials. These brands often boast rich legacies and heritage, blending tradition with innovation to push the boundaries of design. Luxury fashion represents more than just clothing; it embodies an aspirational lifestyle associated with glamour, sophistication, and status. Central to this industry is the cultivation of a distinct brand image that resonates with consumers' desires for exclusivity and refinement. Despite challenges such as shifting consumer preferences and economic fluctuations, the luxurious fashion industry remains resilient, continually evolving to meet the evolving tastes and aspirations of its discerning clientele while maintaining its position as a pinnacle of style and elegance. Through a delicate balance of tradition and innovation, luxury fashion continues to captivate and inspire individuals worldwide, setting the standard for sophistication and opulence in the global fashion landscape.

### Company industry interview

1. Threat of New Entrants: Carl Lorenzo has established itself as a pioneering luxury fashion brand, leveraging cutting-edge technology and a dedicated team to push the boundaries of textile manufacturing. However, the threat of new entrants remains moderate. While the company's focus on innovation and sustainability creates barriers to entry, the fashion industry is relatively accessible, and new competitors could emerge, particularly those with innovative approaches to garment manufacturing and sustainability.
2. Bargaining Power of Suppliers: Carl Lorenzo relies on suppliers for high-quality materials and technology to maintain its reputation for excellence. The bargaining

power of suppliers is moderate. While the company may have established relationships with key suppliers, the availability of alternative suppliers and materials could influence pricing and quality control efforts.

3. Bargaining Power of Buyers: Carl Lorenzo caters to premium business clients seeking refinement and flair in their fashion choices. The bargaining power of buyers is moderate to high. While the company's dedication to quality and innovation may enhance customer loyalty, premium clients may have high expectations and demand personalized experiences, putting pressure on pricing and service standards.
4. Threat of Substitutes: The threat of substitutes for Carl Lorenzo's luxury fashion products is relatively low. The company's focus on innovation, sustainability, and personalized experiences distinguishes it from mass-market fashion brands. While consumers may have alternative options for luxury fashion, Carl Lorenzo's commitment to quality and craftsmanship reduces the likelihood of direct substitutes.
5. Intensity of Competitive Rivalry: The competitive rivalry in the luxury fashion industry is high, with established brands vying for market share and consumer attention. Carl Lorenzo's focus on innovation, sustainability, and personalized experiences positions it as a leader in the industry. However, competition from other luxury fashion brands, both established and emerging, remains a significant factor. Differentiation and brand loyalty will be crucial for Carl Lorenzo to maintain its competitive edge in the market.

## **SWOT ANALYSIS**

### **Strength**

- Innovation: Carl Lorenzo is focused on pushing the boundaries of fashion through innovative approaches, such as fabric research and development and automated stitching services.

- Quality: The company is committed to delivering high-quality products and experiences, evident in its dedication to obtaining patents for unique technology and its pursuit of excellence in craftsmanship.
- Sustainability: Carl Lorenzo is actively incorporating sustainable practices into its operations, such as using recycled textiles in its designs, contributing to environmental responsibility.

### Weaknesses

- Product Development Stage: The innovative box-type machine for custom-made clothing is still in the research and development stage, which poses risks of delays and uncertainties in delivering the promised benefits to customers.
- Limited Cultural Representation: The fashion industry is increasingly emphasizing diversity and inclusion, yet Carl Lorenzo's workforce and brand representation may lack diversity in terms of ethnicity, gender, or cultural background. Failing to reflect the diversity of its target audience could alienate certain consumer segments and limit market penetration

### Opportunities

- technological Advancements: Continuous advancements in technology offer opportunities for Carl Lorenzo to further enhance its automated stitching services and other processes, improving efficiency and customer experience.
- Consumer Trends: Growing consumer awareness and demand for sustainable fashion provide an opportunity for Carl Lorenzo to capitalize on its commitment to sustainability and differentiate itself in the market

### Threats

- Online Competition: The rise of e-commerce and online retail platforms presents a threat to traditional brick-and-mortar stores like Carl Lorenzo's offline store. Competing with online retailers, including established players and new startups, requires investing in robust digital marketing strategies and enhancing the online shopping experience.
- Rapid Technological Changes: The fashion industry is increasingly influenced by rapid technological advancements, such as artificial intelligence, automation, and e-commerce innovations. Failure to adopt or adapt to these technologies could result in missed opportunities or reduced efficiency compared to more technologically savvy competitors.
- Economic Downturns: Economic downturns or recessions can lead to reduced consumer spending on luxury goods, affecting Carl Lorenzo's sales and revenue. The company's premium positioning may make it particularly vulnerable during periods of economic uncertainty.

### **PESTEL Analysis**

#### Political Factors:

- Political stability in Goa, particularly regarding business regulations and taxation, can impact Carl Lorenzo's operations and expansion plans.
- Government policies related to sustainability and environmental protection may influence the company's approach to eco-friendly practices and compliance with regulations.

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Economic Factors:

- Economic conditions in the region, including Goa's GDP growth, inflation rates, and consumer spending, can affect Carl Lorenzo's sales and profitability.
- Changes in currency exchange rates and global economic trends may impact the cost of materials and manufacturing processes for the company.

Social Factors:

- Consumer preferences and trends in fashion, particularly regarding sustainability and ethical sourcing, shape Carl Lorenzo's product development and marketing strategies.
- Demographic shifts and cultural influences in the target market, such as preferences for luxury goods and experiences, impact the company's sales and brand perception.

Technological Factors:

- Advances in technology, such as AI and automation, enable Carl Lorenzo to innovate in fabric research, automated stitching services, and the development of the box-type machine for custom-made clothing.
- Integration of technology into the company's operations, including its app and online platforms, enhances customer engagement and convenience.

Environmental Factors:

- Carl Lorenzo's focus on sustainability reflects growing consumer concerns about environmental impact and climate change. The company's use of recycled textiles and eco-friendly practices aligns with these trends.
- Compliance with environmental regulations and initiatives to minimize carbon footprint and waste generation are essential for maintaining Carl Lorenzo's brand image and meeting customer expectations.



Legal Factors:

- Compliance with labour laws, intellectual property rights, and regulations governing the fashion industry is critical for Carl Lorenzo's operations.
- Legal challenges related to patents, trademarks, and copyrights may arise as the company seeks to protect its innovative technologies and designs.

**PRODUCTS AND SERVICES OFFERED**

Carl Lorenzo, a famous luxury fashion company located in Goa, is undertaking a ground-breaking effort aimed at transforming the fashion business. This unique endeavor involves the development of a cutting-edge box-type machine into which clients may enter and interact with a user-friendly panel. This interface allows them to choose the design patterns and materials they want for their custom-made clothing. Leveraging modern AI technology, the machine is capable of rapidly creating the desired clothing in under 40 minutes.

This pioneering project not only promises to significantly cut the time necessary for garment manufacture, but it also promotes sustainability by using recycled textiles. Carl Lorenzo is making important contributions to reducing environmental impact while providing high-end fashion solutions by using recycled materials into their designs. The initiative combines cutting-edge technology with the timeless appeal of premium clothes. It demonstrates Carl Lorenzo's dedication to innovation and sustainability in the fashion industry. Currently, the product is undergoing extensive research and development to ensure its seamless incorporation into the brand's products. With this initiative, Carl Lorenzo is positioned to set new milestones in the fashion industry, solidifying its status as a forerunner in luxury fashion.

It is crucial to note that this product is still in the research and development stage, with continual refining and optimization to ensure smooth functionality and adherence to Carl Lorenzo's high fashion excellence standards. Carl Lorenzo is dedicated to bringing this innovative invention

to life, revolutionizing the fashion industry while respecting principles of sustainability and craftsmanship.

### **DEPARTMENTS IN ORGANISATION**

- Research and development manager
- Fabric technologists
- Quality control manager
- Marketing manager
- Sales manager
- Customer experience specialist
- Operations manager
- Creative designers
- Intern {Digital Marketing}
- Intern {Social Media Marketing}

### **INTRODUCTION TO THE RESEARCH TOPIC**

In today's digital communication world, social media platforms have emerged as critical forums for communicating with customers, particularly among luxury fashion firms. Understanding the dynamics of client feedback and interest in these platforms has become critical for marketers and researchers. Luxurious fashion firms, known for their exclusivity and distinction, are now negotiating a new digital terrain that prioritizes accessibility, transparency, and participation. Platforms like Instagram, Facebook, and Twitter have democratized access to luxury fashion businesses, allowing customers to voice their thoughts, share experiences, and interact with brand material in real-time.

This transition has given businesses both possibilities and problems as they seek to use social media to engage with their target audience while also managing scrutiny, criticism, and competition.

This study seeks to look into the complexities of consumer feedback and interest in social media platforms for luxury fashion firms. This study aims to discover insights that can inspire strategic marketing decisions and improve the entire customer experience by analysing consumer interaction patterns, sentiment analysis, and curiosity drivers. This study aims to contribute to the growing body of knowledge on social media marketing in the luxury fashion sector by employing a combination of qualitative and quantitative methodologies.

The value of this study stems from its ability to give practical information to luxury fashion firms looking to improve their social media presence. Understanding how consumers perceive and engage with brand material allows marketers to modify their tactics to effectively reach their target audiences. Furthermore, this study intends to shed light on new trends, difficulties, and possibilities in social media marketing for luxury fashion firms, with practical implications for both industry practitioners and academic researchers

## **Literature Review**

The literature review underscores the importance of understanding the impact of the COVID-19 pandemic on consumer behaviour, particularly in the realm of social media engagement. Laato et al. (2020) highlight a gap in research regarding the pandemic's effect on consumer behaviour, emphasizing the need to explore how individuals navigate uncertainty during these times. Drawing upon the S-O-R Theory and Nicosia's Consumer Decision-Making Model, this study aims to shed light on the shifts in consumers' social media behaviours amidst the pandemic. Social media has witnessed a surge in usage, accelerated by the pandemic, making it a vital component of marketing strategies (Thota, 2018). Businesses utilize social media to trigger product needs, sustain brand awareness, and facilitate consumer interactions. However,

excessive social media usage has been linked to negative mental health outcomes, underscoring the need for balanced engagement (Dhir et al., 2018). Social media platforms play a pivotal role in each stage of the consumer decision-making process, from triggering product needs to influencing purchase decisions (Sher & Lee, 2009). Consumers rely on social media for product information, peer recommendations, and post-purchase feedback. Moreover, social media allows businesses to address consumer concerns and enhance satisfaction (Athwal et al., 2019). Overall, the literature review highlights the multifaceted role of social media in shaping consumer behaviour during the pandemic. This study aims to provide insights into the evolving dynamics of consumers' social media behaviours amidst ongoing uncertainty by integrating theoretical frameworks and empirical findings. (Mason et al., 2021)

The introduction by Park and Ha (2021) outlines the critical significance of social media in revolutionizing consumer interactions and shopping behaviours, particularly in the fashion industry. As social media platforms have become integral to everyday life, fashion brands have prioritized establishing a strong presence to enhance customer engagement beyond mere transactions. However, while extensive research has focused on the drivers of consumer engagement on brand pages, the role of information experiences in shaping engagement intentions remains relatively unexplored. Information experiences, referring to individuals' interactions with the informational content encountered, play a crucial role in shaping consumer engagement on social media brand pages. These experiences encompass various forms of content, including texts, images, videos, and hashtags, and are subjective and dynamic, influencing individuals' meaning-making processes and engagement with the brand. To address this research gap, the study aims to develop and validate a model explaining how perceived values in information interactions on fashion brand pages prompt positive emotions, leading to experiential states that contribute to consumer engagement intentions. Additionally, the study investigates the moderating role of curiosity in this relationship, considering

individual differences in information processing. Drawing from cognitive appraisal theory, the control-value theory of achievement emotions, and van der Sluis' framework of information experience, the proposed model posits that perceived values of information interactions elicit positive emotions, which, in turn, foster experiential states contributing to engagement intentions toward brand pages. Through empirical testing with data collected from users of fashion brand pages in South Korea, the study seeks to provide insights into the dynamics of information experiences and their impact on consumer engagement on social media brand pages, offering theoretical understanding and practical strategies for enhancing brand-consumer interactions. (Park & Ha, 2021)

Influencer marketing, facilitated by social media influencers (SMIs), has become a prominent strategy for brands to engage consumers through electronic word-of-mouth (eWOM). While SMIs possess expertise in specific topics and are perceived as authentic by consumers, challenges such as low-quality content, commercial orientation, and sponsorship disclosure in their eWOM have been identified. However, limited research has explored strategies to address these issues, highlighting the need for further investigation. This study aims to explore how SMIs' narrative strategies can mitigate three potential challenges in influencer marketing: cultural barriers, tensions between commercial and personal content, and sponsorship disclosure. These challenges could undermine the effectiveness of SMIs' eWOM in persuading consumer attitudes and behaviours. By adopting a qualitative approach to understanding Chinese consumer perceptions, the study seeks to elucidate the value of narrative strategies such as brand attribute evaluation, brand love inspiration, and self-identity construction in overcoming these challenges within China's luxury market. The research builds on the stimulus-organism-response (S-O-R) framework to develop a conceptual model illustrating how SMIs' narrative strategies contribute to the cultivation of influencer marketing on social media. By exploring the capabilities of these narrative strategies, the study aims to provide

insights for brands and SMIs to create high-quality and persuasive eWOM content that maintains authenticity and credibility while maximizing impact. Ultimately, the study seeks to address the gaps in existing literature and offer practical implications for enhancing influencer marketing effectiveness in the context of cultural diversity, commercialization, and transparency.(Zhou et al., 2021)

Dwi Martiyanti's study delves into the nexus of personality traits, brand love, and customer engagement behaviour on social media platforms, with a particular focus on Instagram. As social media usage burgeons, understanding how individual traits shape consumer behaviour becomes paramount for companies striving to amplify engagement with their audience. Existing research predominantly scrutinizes customer engagement behaviour on social media through a technological lens, cantering on platform features and functionalities. However, Martiyanti's investigation bridges a void in the literature by delving into the impact of individual consumer traits—such as extraversion, neuroticism, and openness to experience—on brand-related engagement behaviours. The study extends prior findings by underscoring the role of emotional motivation, particularly brand love, in propelling customer engagement. Personality traits have been identified as precursors of consumer behaviour on social media, yet empirical examinations of this relationship remain scarce. Martiyanti's study addresses this gap by proposing a conceptual framework that integrates personality traits, brand love, and customer engagement behaviour. Through empirical testing of this framework, the research aims to furnish valuable insights into the psychological mechanisms underpinning consumer-brand interactions on platforms like Instagram. Moreover, the study enriches the existing literature by accentuating the significance of emotional bonds in shaping consumer behaviour. While prior research acknowledges the importance of emotional connections with brands, Martiyanti's investigation offers a deeper comprehension of how personality traits influence the formation of these bonds and subsequently drive engagement behaviours on social media.

In essence, Martiyanti's research marks a significant stride toward elucidating the intricate interplay between individual traits, emotional motivation, and customer engagement behaviour in the social media landscape. By empirically examining these relationships, the study furnishes practical implications for marketers endeavouring to harness social media platforms adeptly to engage with their target demographic. (Martiyanti, 2022)

Luxury brands have been relatively slow in embracing social media and digital technologies compared to other industries, despite their significant impact on connectivity and collaboration between firms and customers. This paper presents a systematic literature review of social media marketing in luxury brands, aiming to elucidate the current state of research, key themes, and implications for management practice. Social media, characterized by various platforms like Facebook, Instagram, and Twitter, offers numerous benefits for businesses, including building brand reputation, co-creating products, and enhancing marketing strategies. However, luxury firms have been hesitant to fully utilize social media due to the challenges it presents, such as the shifting dynamics of customer-brand interactions and the need for clear strategies to navigate this landscape. The evolving competitive landscape has forced luxury brands to adapt, especially with the emergence of younger consumers who heavily engage with social media. Consequently, traditional luxury firms must develop innovative strategies to stay relevant in this dynamic market. Despite the potential of social media for luxury brands, academic research in this area remains limited. Existing studies often focus on specific aspects, contexts, or individual cases, leaving a gap in the systematic understanding of social media marketing in the luxury sector. This study aims to bridge this gap by offering a comprehensive review of existing literature on social media marketing in luxury brands. By synthesizing key research themes, it provides valuable insights for both academics and practitioners, paving the way for further research developments in this domain. (Arrigo, 2018)

The study by Mohammad Reza Habibi, Michel Laroche, and Marie-Odile Richard investigates the roles of brand community and community engagement in building brand trust on social media platforms. Social media's rise as a marketing channel necessitates a deeper understanding of its impact on brand-related variables, particularly brand trust. Brand communities, traditionally defined as spaces for admirers of a brand to interact, have found a natural home in social media due to their inherently social nature. Despite this alignment, research on social media-based brand communities (SMBBCs) remains limited. This study aims to address this gap by examining how elements of SMBBCs influence brand trust. The conceptual framework of the study explores how consumer relationships within SMBBCs affect brand trust, considering the brand, product, company, and other consumers. Additionally, the study delves into the moderating role of community engagement in these relationships and its direct influence on SMBBC elements. Unlike previous research treating brand communities as singular entities, this study disaggregates them into constituent elements, providing a nuanced understanding of their impact on brand trust. Through empirical investigation, the study aims to offer actionable insights for marketers navigating social media platforms to build trustworthy brands. By filling the void in research on SMBBCs, this study contributes to advancing knowledge in this critical area of marketing practice. (Habibi et al., 2014)

The study by Jean-Éric Pelet, Saïd Ettis, and Kelly Cowart delves into the relationship between flow experience, telepresence, and social media usage. With social media platforms becoming integral to daily life for millions worldwide, understanding the factors that attract users and how social networks can effectively manage member perceptions is crucial. Flow, defined as an intense state of engagement in an activity, has emerged as a critical determinant of online experiences like web browsing and shopping. Given that millennials spend significant time on social media, it suggests that flow may be a key aspect of web-based business models. Social media providers seek to create "flow opportunities" where users are fully engrossed during



their interactions. Telepresence, which refers to the sense of "being there" in a mediated environment, is particularly relevant in the context of social media due to its inherently realistic nature. The study aims to investigate whether the flow experience enhances behavioural outcomes associated with social media use and examines the role of telepresence in achieving a state of flow while browsing social media. Building on prior research, the study explores the relationships among telepresence, flow experience, and user behaviour during social media use. It employs a model to test hypotheses using data collected through an online survey. The findings offer insights for site developers, marketers, and social media managers, informing strategies to engage users and enhance the overall online experience. Understanding users' perceptions of the social media experience can lead to increased time on site, more visits, and greater site activity, thus benefiting businesses operating in the digital space. (Pelet et al., 2017)

luxurious fashion brands, the role of social media marketing, particularly customer reviews and Facebook pages, has garnered significant attention. Social media platforms have transformed the landscape of marketing communication, offering brands unprecedented opportunities to engage with consumers and cultivate brand loyalty (Casaló et al., 2020a). With the exponential growth of social media usage globally, luxury brands have increasingly turned to platforms like Facebook to reach and connect with their target audience (Facebook, 2018). Despite the widespread adoption of social media marketing, there are lingering concerns regarding its efficacy and relevance, especially in the context of luxurious fashion brands. While social media platforms boast staggering user numbers and engagement metrics, the true impact of social media marketing on consumer behaviour within the luxury sector remains ambiguous (Smith, 2016). Scholars have highlighted the risk of overgeneralization and a one-size-fits-all approach to social media marketing, urging for a more nuanced understanding of its role across different industries and product categories (Gerlitz & Helmond, 2013).

In the fashion industry, customer reviews and Facebook marketing activities have emerged as focal points of inquiry. However, the extent to which these elements influence consumer perceptions and behaviours in the context of luxurious fashion brands remains unclear. While customer reviews hold significant sway in certain sectors, such as technology products (Intel, 2016), their relevance in the fashion industry is subject to debate. Similarly, the impact of Facebook-related marketing activities on consumer attitudes and purchasing decisions within the luxury fashion domain requires deeper exploration (Pitt et al., 2002).

To address these gaps, this research adopts Personal Construct Theory (PCT) to investigate how online fashion shoppers construct the relevance of social media marketing activities in their online shopping experience. By examining consumers' perceptions and experiences in their own words, this study aims to uncover insights that challenge current understandings of the role of customer reviews and Facebook pages in online fashion shopping. Through qualitative analysis, this research seeks to contribute novel insights into the rising desire for individuality and the evolving dynamics of sociality on social media platforms within the context of luxurious fashion brands. (Kawaf & Istanbuloglu, n.d.)

The study by Zhao Huang and Morad Benyoucef investigates user preferences regarding social features on social commerce websites. With the rise of social media applications, a new e-commerce paradigm called social commerce has emerged, enabling active user participation in online buying and selling. However, businesses face challenges in making their websites socially rich and implementing features that meet customer needs. The study aims to address this gap by identifying user preferences for social features on current social commerce websites. The literature review emphasizes the growing significance of social commerce, driven by the increasing popularity of social media applications. While businesses recognize the potential of social commerce to revolutionize online transactions, there is a need to transition from product-centered to user-centered online marketplaces. Social commerce

platforms offer opportunities for user engagement, collaboration, and social connections, which can enhance sales and strengthen business relationships. However, businesses struggle to develop websites with effective social features that cater to user needs. Prior studies have identified various social features on social commerce websites, such as product recommendations, ratings, reviews, and feedback mechanisms. Yet, questions remain unanswered regarding user behaviour and preferences regarding these features. Understanding user preferences is crucial for developing user-centered social commerce systems. Therefore, the study employs an online survey to capture user attitudes and expectations towards social features on selected social commerce websites. Overall, the literature review underscores the importance of understanding user preferences in shaping the design and functionality of social commerce platforms. By addressing this gap, businesses can develop more effective strategies to meet user needs and enhance the social commerce experience (Huang & Benyoucef, 2015)

Luxury consumption has captivated both researchers and marketers, with brand equity emerging as a crucial aspect in this domain. Brand equity encompasses the perceived value and strength of a brand, particularly significant in the highly competitive luxury sector. Studies by D'Arpizio et al. (2018) and McKinsey & Company (2018) highlight the substantial growth and digital transformation of the global luxury industry, emphasizing the central role of brand equity in capturing consumer attention and loyalty. Status consumption, another vital concept in luxury marketing, refers to the purchase of goods to display social status and identity. This behaviour is prevalent in the luxury sector, where consumers seek products symbolizing prestige and exclusivity. Understanding the motivations behind status consumption, influenced by individual traits and social influences, is crucial for luxury brand managers aiming to attract affluent consumers (Paul et al., 2018). In recent years, social media marketing has emerged as a powerful tool for luxury brands to engage consumers and enhance brand awareness. Platforms like Instagram and Facebook offer opportunities for luxury brands to showcase

products and connect with their target audience on a more personal level. Research indicates that social media marketing positively impacts brand equity and consumer perceptions of luxury brands (Kaur et al., 2020) Both brand equity and status consumption significantly influence consumers' purchase intentions towards luxury brands. Additionally, social media marketing activities have been shown to positively influence consumer perceptions and purchasing behaviour. This highlights the importance of integrating traditional and social media marketing strategies to enhance brand equity and drive consumer engagement in the luxury sector. By understanding these dynamics, luxury brand managers can develop effective marketing strategies to attract and retain affluent consumers in competitive markets like India.(Husain et al., 2022)

### **RESEARCH GAPS**

- 1 exploring the role of demographics in shaping customers' interaction with feedback and curiosity on social media for luxury fashion brands.
- 2 Limited understanding of the relationship between customer feedback and curiosity on social media platforms for luxury fashion brands.
- 3 Lack of research on how different types of customer feedback impact user curiosity and engagement.

### **RESEARCH OBJECTIVES**

1. To identify the factors influencing customers' engagement with feedback and curiosity on social media for luxury fashion brands.
2. To examine the impact of demographic variables on customers' interaction with feedback and curiosity on social media for luxury fashion brands.

## **RESEARCH QUESTIONS**

1. How do demographics, such as age, gender, and location, affect customers' engagement with feedback and curiosity on social media for luxury fashion brands?
2. What type of content generates curiosity among users on social media platforms for luxury fashion brands?
3. How does customer feedback influence the curiosity-driven behavior of users on social media for luxury fashion brands?

## **RESEARCH METHODOLOGY**

Primary data will be collected using a Google form questionnaire. Secondary data will be gathered using online searches, papers, and research reports. Data was collected by a questionnaire survey with 60 respondents from Goa.

## **DATA ANALYSIS AND RESULTS.**

### **Reliability Analysis**

#### Scale Reliability Statistics

	<b>Cronbach's <math>\alpha</math></b>
scale	0.973

#### Interpretation:

Cronbach's  $\alpha$  value of 0.973: This indicates an exceptionally high level of internal consistency among the items in the scale. In other words, the items in the scale tend to correlate strongly with each other, suggesting that they are measuring the same underlying construct reliably.

**Model Coefficients - consumer preferences**

<b>Predictor</b>	<b>Estimate</b>	<b>p</b>
Intercept	1.3353	< .001
Environmental Awareness	-0.0776	0.608
Fashion Preference	0.1129	0.398
Shopping Habits	0.207	0.163
Interest in Customization	0.4217	0.004

**Hypothesis:**

- Null Hypothesis (H0): None of the predictors have a significant effect on consumer preferences.
- Alternative Hypothesis (H1): At least one of the predictors has a significant effect on consumer preferences.

**Interpretation:**

The baseline consumer preference when all predictor variables are zero. From the provided information, the intercept is given as 1.3353. Therefore, when all predictor variables such as environmental awareness, fashion preference, shopping habits, and interest in customization are absent (i.e., their values are zero), the estimated consumer preference would be 1.3353 units.

Frequencies**Frequencies of age**

<b>age</b>	<b>Counts</b>	<b>% of Total</b>	<b>Cumulative %</b>
1	15	17.4 %	17.4 %
2	4	4.7 %	22.1 %
3	10	11.6 %	33.7 %
4	40	46.5 %	80.2 %
5	17	19.8 %	100.0 %

Hypothesis:

- Null Hypothesis (H0): There is no association between age groups and the variable of interest.
- Alternative Hypothesis (H1): There is an association between age groups and the variable of interest.

Interpretation:

- The distribution shows a relatively balanced representation across the age groups, with Age Group 4 having the highest number of individuals.
- The cumulative percentages demonstrate the increasing proportion of the sample population as we progress through the age groups, with Age Group 4 encompassing the majority of the sample.
- This data can be further analyzed to understand demographic trends, make targeted decisions, or tailor strategies based on the age composition of the sample population.

**Frequencies of gender**

gender	Counts	% of Total	Cumulative %
1	48	55.8 %	55.8 %
2	38	44.2 %	100.0 %

**Hypothesis:**

- Null Hypothesis (H0): There is no significant difference in the gender distribution within the sample population.
- Alternative Hypothesis (H1): There is a significant difference in the gender distribution within the sample population.

**Interpretation:**

- Gender 1 (presumably representing male) has a count of 48 individuals, comprising 55.8% of the total sample.
- Gender 2 (presumably representing female) has a count of 38 individuals, comprising 44.2% of the total sample.
- The cumulative percentages indicate that the entire sample population is accounted for, with 55.8% being male and 44.2% being female.



**Frequencies of annual income**

annual income	Counts	% of Total	Cumulative %
1	52	60.5 %	60.5 %
2	15	17.4 %	77.9 %
3	12	14.0 %	91.9 %
4	7	8.1 %	100.0 %

**Hypothesis:**

- Null Hypothesis (H0): There is no significant difference in the distribution of annual income categories within the sample population.
- Alternative Hypothesis (H1): There is a significant difference in the distribution of annual income categories within the sample population.

**Interpretation:**

- Annual Income Category 1: This category has the highest count, with 52 individuals, comprising 60.5% of the total sample.
- Annual Income Category 2: Represents 15 individuals, accounting for 17.4% of the total sample.
- Annual Income Category 3: Consists of 12 individuals, making up 14.0% of the total sample.
- Annual Income Category 4: This category has the lowest count, with 7 individuals, comprising 8.1% of the total sample.
- The cumulative percentages indicate that the entire sample population is accounted for, with 100% falling within the specified income categories.

### **Frequencies of Education Background**

<b>Education Background</b>	<b>Counts</b>	<b>% of Total</b>	<b>Cumulative %</b>
1	5	5.8 %	5.8 %
2	22	25.6 %	31.4 %
3	38	44.2 %	75.6 %
4	21	24.4 %	100.0 %

#### **Hypothesis:**

- Null Hypothesis (H0): There is no significant difference in the distribution of education background categories within the sample population.
- Alternative Hypothesis (H1): There is a significant difference in the distribution of education background categories within the sample population.

#### **Interpretation:**

- Education Background Category 1: This category has the lowest count, with 5 individuals, comprising 5.8% of the total sample.
- Education Background Category 2: Represents 22 individuals, accounting for 25.6% of the total sample.
- Education Background Category 3: Consists of 38 individuals, making up 44.2% of the total sample.
- Education Background Category 4: This category has 21 individuals, comprising 24.4% of the total sample.

- The cumulative percentages indicate that the entire sample population is accounted for, with 100% falling within the specified education background categories.

#### **Frequencies of Social Media Usage**

<b>Social Media Usage</b>	<b>Counts</b>	<b>% of Total</b>	<b>Cumulative %</b>
1	23	26.7 %	26.7 %
2	47	54.7 %	81.4 %
3	16	18.6 %	100.0 %

#### **Hypothesis:**

- Null Hypothesis (H0): There is no significant difference in the distribution of social media usage categories within the sample population.
- Alternative Hypothesis (H1): There is a significant difference in the distribution of social media usage categories within the sample population.

#### **Interpretation:**

- Social Media Usage Category 1: This category has 23 individuals, comprising 26.7% of the total sample.
- Social Media Usage Category 2: Represents 47 individuals, accounting for 54.7% of the total sample.
- Social Media Usage Category 3: Consists of 16 individuals, making up 18.6% of the total sample.

- The cumulative percentages indicate that the entire sample population is accounted for, with 100% falling within the specified social media usage categories.

## CONCLUSION

Carl Lorenzo has significant opportunities to capitalize on in the luxury fashion market. Despite some factors like environmental awareness and general fashion preferences not strongly influencing consumer behavior, the correlation between interest in customization and consumer preferences presents a promising avenue for the brand. Moreover, demographic insights highlight emerging trends, such as a heightened interest in sustainable fashion and customization among consumers in Goa.

The boutique visits further emphasize the importance of integrating sustainability and customization into Carl Lorenzo's product offerings to resonate with evolving consumer preferences. Therefore, prioritizing these aspects alongside innovation and technology investment, targeted marketing based on demographic insights, and collaborations with boutique partners can position Carl Lorenzo for success and sustained growth in the luxury fashion market.

In summary, by aligning its strategies with consumer preferences, demographic trends, and market observations, Carl Lorenzo can solidify its position as a leader in the fashion industry, offering personalized, sustainable, and innovative solutions that cater to the evolving needs of its discerning clientele.

## SUGGESTION

- Offer More Customization: People like having options, so give customers more ways to personalize their clothes. Let them choose unique designs or get a perfect fit.

- Focus on Sustainability: More and more people care about the environment, so keep finding ways to make clothes in eco-friendly ways. Talk about these efforts to customers so they know you're doing good for the planet.
- Advertise to Different Groups: Different people like different things, so make ads and promotions that speak to them. If some customers care a lot about sustainable fashion, show them how your brand fits their values.
- Keep Up with New Tech: Technology is always changing, so keep an eye on new tools and techniques that can make your products better or your process faster.
- Work with Other Stores: Partner with other stores to reach more customers. You can do joint events or special releases together to attract new shoppers.
- Listen and Learn: Always be open to feedback from customers and your team. Pay attention to what's happening in the fashion world so you can adapt and stay ahead.

## **CHAPTER 2: TASK HANDLED**

As a Social Media Marketing Intern at Carl Lorenzo, my primary responsibility is to understand the market sentiment regarding the company's products and services in Goa. The task involves conducting surveys, Analyzing customer feedback on luxurious fashion brands, creating videos, designing a logo, and visiting fashion boutiques to gauge current market trends. Here's a breakdown of the tasks handed over to you for your internship report:

### 1. Survey Responses Analysis:

Conducted a survey targeting individuals around Goa to gather feedback on Carl Lorenzo's products and services. Collected responses from 86 participants to understand their perceptions, preferences, and expectations regarding luxury fashion brands. Analyzed survey data to identify key insights such as customer preferences, satisfaction levels, and areas for improvement.

### 1. Logo Design:

Designed a distinctive and visually appealing logo that reflects Carl Lorenzo's brand identity and values. Incorporated elements of luxury, innovation, and sustainability into the logo design to resonate with the target audience. Presented multiple logo concepts and collaborated with the team to finalize the design that best represents the brand.

### 2. Fashion Boutique Visit

During my visit to various fashion boutiques in Goa, I had the opportunity to interact with boutique owners and staff to gather insights into the market trends, customer preferences, and competitor offerings. Here are the observations and recommendations from the visits:

- DHEKNE'S Special Collection in Vasco:

DHEKNE'S Special Collection caters to a diverse clientele seeking a range of fashion options. The boutique owner mentioned that there is a growing interest in organic material clothes among customers concerned about sustainability and environmental impact. Customization services are in demand, with approximately 20% of customers opting for personalized garments. The stitching time for customized dresses varies depending on complexity but generally takes around 2-3 weeks. Organic materials are perceived to be slightly more expensive compared to synthetic materials due to their eco-friendly production processes and higher quality.

- WANDO in Vasco:

WANDO offers a curated selection of trendy and contemporary fashion items. While organic material clothes are not the primary focus, there is a noticeable interest among some customers, especially those with a preference for sustainable fashion. Customization requests account for approximately 15% of total sales, indicating a moderate demand for personalized garments.

The stitching time for customized dresses typically ranges from 1-2 weeks. Organic materials are generally priced higher than synthetic alternatives, reflecting their premium quality and eco-friendly attributes.

- O.M.O in Panjim (Specializing in Organic Fibers):

O.M.O specializes in organic fiber clothing, catering to environmentally conscious consumers. The boutique has a dedicated customer base interested in sustainable fashion choices and organic materials. Customization services are popular, with nearly 30% of customers opting for personalized garments tailored to their preferences. The stitching time for customized dresses is relatively quick, averaging around 1-2 weeks due to efficient production processes. Organic materials are perceived as premium and are priced accordingly, although some customers are willing to pay a higher price for their eco-friendly benefits.

- The Pomegranate Project in Utorda:

The Pomegranate Project offers a unique selection of fashion items with an emphasis on artisanal craftsmanship and sustainable practices. Organic material clothes are highly sought after, reflecting the boutique's commitment to environmental sustainability. Customization is a key aspect of the boutique's offerings, with approximately 25% of customers opting for personalized garments tailored to their preferences. The stitching time for customized dresses varies depending on complexity but generally takes around 2-3 weeks to ensure meticulous attention to detail. While organic materials are priced slightly higher than synthetic alternatives, customers are willing to invest in them for their superior quality and eco-friendly attributes.

## LEARNINGS

Focus on Innovation and Sustainability: Carl Lorenzo's success and differentiation in the luxury fashion industry stem from its dedication to innovation and sustainability. The company's emphasis on fabric research, automated stitching services, and the development of a box-type

machine for custom-made clothing demonstrate its commitment to pushing the boundaries of fashion while prioritizing environmental responsibility.

Understanding Consumer Preferences: Through surveys and boutique visits, it's evident that there is a growing interest among consumers in Goa for sustainable fashion options. Organic materials and customization services are particularly sought after, indicating a shift towards eco-friendly and personalized garments.

Utilizing Technology for Efficiency: The integration of technology, such as AI and automation, not only enhances Carl Lorenzo's production processes but also improves customer experience. The development of the box-type machine for custom-made clothing exemplifies the company's innovative approach to streamlining garment manufacture while reducing lead times

Material Innovation and Eco-friendly Alternatives: Investing in research and development of innovative materials and eco-friendly alternatives can reduce the environmental footprint of Carl Lorenzo's products. Exploring sustainable fibers, dyes, finishes, and manufacturing processes can lead to breakthroughs in reducing water usage, energy consumption, and chemical pollution while maintaining product quality and performance.

## CHALLENGES

Boutique Visit Preparation: Engaging in visits to fashion boutiques to gather market insights and trends may have been an unfamiliar activity. Preparing for these visits, including understanding the purpose, conducting effective interviews, and capturing relevant data, could have presented challenges if you were not accustomed to such fieldwork.

Survey Design and Analysis: Designing and analyzing surveys to collect feedback on Carl Lorenzo's products and services might have been unfamiliar tasks. Creating survey questions that elicit meaningful responses, ensuring survey validity and reliability, and analyzing data accurately could have posed challenges if you lacked prior experience in survey research.



Time Management: Balancing multiple tasks, such as conducting market research, analyzing survey data, and preparing reports, while meeting deadlines could have been challenging. Effective time management skills, prioritization of tasks, and setting realistic timelines would have been crucial to ensure the timely completion of assignments.

Adherence to Project Timelines: Adhering to project timelines for activities such as survey administration, data collection, analysis, and report writing may have required careful planning and organization. Managing unforeseen obstacles or delays and adjusting project schedules accordingly would have been essential to meeting deadlines successfully.

## ANNEXURE 1

### **QUESTIONNAIRE**

1] age

- A. 18-24
- B. 25-34
- C. 35-44
- D. 45-54
- E. 55 and above

2] Gender

- A. Male
- B. Female
- C. Other

3] annual income

- A. Less than 1Lakh
- B. 1 lakh - 5 Lakh
- C. 5 Lakh - 10 Lakh
- D. More than 10

4] Education Background

- A. High School or less
- B. Some College/Associate's Degree
- C. Bachelor's Degree
- D. Master's Degree or higher

## 5] Social Media Usage

- A. Infrequent user (rarely use social media)
- B. Moderate user (check regularly but not excessively)
- C. Heavy user (spends several hours daily)

## Section 2

This aims to derive customer preferences curiosity

1. I am more likely to purchase luxury fashion items from brands that prioritize sustainability.
  - A] Strongly Disagree
  - B] Disagree
  - C] Neutral
  - D] Agree
  - E] Strongly Agree
2. Environmental friendliness is an important factor for me when choosing luxury fashion brands.
  - A] Strongly Disagree
  - B] Disagree
  - C] Neutral
  - D] Agree
  - E] Strongly Agree
3. I actively seek out information about the environmental practices of luxury fashion brands before making a purchase.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

4. I prefer luxury fashion brands that reflect the latest trends and styles.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

5. Timeless elegance is what I look for in luxury fashion brands.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

6. I am drawn to luxury fashion brands that offer unique and distinctive designs.

A]Strongly Disagree

B]Disagree

C]Neutral

D] Agree

E] Strongly Agree

7. I tend to shop for luxury fashion items online rather than in physical stores.

A] Strongly Disagree

B] Disagree

C] Neutral

D] Agree

E] Strongly Agree

8. I enjoy browsing luxury fashion items in stores before making a purchase.

A] Strongly Disagree

B] Disagree

C] Neutral

D] Agree

E] Strongly Agree

9. I frequently mix online and in-store shopping when purchasing luxury fashion items.

A] Strongly Disagree

B] Disagree

C] Neutral

D] Agree

E] Strongly Agree

10. I value the ability to customize luxury fashion items to my preferences.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

11. Customization options are important to me when selecting luxury fashion brands.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

12. I enjoy the personalized experience of customizing luxury fashion items according to my taste.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

13. I am inclined to support brands that offer clothing made from recycled materials.

A]Strongly Disagree

B]Disagree

C]Neutral

D]Agree

E] Strongly Agree

14. I actively seek out clothing made from recycled materials when making purchasing decisions.

A]Strongly Disagree

B]Disagree

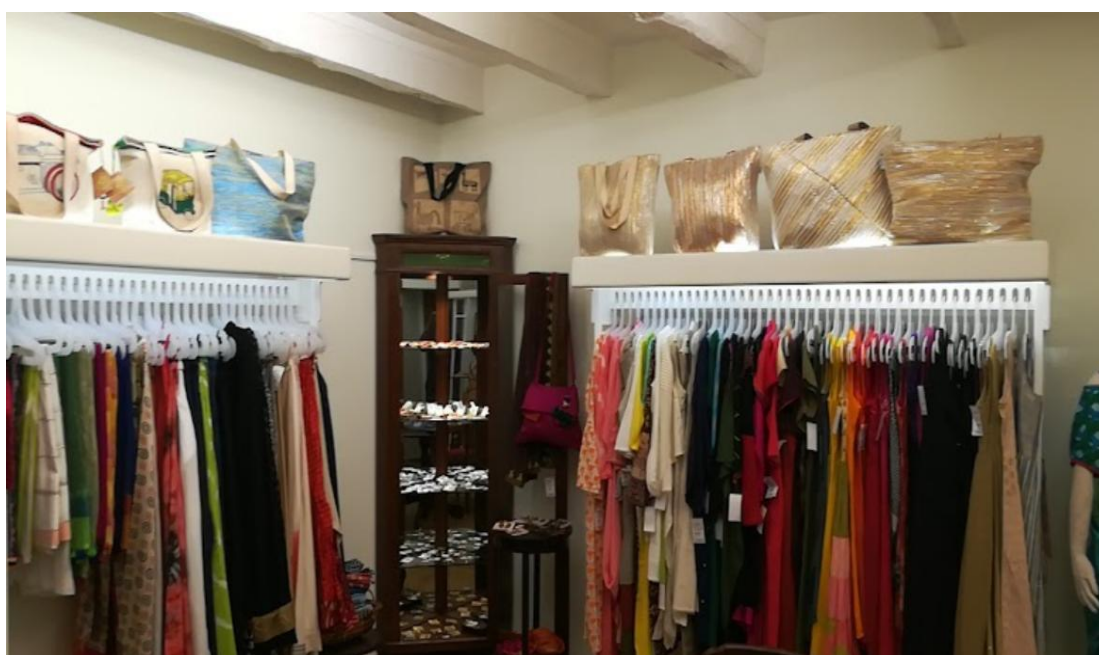
C]Neutral

D]Agree

E] Strongly Agree

## ANNEXURE 2

### O.M.O







THE POMEGRANATE PROJECT





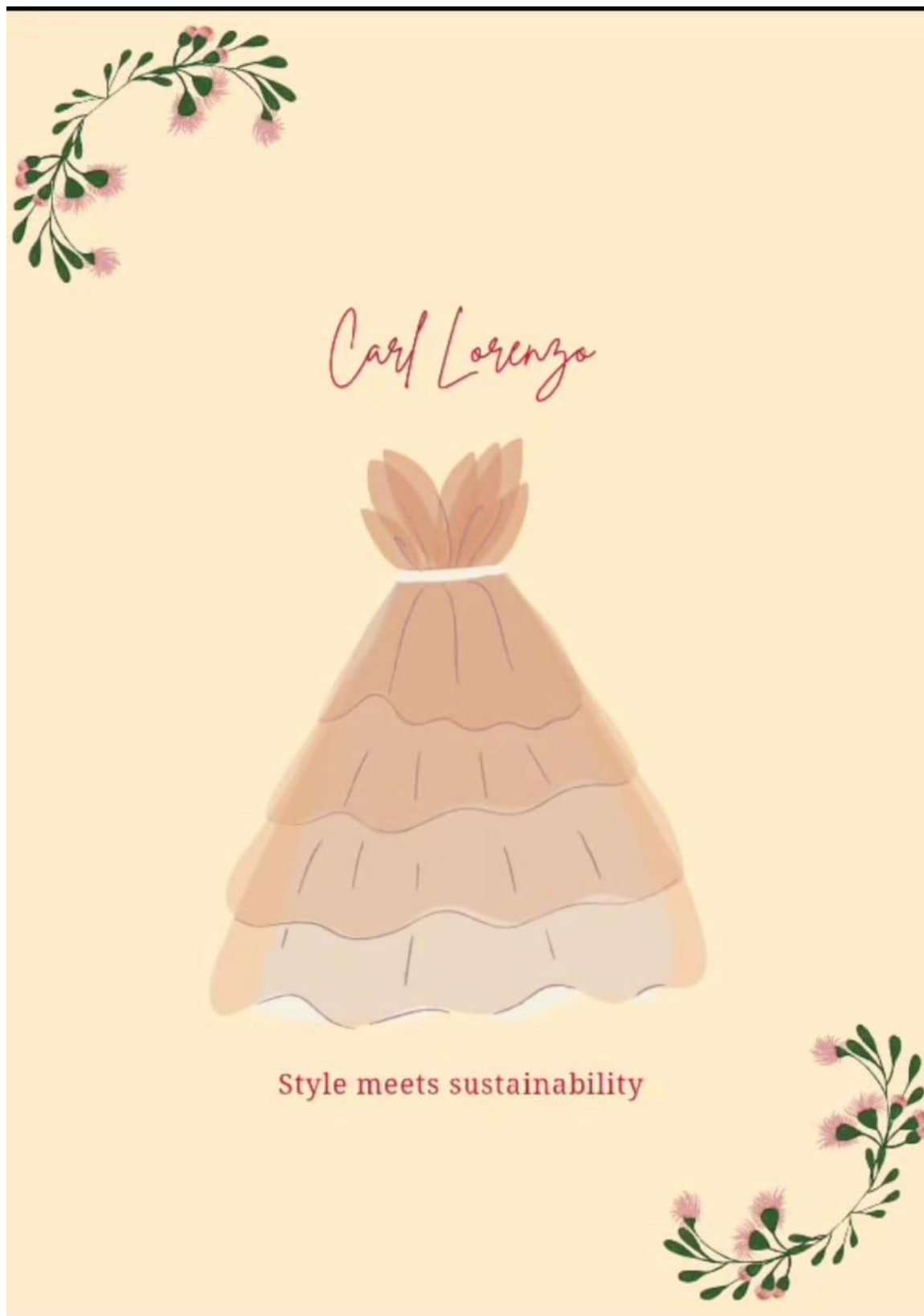


## DHEKNE'S STORE



## ANNEXURE 3

### Logo



## Reel



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