

The Advancement of Information Technology and its Impact on Marketing Strategies in Hong Kong: A Comparative Study.

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ABSTRACT

This research paper aims to examine the advancement of information technology (IT) and its impact on marketing strategies in Hong Kong. With the rapid development of IT, marketers are facing new opportunities and challenges in reaching and engaging consumers. This study adopts a comparative approach by analyzing the evolution of marketing strategies in Hong Kong before and after the advancement of IT. The research methodology includes a combination of qualitative and quantitative methods, such as interviews with marketing professionals, surveys with consumers, and analysis of industry data. By examining the adoption and utilization of IT tools and platforms, such as social media, mobile apps, data analytics, and e-commerce, this study aims to identify the impact of IT on marketing strategies in Hong Kong. The findings will provide valuable insights into the effectiveness of IT-driven marketing strategies, the changing consumer behavior, and the challenges faced by marketers in leveraging IT for competitive advantage. The results will assist marketers, businesses, and policymakers in formulating effective marketing strategies that align with the technological advancements and consumer trends in Hong Kong.

Keywords: *information technology, marketing strategies, Hong Kong, comparative study, social media, mobile apps, data analytics, e-commerce, qualitative research, quantitative research.*

INTRODUCTION

Thanks to developments in technology, modern marketing strategies are more tailored to each individual customer and provide a more interactive experience, while also delivering integrated and targeted settings for brands to reach their intended audience. But the shift isn't limited to consumer-brand dynamics. New marketing technology has permeated the backbone of businesses, improved the value of procurement, and boosted bottom lines. In 2013, almost half (47%) of American marketers said that they considered originality to be very important in their strategies. Last year, that number was 29%. In 2022, most marketers (56%) will make decisions about where and how to contact customers based on a combination of creative thinking and data from digital channels. Some 30% of the population values convenience and efficiency above creativity and uniqueness. Over the last decade, scholars and practitioners have expressed worry about the difficulty of aligning information systems to the e-business marketing strategy in light of the ever-changing nature of businesses. The difficulty and effort required to achieve this alignment only increases with time. Leaders and academics alike are concerned about how to best put information technology to use (Luftman et al., 2013). In order for businesses to keep up with the rapid pace of technological development and shifts in business activity, they must regularly make choices about how and where to use information technology. Previous research has shown that IT's contribution to organizational performance may fall short of expectations in the absence of an information system (IS) strategy (Chen et al., 2012). Alignment between businesses and IT is the primary focus of most research on the strategic use of IT (Chan et al., 2007). A strategic IT/IS perspective is missing from this method; hence the ever-changing alignment is not taken into account. Questions such, "What are the benefits and drawbacks for IT innovators?" and "How does the IT/IS strategy connect with the company marketing strategy?" remain unanswered by current research. Scholars have spent a lot of time studying the interplay between technology and business strategies, and they've come up with a wide variety of frameworks, models, and decision tools to aid in making sure everything is in sync (Gustavsen et al., 2021). The corporate level must have such a connection in order to reach growth targets. However, there hasn't been a lot of study on how companies and technology interact with one another. While many academics have validated this idea either openly (Burgelman et al., 2009) or implicitly, the researcher has been unable to

find a framework or model that formally acknowledges the connection between technology strategy at the company level and marketing strategy (Lahovnik et al., 2014). Despite the importance of IS to businesses, the idea of the IS strategy is not consistently defined or quantified in the existing literature. IT alignment with business goals is the goal of an IS strategy with a restricted conception, which places emphasis on the IS unit and technology. Investing in, deploying, using, and managing information systems are all aspects of the IS strategy construct, according to the work of other academics (Chen et al., 2010). This description takes a holistic approach by bringing together several facets, including people, technology, business procedures, and available resources. Companies that take a traditional approach to information systems (i.e., those that blindly follow the recommendations of experienced industry managers) are less likely to be able to adapt quickly to changing market conditions (Doherty et al., 2009). This failsafe method does not include using IT to get a business edge. By adopting a novel IS strategy and monitoring the actions of rivals, businesses may gauge the success or failure of IS market pioneers. This means that the resource-based perspective suggests that a company's choice between a creative and a conservative IS strategy should be based on the IT characteristics of the company's operations and the constraints imposed by the IS (Hannay, 2019). To the best of our knowledge, no one has empirically investigated the relationship between e-business strategy factors and the strategic dimension of marketing as a blueprint for how a firm competes in the marketplace, even though most authors agree that a firm's relationship with others in the network influences implementation of marketing programmed and strategy (e.g., Slater, 2001). This study's overarching purpose is to provide light on the interplay between a company's marketing approach and its e-business strategy. In particular, this research provides a descriptive empirical examination of the connections between technology, information systems, risk management and compliance, and various forms of marketing strategy in the context of online businesses (cost leadership, differentiation, and focus strategies). E-business marketing is a highly competitive and fruitful area, with some notable failures along the way, thanks to the development of information technology and the advantages it provides to businesses. In a dynamic e-business environment, it may be difficult for a company to formulate and execute a successful strategy, leading to failure. In this study, a questionnaire was developed through literature review and expert interviews. The obtained data was analyzed to determine the most important aspects of an e-strategy, business's including IT, RM, and compliance. The next step was to provide these core elements as the model of the e-business advertising strategy. The findings imply that not all marketing approaches will do well when using components from a variety of e-business tactics with varying degrees of similarity in their dimensions. In instance, there is no discernible link between risk management and any of the promotional approaches, whereas a high degree of compliance is favorably linked to just a focus approach. Both price leadership and differentiation strategies benefit from good IT governance, whereas focus strategy is hurt by it (Digital Marketing in Hong Kong, 2022). "If a company wants to succeed in today's cutthroat marketplace, it must find every advantage it can to distribute its wares and win over customers. This suggests that marketing is one of the most crucial functions for every business. According to (Nair, 2011), there are four main factors that need to be prioritized by any company in order to improve their marketing strategy. The four pillars are product, pricing, advertising, and distribution. (Ho, 2022). In recent years, "marketing science" has been assessed in the same manner as other scientific fields. This assessment is the outcome of several shifts in marketplaces throughout the globe. Companies have mostly abandoned conventional advertising in favor of digital strategies "Businesses that fulfilled conventional marketing functions in the last century often used established channels including newspapers, television, radio, and personal contact. These channels were adequate for reaching customers over a wide geographic area. Increased market competitiveness is a result of globalization's impact. Several companies have already begun making the switch from conventional to digital advertising. For this reason, the researcher will be having direct communication with our intended audience (Laire, 2018). Technically, the researcher can reach out to untapped consumers via the use of online tools like social media, websites, and e-mails. "The firms have benefited from the necessary advancement made possible by digital marketing technologies. Companies are able to provide and appreciate their customers more in offering a better service thanks in large part to the internet as one of the most essential means of communication (El-Gohary, 2012). Many businesses now choose digital content and marketing strategies that are powered by technology. In an effort to improve their bottom lines, several firms are adopting a wide range of new techniques. Consumerism today would not be the same without the influence of brand marketing

2. Objective

To find the importance of ITs on marketing in Hong Kong

To understand the impact of ITs on-marketing strategies in Hong Kong

Literature Review

"Fashion is always changing, slightly elusive, statement makes understand the difficult aspect of Marketing has to follow the rhythm and extremely seductive" (Nellis, 2010). This marketing in fashion: the perpetual change. Marketing is a business philosophy, a way of thinking from companies to understand consumers' needs. However, in the fashion market, companies define new trends. Fashion marketing can be defined as the combination between marketing tools and design creativity to seduce consumers (Mike Easey, 2009). In recent years, a fresh generation of internet interaction has emerged because to the development of Web - based technologies such as social media and websites that include user-generated content... (Barron, 2004). The emergence of digital media allows people to access information at any time, everywhere. New media can be defined as new technologies that are digital and interactive, and for a lot of them, user-generated contents. This is a new world of information where people from all around the world are interconnected (Shapiro, 1999; Neuman, 1991). Consumers have control of information today; and this is the reason why marketing is getting harder: it isn't longer a one-way communication. Along this study, the cyber consumer appears; born from the digitization. Today's consumers are connected and share their experiences with people, even ones they don't know (Smith, Coyle, Lightfoot and Scott, 2007). This

new consumer is adapting himself to the specificities of the Internet and is developing behaviour upstream and downstream to the purchase act which distinguishes him from classic consumption behaviour (Mayol, 20115). Today, people are looking for information, compare, and are aware. It is no longer possible for companies to hide something; this is why businesses practices have changed, following consumers' behaviour evolution; which follows technological progress. There is more and more academic research on the effectiveness and the importance of electronic media (Sun, Ourn, Wu and Kuntaraporn, 2017). This increasing interest in this subject is due largely to word-of-mouth seen as the most effective marketing tool (Keller and Berry, 2015).

The current revolution in information technology is similar to the industrial one (Mulhern,2009). Perez (2009) described any technological revolution in four stages: "interruption, frenzy, synergy and maturity". She thinks another revolution will take place in the future, but nobody can tell what and when. It is getting harder for companies, especially in advertising. The Internet today may be obsolete in 50 years or less. Companies have to adapt themselves quickly to follow technological development. As soon as anyone is familiar with a new practice, another one is born. It is then important to follow the technological evolution in direct time; because today with the Internet, this is possible to be obsolete in a few hours. Internet growth has created new opportunities for marketers (Lagrosen et al, 2005). For some authors, this is a change in how to do marketing; some practices are dying out with online new tools. It is then important for marketers to understand the impact of the different communication channels and who uses them to reach the right consumer. The most important advantage with online tools is a customized relationship and communication with consumers, directly (Zeithaml and Bitner, 2019). It is a new way to provide the service, the product. At the same time, the Internet developed consumer reviews which influence consumers a lot; even people they don't know. Word of Mouse is more powerful on consumers than advertising messages. Positive ones will be very helpful for brands, but some authors have questioned the quality and reliability of negative reviews. Internet makes more noise than communication before and also, more negative noise (Jumin; Park and Han, 2019). Some consumers will criticize a product, a brand without any reliable facts; and these people will spread their negative judgements in the entire network. Then, some negative outcomes appear. People have taken control over companies, and it is harder for them to gain consumers' trust and loyalty. Zeithaml and Bitner (2019) also underline that technology may bring human passivity and disconnection. Lapidot-Lefler and Barak (2012) underline the lack of human contact and anonymity which have negative effects on people. People need human physical interaction; they aren't made to be alone. Consumer's behaviour has changed with the Internet revolution. They are more demanding, aware and expect more from companies: personalized attention and an ethical attitude. Consumers want human relationships with brands. As fast as technology is progressing, human beings are more and more looking for real human contact and authenticity. This is the paradox of this evolution. According to O'Connor (1999), an increasing number of people are turning to the internet as a way to get rapid access to information that is dependable, accurate, and free from the expense and trouble associated with traditional means. Contributing, sharing, and social networking are all terms associated with the Web 2.0 movement (Dearstyne, 2007; Huang &Behara, 2007). Internet use is a kind of social interaction, similar to having coffee with a buddy. A current group of generations has emerged as a result of these newly developed techniques. This generation grew up with these techniques and has always been familiar with them. The effect of Web The eccentric shopaholic books written by Sophie Kinsella. In this article, we'll use the best-selling Shopaholic book series to take a look at how the development of IT has affected marketing methods in Hong Kong. P.J. Hogan, whose unorthodox My Best Friend's birthday was hailed for reimagining the romantic comedy, directed this picture. books Secrets of a Shopaholic and Market in various Shoppers, also known as obsessive purchasers, utilize shopping as a kind of self-medication (Trussell). Shopaholics are still more likely to have poor self-esteem, be prone to fantasizing, and exhibit compulsive buying Behaviours than the general population. Psychoanalyst Jacques Muller contends that capitalist notions of femininity inform Becky's sense of self. Confessions of a Shopaholic is filled with hues of pink Patrilineal ideology and conservative beliefs that are seen as "common sense" are often included in film adaptations of literature (Mollegaard). Confessions of a Shopaholic, the movie, was on the fashion market makes no doubt. Every brand has its corporate website, its Facebook page, its Twitter, its Tumblr. As seen before, fashion is a succession of short-term trends. The Internet is then the best tool to update information and to interact with consumers; 24/7. Blogs and other user-generated contents websites are seen today as the websites to follow in fashion, the voice of people. Bloggers call themselves "tastemakers" (Fenner; Justin,2012). Everyone can be an information provider on the Internet today; and the best example is bloggers. Harris and Cohen (2015) state that the Internet has driven the revolution and provides new tools for the marketing future, letting some practices such as television die out. Compared to other media channels, the Internet allows people to access information everywhere, anytime and to choose what they want to read. Different authors and professionals pointed out several negative aspects forgotten about online: time and software aren't free, and some marketers often forget the offline, focused 100% on the online. Offline events and marketing still drive results (sales and marketing relationships6). Then, people managing online activities should know and understand this new market, how it works, and the different practices available. Someone without any experience shouldn't manage an online activity; as when something is online, it is forever. Newspapers, glossies, television... are using too much advertising, delineating the editorial content (Damon-Moore, 1994). Glossies still rely heavily upon advertising: 75% of their revenue (Barrell and Braithwaite 1988). Consumers are living an over-saturation and their attention and apathy to advertising has reduced (Molenaar, 2010). They are looking for more editorial content. Customers also became more individualistic, market fragmented, and target groups with identical customers grew ever smaller. Today, 80% of west-European people have direct access to (fast) Internet connection. The 2010 "Social Shopping study" found that consumers review online have a big influence on others (71%); Internet has become a way for consumers to share with others, even ones they don't know. The consumers 3.0 consume "mythic and symbolic resources". Because of too much advertising, they want to identify themselves with a personalized model (Arnould and Thompson, 2005). Shopping 3.0 allows self-presentation which can be defined as the symbolic communication of information to others about the self (Schlenker, 2015). Kretz (2010) talked about a "playground for postmodern personalities". Consumers spend time creating their

identity (Marcus, Machilek and Schutz, 2017) and interact a lot online with other consumers and bloggers to have their opinions (Jensen Schau and Gilly, 2015). This is the new consumer behavior. People need the recognition of others, which is why they publish things about them online. The consumer culture of "shopaholic" refers to a phenomenon where individuals have an excessive desire to shop and purchase items, often leading to financial problems and an unhealthy preoccupation with buying things. This culture can be influenced by various factors such as advertising, social media, and peer pressure. Additionally, the term "shopaholic" is often used to describe a specific type of consumer identity, characterized by a strong emotional attachment.

Research Methodology

Researchers performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1166; 1378 questionnaires were distributed; 1309 were returned; and lastly, 109 questionnaires were deleted owing to incompleteness of the questionnaire. The study included 1200 people from China People from Hong Kong as respondents. Using random sampling, all respondents were approached for the survey. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their shopping. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were told. In some places, people were given questionnaires to complete and return all at once.

Study area:

The study was conducted in fashion clothing market, clothing factories, clothing retail market, shopping malls, on China People from Hong Kong. The study sites were chosen because of consumers' availability at the sites to purchase various brands.

Data Collection

The researcher conducted mixed method research for the study through survey and interview. The details of the survey collection method and interview are described below. Respondents first answered control questions regarding the Chinese clothing market, to predict the establishment of

brand equity and size of their organization. This left a sample size calculated from Rao Soft and the

sample size was 1200. Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

In the study the researcher viewed in demographic details that included Gender, the age group of the respondents, the occupation of the respondents, the tenure of work for the respondents, the technical knowledge for the respondents, the surveillance skill for the respondents and the last one is Income of the respondents. That all are included in demographic details. The questions from 1- 20 follow the Likert scale mentioned above and it provides us with the Chinese clothing market, to Examine the Advancement of Information Technology and Its Impact on Marketing Strategies In Hong Kong.

SAMPLE:

Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 1166, total ; 1378 questionnaires were distributed, out of which 1309 questionnaire were received back, and 109 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 649 with 297 females and 392 males respectively. The member of the study surveyed were the following: The study's data included information on Teachers (Total = 168, Female = 119, Male = 49) respondents (14.0%), Designers (Total = 145, Female = 69, Male = 78) respondents (12.1%), Engineers (Total = 247, Female = 209, Male = 38) respondents (20.59%), Doctors (Total = 120, Female = 91, Male = 29) respondents (10.0%), Marketing Professionals (Total = 159, Female = 108, Male = 51) respondents (13.25%), and Private Employees (Total = 147, Female = 94, Male = 53)

respondents (12.25%), respectively

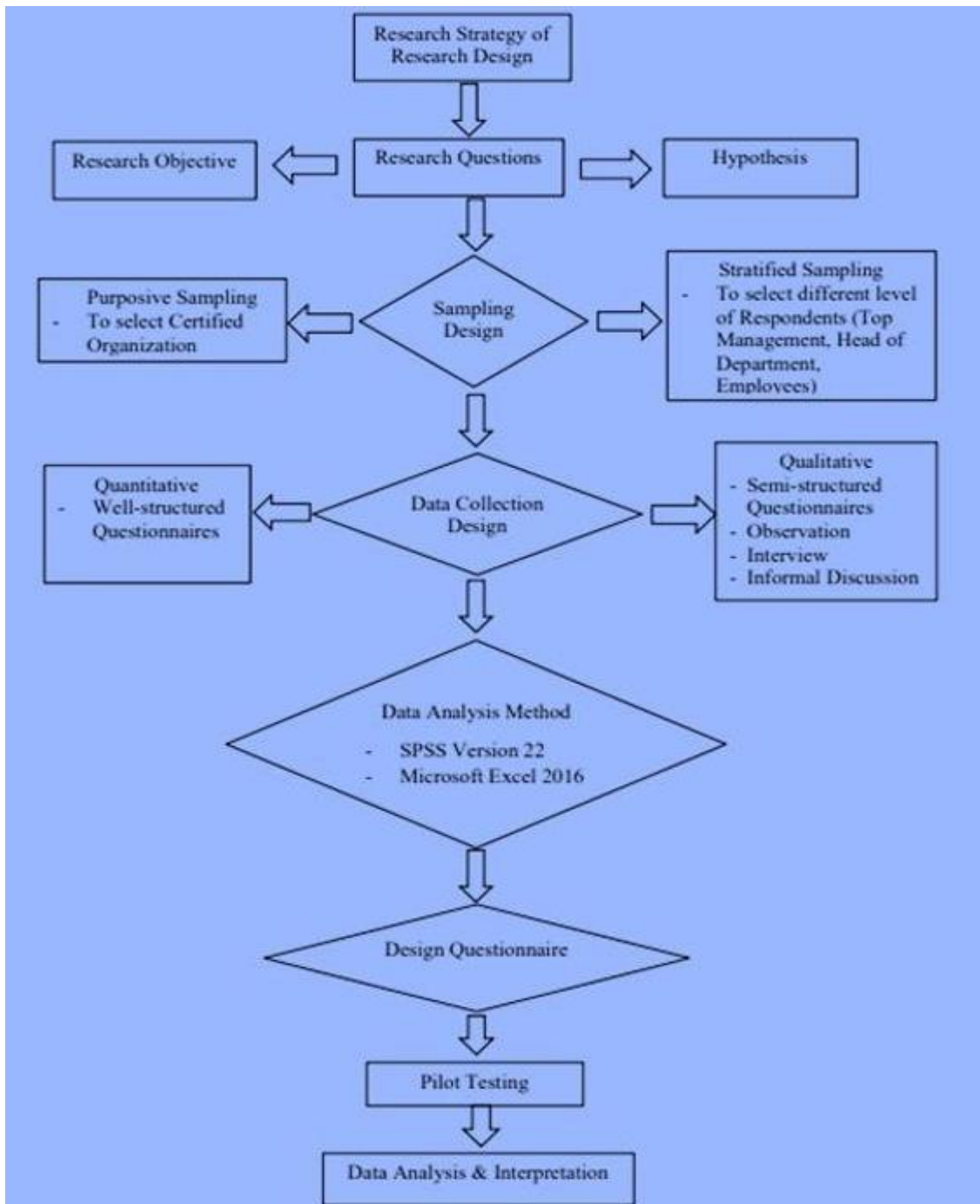


FIGURE1: DATA ANALYSIS

Result

In the portion of the report titled "Results," an investigation's findings are given, along with the research procedures that were used to acquire those findings. These findings are laid forth in an organised manner, devoid of any bias or interpretation on the part of the author and serve as a foundation for the discussion section's subsequent assessment and examination. The primary purpose of the results section is to provide the data in language that emphasises how they relate to the research issue that was investigated in the study (s).

Response

A total of 1378 questionnaires were distributed to the respondents. Out of this number 1309 sets of the questionnaire were returned questionnaires were analyzed using the Statistical Package for social science (SPSS version 25.0) software.

Sample Size- Rao-soft software was used to estimate the sample size of 1166; 1378 questionnaires were distributed; 1309 were returned; and lastly, 69 questionnaires were rejected owing to incompleteness of the questionnaire. The study included 1200.

Sample: People from Hong Kong as respondents

Table 1: Survey responses

Questionnaires sent	1378
Questionnaire received	1309
Response rate	$(1309/1378) * 100 = 95\%$ return

The response rate for the survey is 95%, with 1309 out of 1378 questionnaires received.

Demographic Details

Demographics are a kind of statistical information used to analyse human populations. A population's demographics are its distinguishing features. Societies or even small groups of individuals may be analysed with the use of demographics. Examples of demographics include things like age, gender, education level, race/ethnicity, and religious affiliation. Researchers may split the population into subgroups using a wide variety of demographic characteristics, such as age, gender, family income, race/ethnicity, education level, marital status, occupation, etc.

Table 2: Gender

<u>GENDER</u>	Female (852) 71 %	Female CAT-A 15%	Female CAT-B 33%	Female CAT-C 33%	Female CAT-D 19%
	Male (348) 29%	Male CAT-A 15%	Male CAT-B 18%	Male CAT-C 29%	Male CAT-D 38%

Age Chart of IT- web savvy people	CAT-A Below 18 (F=162 M=52)
	CAT-B <18-32 year (F=281 M=63)
	CAT-C <32-45 year (F=282 M=101)
	CAT-D <45-59 year (F=127 M=132)

The data provided shows the breakdown of gender and the distribution of respondents in different categories (A, B, C, and D) among females and males. The total number of females is 852 (71% of the total respondents) and they are distributed as follows: 15% in CAT-A, 33% in CAT-B, 33% in CAT-C, and 19% in CAT-D. The total number of males is 348 (29% of the total respondents) and they are distributed as follows: 15% in CAT-A, 18% in CAT-B, 29% in CAT-C, and 38% in CAT-D. It is important to consider the context of the survey and the purpose of the categories (A, B, C, and D) in order to interpret these results. For example, if the survey is about the EXPENDATURE level and the categories are representing the education level it could be concluded that the majority of females are in CAT-B and CAT-C, while the majority of males are in CAT-D. Additionally, it would be informative to know the distribution of the categories

in the population which the survey was aimed at, in order to interpret the results and draw appropriate conclusions.

Table 3:Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	852	71.0	71.0	71.0
	Male	348	29.0	29.0	100.0
	Total	1200	100.0	100.0	

Based on the data provided, it appears that there were 1200 total responses to the survey. Of those responses, 852 (71%) were from females and 348 (29%) were from males. This suggests that there were more female respondents to the survey than male respondents. It is worth noting that these percentages are based on valid responses only and do not take into account any missing data or invalid responses that may have been received. It is also important to consider the context and population of the survey in order to interpret these results. For example, if the survey targeted a specific industry or demographic that is known to have a higher proportion of females, the high percentage of female respondents may not be surprising. On the other hand, if the survey targeted a population that is known to have an equal distribution of males and females, the high percentage of female respondents may indicate a potential bias in the survey methodology or recruitment process. Additionally, it would be informative to know the distribution of gender in the population which the survey was aimed at, in order to interpret the results and draw appropriate conclusions

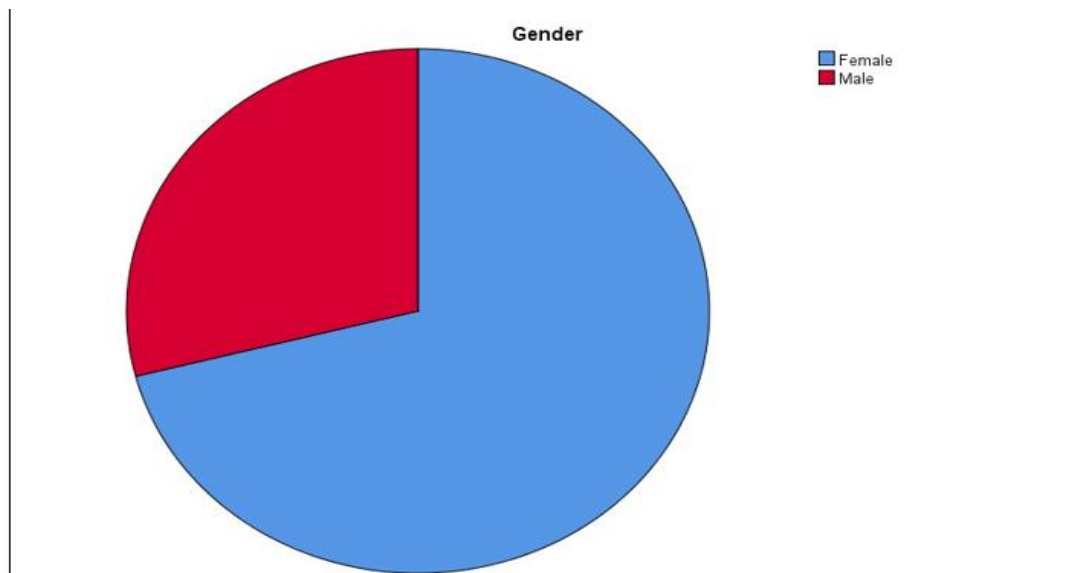


FIGURE 2:GENDER

As per the table and figure 12 the demographic information of gender for the participants in the study is shown. A total of respondents included in this study, among them 71% (N=852) were Female and 29.0% (N=348) were female. According to the illustrated table above, there was almost equal distribution of male and female which will give a more standard data.

Table 4: Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	204	17.0	17.0	17.0
	18-32 years	336	28.0	28.0	45.0
	32-45 years	396	33.0	33.0	78.0
	45-49 years	264	22.0	22.0	100.0
	Total	1200	100.0	100.0	

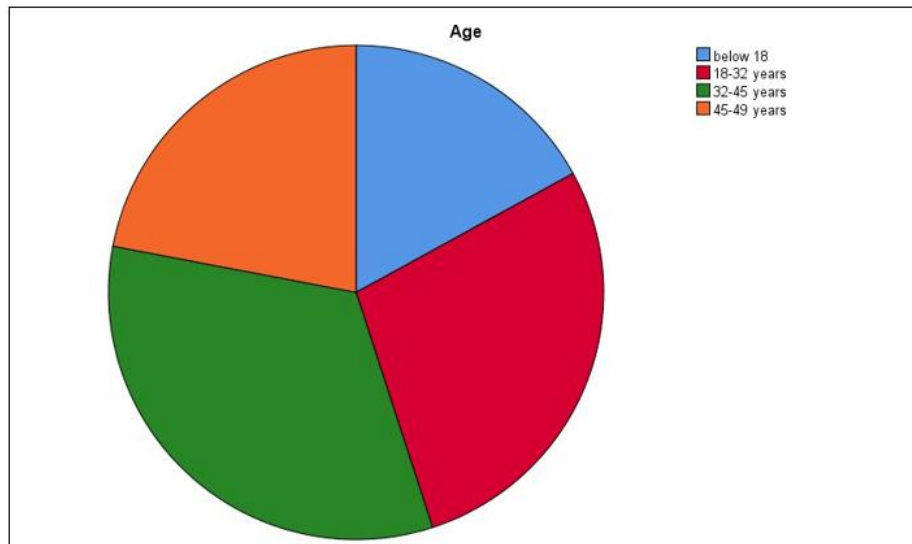


FIGURE 3:AGE

Table and figure 13 showed the demographic information. The table you provided displays frequency, percent, valid percent, and cumulative percent data for different age groups. The data appears to be from a sample of 1200 individuals. The first column "Age" lists the age groups being analyzed: below 18, 18-32 years, 32-45 years, and 45-49 years. The second column "Frequency" shows the number of individuals in each age group, with 204 individuals being under 18, 336 individuals being between 18-32 years, 396 individuals being between 32-45 years, and 264 individuals being between 45-49 years. The third column "Percent" shows the percentage of individuals in each age group out of the total sample size of 1200 individuals. 17% of individuals are below 18, 28% are between 18-32 years, 33% are between 32-45 years, and 22% are between 45-49 years. The fourth column "Valid Percent" is the percentage of individuals in each age group out of the valid sample size of 1200 individuals. It's the same as the percentage column. The fifth column "Cumulative Percent" shows the cumulative percentage of individuals in each age group and all the previous age groups. 17% of individuals are under 18, 45% are between 18-32 or below 18, 78% are between 32-45 or below 18 or 18-32 and 100% are between 45-49 or below 18 or 18-32 or 32-45. Overall, this table provides a summary of the age distribution in the sample population. From the data, it seems that a majority of the individuals are between the ages of 32-45 years (33%) followed by 18-32 years (28%). The least represented age group is below 18 (17%).

Conclusion

Based on the study data presented in the table, it appears that the majority of respondents agreed or strongly agreed with most of the statements about the use of information technology in a business. This suggests that the respondents generally had positive perceptions of the impact of IT on various aspects of business operations and performance. Additionally, the data only provides a snapshot of the situation, and it would be beneficial to have a longer-term perspective on the subject in order to understand if these views are consistent over time. It is also important to note that, the gender information provided in the table might be important to understand how men and women feel differently about the use of information technology in business. Survey data, with respondents being asked to rate their agreement with various statements about the use of information technology in a business. The statements cover a range of topics such as the impact of IT on marketing efficiency, organization's market reach, sales percentage, use of IT in operations, provision of basic IT services, IT implementation, IT infrastructure and technology adoption, website design and flexibility, and provision of crucial IT services

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