

1. Introduction

1.1 Topic Description of the topic

The eCommunication technology has revolutionized all aspects of daily life, by introducing various new innovations. The advent of the Internet, particularly Web 2.0, technologies has created new ways to communicate, collaborate and share their experiences and ideas about a product or service (Michaelidou, Siamagka and Christodoulides, 2011). Beyond that, the social media revolution has altered the communication landscape and has significantly impacted marketing communication.

Marketing is a multidimensional process made up of various strategies; however, a primary goal of any marketing strategy is to increase sales and profitability (Kim and Ko, 2011). By means of social media, companies create value for customers and build strong and profitable customer relationships in order to gain value from customers in return. Social media activity from luxury brands is expected to initiate a positive influence on the drivers of customers' purchase intention. In addition to this, searching for and purchasing online products and services online search, and purchase is already a common place around the world (Rehman, Ilyas, Nawaz and Hyder, 2014).

According to Michaelidou, Siamagka and Christodoulides (2011), in 2009, social media websites were a popular online activity in terms of average time spent. The most frequently used websites were Facebook, Twitter, MySpace and LinkedIn. Social media provide a platform for consumers to publicize and share their product experiences and opinions (Chen, Fay and Wang, 2011; Michaelidou, Siamagka and Christodoulides, 2011). According to Huttles et al. (2013), people today rely on their social networks for making purchase decisions more than ever before.

The emerging communication setup has thereby transformed consumers from passive participants in marketing to active creators and influencers, which and gives consumers even more power to influence the marketing way of their brands they buy (Huttler, Hautz, Dennhardt and Fuller, 2013). Product promotion is thus no longer limited to traditional ways of promotion methods, advertisement e.g. such as mainstream print and electronic media.

Met opmerkingen [YT1]: Vague and unnecessary.

Met opmerkingen [YT2]: While the oxford comma (the comma before the last term in a series of three or more items – A, B, and C rather than A, B and C) is not commonly used in Europe, the following style guides require it: Chicago Manual of Style, AMA, APA, and MLA. In addition, some professors may require it. Use it in all series of three or more terms if your professor or style guide requires it.

Met opmerkingen [YT3]: Vague. What do they do on social media?

Met opmerkingen [YT4]: Expected by who? You? Other researchers? Be specific.

Met opmerkingen [YT5]: Be more clear about what you mean by "drivers".

Met opmerkingen [YT6]: Be more specific: how popular? Give numbers if possible.

Met opmerkingen [YT7]: Even more power than what? Than they had before? When using a comparative (such as "more") you should state what the two things being compared are (unless it's obvious from context).

~ Gucci updates its Facebook site as often as three times a day and is constantly tweeting on Twitter. ~

Kim and Ko (2011)

1.2 Changes in the Fashion industry ~~changes~~

The ~~D~~ decrease in sales related to the global downturn has ~~ve led~~ created new challenges for luxury fashion businesses ~~to new challenges, including~~ the way of marketing ~~is one of them~~ (Kim and Ko, 2012). Indeed, the recent entrance of numerous fashion brands into the luxury market, followed by heated competition, signals unforeseen changes in the market. The competition in ~~F~~ the lower sectors ~~has~~ ve started to heat up ~~the competition,~~ thus the new marketing communication ~~is~~ presented new challenges. New challenges present new opportunities for fashion companies ~~in way of~~ building brand legacy, value, quality, ~~and~~ and strong customer relationships in order to achieve their goals (Creyer, 1997). For illustration purposes, we can ~~take~~ look at many luxury houses. Individuals create their own Twitter accounts or post about themselves on Facebook. Brands and customers ~~are~~ communicating with each other without any restriction in time, place, ~~and~~ or medium, ~~so that~~ which means ~~that~~ old-fashioned one-way communication is ~~changed~~ being replaced by ~~to~~ interactive two-way direct communication (Kim and Ko, 2011). The customer journey is a simplified expression of the complex thought process of a customer looking to purchase ~~something~~ a product or service. Every company, marketing channel, and product has a unique customer journey; ~~each marketing channel has a unique customer journey, and every product has a unique customer journey.~~ All ~~Each~~ customers goes through a different journey and engages with a brand in a unique way.

Met opmerkingen [YT8]: This should go in one of the above paragraphs rather than standing alone at the end.

Met opmerkingen [YT9]: Vague. Do you mean that one of the challenges is adjusting their marketing strategies to the reality of the global downturn? If so, say "the need to adjust their marketing strategies to this new reality".

Met opmerkingen [YT10]: What are these lower sectors? Explain (without using technical terms if possible).

Met opmerkingen [YT11]: Unclear. Do you mean "thus marketing presents new challenges for luxury fashion brands in this increasingly competitive environment"?

Met opmerkingen [YT12]: What goals? Be more specific (e.g., their marketing goals).

Met opmerkingen [YT13]: Some style guides and professors recommend against the use of the first person in academic theses. If your guide or professor says not to use them. <http://www.monash.edu.au/1s/1lonline/writing/arts/sociology/2.3.1.xml> gives two suggestions on how to rephrase a first person sentence.

Met opmerkingen [YT14]: Either cut this or say more. What are these luxury houses, and how do they relate to marketing in the fashion industry? What are people tweeting or posting on Facebook that relates to marketing in the fashion industry?

Met opmerkingen [YT15]: Missing transition. How does this sentence connect to the previous sentence?

Met opmerkingen [YT16]: Missing transition. How does this sentence connect to the previous sentence?

1.3 Literature ~~study~~-review

The outcomes of social media activities are still disputed among fashion brands (Huttler, Hautz, Dennhardt and Fuller, 2013). The effects of social media marketing on consumers' perceptions of products and brands as well as the social media's impact on purchase decisions have yet to be better-well understood. With the increased use of social media as a means for of marketing communication for-by luxury brands, it has become necessary to empirically analyse the effect of social media marketing (Kim and Ko, 2012).

Rehman, Ilyas, Nawaz and Hyder (2014) researched-investigate emotional and environmental responses, which are as-important variables of social media marketing, and their influence on buying behaviour. Stout and Leckenby (1986) define Emotional response can be defined-as a response to some psychologically important event, real or imagined, past or anticipated (Stout and Leckenby, 1986). The feelings that are-occurring in those situations may be the motivators or organizers of behaviour, which-and therefore have an impact on consumers' responses to advertising (attitude). Through-In this way, companies trying to influence consumers' feelings toward their brand and increase purchase intention (Rehman et al., 2014). Environmental response is based on beliefs and norms that are constructed through individual perception. Surrounding environmental conditions, such as social and ambient design, social-and ambient (layout, functionality, symbols and artefacts), affect the consumers' buying behaviour. (Hsin Hsin Chang and Su Wen Chen, 2008).

Huttler, Hautz, Dennhardt and Fuller (2013) research-describes how brand page commitment and annoyance influence social media variables, such as word-of-mouth and brand awareness, and how that relationship shows-illuminates the final influence on the purchase intention. The findings of Huttler et al. (2013) research-showed that brand page engagement with-a brand page-has a positive effects on consumers' brand awareness and purchase intention in the ear-automobile industry. Their findings-results from Huttler, Hautz, Dennhardt and Fuller (2013) further indicate that annoyance with the brand page leads to negative word-of-mouth effects-and bad-a negative image for the brand awareness, which-. This effect leads to a decrease in purchase intention and overall commitment to-and involvement to-with the brand page.

Kim and Ko (2012) researched the relationship between social media marketing, customer relationship, and purchase intention. Social media marketing was measured by the following variables: entertainment (video chat communication, music, videos streaming, layout, etc.), customization, interaction, word-of-mouth and trend. Trust and intimacy were representative of a customer relationship variable. The outcome of this research showed that the-entertainment-variable, interaction and word-of-mouth haved a positive influence on purchase intention. It was interesting to see that the impact of interaction was greater than that of WOMword-of-mouth. We can conclude that sharing information and opinions through social media is very important for a customer's purchase intention. The findings about-on the influence power-of entertainment were really-surprisingly-as-well. Luxury fashion brands should focus on entertainment through social media.

Met opmerkingen [YT17]: In what way? Be specific.

Met opmerkingen [YT18]: So you've said what environmental response is based on and how environmental conditions affect consumers' buying behaviour, but it would be helpful to first state how environmental response is defined (like you did for emotional response).

Met opmerkingen [YT19]: Explain what a "brand page" is. Also, explain what brand page commitment and annoyance are.

Met opmerkingen [YT20]: What relationship. Be specific.

Met opmerkingen [YT21]: What word-of-mouth means seems obvious, but the other terms should be explained.

Met opmerkingen [YT22]: Are these new variables? If so, add them to the list. If not, since you don't mention them again, cut this sentence.

Met opmerkingen [YT23]: You haven't stated that any previous results were surprising.

Met opmerkingen [YT24]: Rewrite these sentences to state the findings regarding the influence of entertainment and to explain why luxury fashion brands should focus on entertainment as opposed to the other variables.

Hoffman and Fador (2010) have researched the metrics that are important for social media marketing. Authors explained the usefulness, importance and influence of brand awareness, brand engagement and word-of-mouth on the purchase intention. While Castronov and Huang (2012), on the other hand, have defined the importance of brand communities and customer relationship as the most important social media variables, which that trigger the buying behaviour of the consumer.

According to Workum (2011), adding social media channels to a marketing and communication strategy in a telecom environment doesn't immediately alter the consumer's perception of the whole company. However, The researcher Workum believes this may change rapidly though with the increasingly growing importance of social media. This article Workum's findings is contradictory to the above-mentioned researches, which at explains and their findings confirm the importance of social media. While Chen, Fay and Wang (2011) confirm support the Workum's conclusion of Workum (2011).

By explaining the relationship between marketing variables and consumer posting behaviour, which evolve over time because of different groups of Internet users. So the research findings related to marketing variables change rapidly and can't be pinned down for long periods.

Different Several studies have confirmed that consumers' attitude toward the brand determines their purchase intention of the customer. The findings from Laroche, Kim and Zhou (1996) show that consumers' attitude towards a brand can be influenced by providing them with more product-related information or direct experience. Li, Daugherty and Biocca (2013) also confirm that interaction with the customers will increase their product knowledge, brand attitude and purchase intention. It has been found that traditional advertising influence the relationship between attitude toward brand and purchase intention. MacKenzie, Lutz and Belch (1986) showed find that a Attitudes towards advertisements works as a mediator between a Attitudes towards the brand and p Purchase intentions.

Some general comments:

You probably just haven't gotten to formatting your paper yet, but just in case I'll remind you to check with your professor or style guide about how to format the paper (things like paragraph indentation, line spacing, title page, page numbers, etc.)

Make sure to connect the dots for your reader, don't leave them guessing at how the things you say connect to your topic.

When it comes to technical terms, either replace them with everyday language, or if that's not feasible, define each one in your text when it's first used.

When using pronouns like it, that, they, etc., make sure it's clear (both grammatically and contextually) what subject(s) is (are) being referred to.

Met opmerkingen [YT25]: And what is their explanation?

Met opmerkingen [YT26]: Defined, or discovered in their research? If the latter, change "defined brand communities and customer relationship as the" to "found that brand communities and customer relationship are the"

Met opmerkingen [YT27]: What are these?

Met opmerkingen [YT28]: You should add a sentence at the end explaining the importance of this disagreement.

Met opmerkingen [YT29]: Some style guides and professors recommend against using contractions. If yours do, replace all contractions with the full phrase.

Met opmerkingen [YT30]: This implies that it might alter perceptions after a little time has passed. If you didn't mean to imply this, cut "immediately".

Met opmerkingen [YT31]: Not a complete sentence. You need a finite verb, something like: "by explaining..., which evolve, something can be said/known."

Met opmerkingen [YT32]: Unclear. Do you mean "because of the constantly changing population of Internet users"?

Met opmerkingen [YT33]: Here would be a good place to explicitly state that you think the previous sentence explains the differing results of the aforementioned researches.

Met opmerkingen [YT34]: Citations?

Met opmerkingen [YT35]: Whose interaction?

Met opmerkingen [YT36]: You use "customers" and "consumers" interchangeably. Pick one term and stick with it.

Met opmerkingen [YT37]: Redundant.

