

5. Discussion

This research attempted to explore the possible relationships between luxury fashion brands (LFB) and online (digital) marketing strategies, as well as the influences of those strategies on customer equity and its three key aspects: value equity, relationship equity, and brand equity, which affects customer's purchase intention. All results and analysis are supported and thoroughly measured from the literature and the survey, and this chapter will discuss the evaluation of the outcomes as well as answering the research questions of the study.

5.1 Findings

RQ1: What online marketing strategies do luxury fashion brands utilize to maintain and reach their existing customers and new potential customers?

Based on the findings, LFB used different kinds of digital marketing approaches. For this research, the most utilized digital marketing strategies used by LFB are social media, websites, digital influencers, and intermediaries' e-commerce websites. The results of the other online platforms of e-mail and eWOM were not as large as those four. As previously mentioned, websites social media, and influencers are categorized as the most cohesive digital marketing tools because of the high growth of exposure by people. The three methods, including other approaches, have interesting visual contents and information as the respondents agree on these two statements. About that, more and more people continuously being more active online than before, making the rate of the digital consumers increase. As more than half of the total samples of this study hears, sees, and uses the online marketing strategies at least one until three times a day and more, it is proven that online marketing presence exists actively between people. LFB sees this chance as an opportunity to grow by maintaining their existing consumers and reaching new ones. Thus, through online marketing platforms, especially website, social media marketing, and intermediaries' e-commerce websites could increase the level of communication and awareness of LFB which then later could affect the perceptions of people positively toward the products and services.

RQ2: How do the online marketing strategies of luxury fashion brands strengthen customer equity?

Three crucial drivers affect customer equity are known as value equity, brand equity, and relationship equity. From the findings of this research, those equities could be positively impacted and strengthened by digital marketing strategies through different kinds of ways. Firstly, through online marketing strategies of LFB, it could increase the customer's needs, and expectations as communications happen between LFB and their precise target market. LFB could marketize their excellence in quality of product and services, price levels, and convenience, and get feedbacks as evaluations from their markets. Therefore, online marketing strategies increase customer equity as the findings suggest that the samples perceive themselves to have their great values over the LFB.

Regarding relationship equity, the overall digital marketing strategies of LFB connects an individual to a brand by connecting them to the online platforms. As a connection is established between both groups, the customer would feel a to be drawn into the LFB, making the LFB keep him/her close as a company needs to maintain their existing customers while reaching out for new ones. As firms would give tangible benefits through loyalty programs, customers would feel attached, making them turn as loyal consumers of LFB. Moreover, as luxury firms have done their task on learning about their customers' preferences, people would feel emotional bonds have been created because of the companies' understandings of their interests.

Lastly, any online activities could increase a brand's awareness and exposure, which has an impact on customer's attitudes and behaviors on LFB. Individuals recognize the brands and themselves and the other way around. The firms' existences mostly influence Their attitudes on the LFB in the digital platforms. Moreover, as people have their perspectives and experiences on LFB, spreading their perceptions via online communication methods are passed on one to another as it relates with eWOM that can have a positive effect on brand's awareness. Moreover, if a consumer associates his/herself with a product of LFB, it is easier for them to recall about the brand, therefore causes a person to grow their interests in possibly buy the products and services of LFB. Concluding, online (digital) marketing strategies strengthen all aspects of customer equity because the approaches act as an intermediary between a

consumer and LFB. If a customer responds positively to LFB's online approaches driven by customer's equity, then the outcomes would result being positive, and vice versa.

RQ3: How does customer equity influence purchasing intention of a customer?

This research discovered that purchase intention has a substantial relation to customer equity, as purchase intention is identified as the attitude of the decision-making process on purchasing a product or services, while customer equity and its drivers act as the real actions of the behaviors of purchasing. As previously stated, value equity is the objective assessment of the brand's tangible and intangible products. If one perceives that a brand has a high value, he/she would have great perceptions toward it and possibly purchase the products. Relationship equity focuses on a customer's loyalty to a brand. If an individual shows a great deal of loyalty to a specific brand, it will result in a higher purchase intention. Moreover, brand equity refers to a customer's evaluation of a brand, therefore could impact one decision to purchase and keep repurchasing the brands over because of personal interests and attachments. The three drivers of customer equity influences purchase intention through its circumstances. Thus, as online individuals continue to access online marketing platforms of LFB, it would significantly influence their purchase intention because of the personal traits of customer equity that they hold.

5.2 Limitations

In accomplishing this research, several difficulties and limitations occurred during the process, which are:

- The size of samples is too small; therefore, the research could not determine a better concrete generalization from 101 respondents.
- In a demographic scope, the survey is not equally distributed. It would be better to spread the survey equally not only centering the results from a specific aspect of demographics. An equal number of sample distribution is essential for research.
- The researcher experienced disadvantages concerning time and resources. Networks are essential to spread out the survey to get more reliable data.