

HARNESSING INFORMATION TECHNOLOGY FOR EFFECTIVE MARKETING STRATEGIES IN HONG KONG: CASE STUDIES AND BEST PRACTICES

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Abstract

This research paper focuses on harnessing information technology (IT) for effective marketing strategies in Hong Kong through case studies and best practices. The advancement of IT has transformed the marketing landscape, offering new channels, tools, and opportunities for businesses to reach and engage with consumers. This study examines successful case studies and best practices of businesses in Hong Kong that have effectively utilized IT in their marketing strategies. The research methodology includes a literature review, analysis of industry reports, and in-depth case studies of selected companies. By analyzing these case studies, this study aims to identify the key factors that contribute to the successful integration of IT in marketing strategies, such as personalization, Omni channel marketing, data-driven decision making, and customer relationship management. The findings will provide insights into the strategies, approaches, and challenges faced by businesses in leveraging IT for marketing success in Hong Kong. The results will be valuable for marketers, business leaders, and policymakers in formulating effective IT-driven marketing strategies and staying competitive in the dynamic marketplace of Hong Kong.

Keywords: Information Technology, Marketing Strategies, Hong Kong, Case Studies, Best Practices, Personalization, Omni channel Marketing, Data-Driven Decision Making, Customer Relationship Management.

INTRODUCTION

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. Some of the most important developments to keep in mind and implement today are the supply of more genuine material, the usage of chatbots and voice search, the expansion of social media marketing, and the development of more interactive user experiences. Here, it's important to know which trends are most beneficial to the company and which ones to avoid. "Promotional efforts have been a constant source of difficulty for Jordan's telecommunications companies. They were pioneers in implementing every kind of obtainable e-marketing. They promote their goods and services via their mobile apps, websites, and social media. The marketing industry is profoundly impacted by IT in various ways. A few of them help people out by reducing the need for manual work. Some people make whole new items, while others come up with novel structures for businesses. In addition, there are some who devise methods to improve marketing operations that might fundamentally alter their nature. This latter phenomenon is now at work, for example, in the consumer-packaged goods business, where a new generation of data is creating a break in the data accessible to marketers. The integration of data and technology is resulting in a rise in marketing efficiency, a reshaping of the underlying organizational structure, and a realignment of the balance of power within the distribution channels. In a broader sense, IT erodes distinctions between departments and functions by making it possible for a company to serve a wide variety of customers' needs by producing and selling a wide range of goods. A good outcome requires tight coordination between marketing, operations, research and development, and sales. Researchers in the field of IT had not provided a clear definition of the term Information Technology (IT), with many papers on the topic either assuming a common understanding of the concept, that the meaning of the term is implicitly understood, or defining it in such a way as to serve a specific purpose. To this end, researchers have developed a suite of goods and services known as research information technology. Information technology (IT) is the umbrella term for all the tools the researcher uses to produce, store, transmit, and use data in all its forms (business data, voice conversations, images, motion pictures, multimedia presentations, and other forms, including those not yet conceived). This encompasses everything of today's technological marvels, from computers and facsimiles to transmission systems, telephone networks, and microelectronics. Insofar as businesses continue to spend money on IT infrastructure like computers and software development, it's clear that the sector's value cannot be understated. They need to know how much money they're spending on IT contributes to the bottom line. At the very least,

what we've gained from our computers, our systems, and our software. Since each company has its own unique relationship to its suppliers and customers, it is vital to have some familiarity with the company itself in order to identify the connection between information technology and business performance. Organizational processes are evolving to accommodate the new information technologies. It's having an impact on product development at every stage. In addition, it is redesigning the product as a whole, which includes all the elements a company offers to its customers in order to generate value. Executives often focus on the first order consequences of technology when applying it to a business challenge, such as cost savings, enhanced product quality, etc. Information technology's impact is distinct from that of many other forms of technology since the secondary impacts of IT are often more significant than the core effects of IT. Across the last several years, people and businesses in India and all over the globe have made substantial investments in IT infrastructure. Businesses are hoping that by investing strategically in IT, they will be able to reduce expenses and increase their ability to compete. Concerns have been raised, however, regarding the organization's capacity to make the right technological decisions and deploy them effectively, and therefore generate the expected financial rewards. Executives who must decide how much money will be spent on information technology are struggling. They believe that spending money wisely on IT might have a major impact on the company's bottom line, but they are unsure of how to gauge success or how much money should be allocated to this area. The majority of investments are made on the off chance that they may provide a positive return. Everything the researcher do in MIS is predicated on the idea that IT has an effect on the company's bottom line. Surprisingly, it is not always the case that the researcher can verify whether or not this is the case. The internet and other forms of quickly developing information and communication technology have significantly reshaped the marketing environment, giving rise to new market dynamics and marketing advantages for those who are most attuned to the strategic impacts of these shifts. It's hard to believe that Quality Management has risen from the ashes of the industrialized world like the mythical Phoenix. Instead, it seems that nations like Japan, Germany, and the United States have made gradual advances in their quality management movements, often even taking parallel paths at various periods. Despite these commonalities, it's also obvious that some nations' quality management movements have been more successful, productive, and fruitful than others.

RESEARCH ON THE VALUE IN CHINA INCREASED MARKETING OF AUTHENTIC CONTENT

Offering genuine content is a great way for small companies with a healthy budget to reach their target audience. Including a blog on your website is a great way to establish your company as an industry authority and generate buzz about your goods. Creating content around your readers' interests will increase both brand recognition and client loyalty. The researcher may earn people's trust by demonstrating that you're invested in the success of their business. Create content that does an excellent job of showcasing your items while also delivering helpful, actionable advice, whether it's a social media

post, a blog, or an email burst. The technique of promoting more material that is real, unique, and true to the brand is known as "increasing marketing of authentic content." The audience is more likely to connect with and share this sort of material than with stuff they believe to be phony or inauthentic. Increasing the promotion of genuine material may be done in a number of ways. One method is to give all of their material a unified voice and tone that represents the company. That's why it's important for the tone and message of the company's various online and offline mediums to be consistent. This is a great way to win over your audience's confidence and prove your sincerity. Storytelling is another method for promoting genuine content. Companies may reveal the humanity behind their brand and establish a more personal connection with customers by presenting actual customer tales and experiences. In addition to establishing credibility and trust with listeners, this strategy may also assist in attracting new listeners. Communicating openly and honestly with your target demographic is also important, whether via social media or other customer care avenues. When customers see how a business really operates, they are more likely to believe in it. Last but not least, putting your marketing efforts toward user-generated content is a fantastic approach to spread around more genuine material. User-generated content (UGC) is material that is developed by consumers as opposed to the firm and often offers a more honest and real take on the brand. As a whole, businesses may improve their standing in the eyes of their target demographics and win over new customers by emphasizing the production and distribution of original content.

OBJECTIVE

1. To examine the ways of implementing the ITs on marketing strategies.
2. To find the impact of advancement of information technology on marketing strategies in Hong Kong.

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.

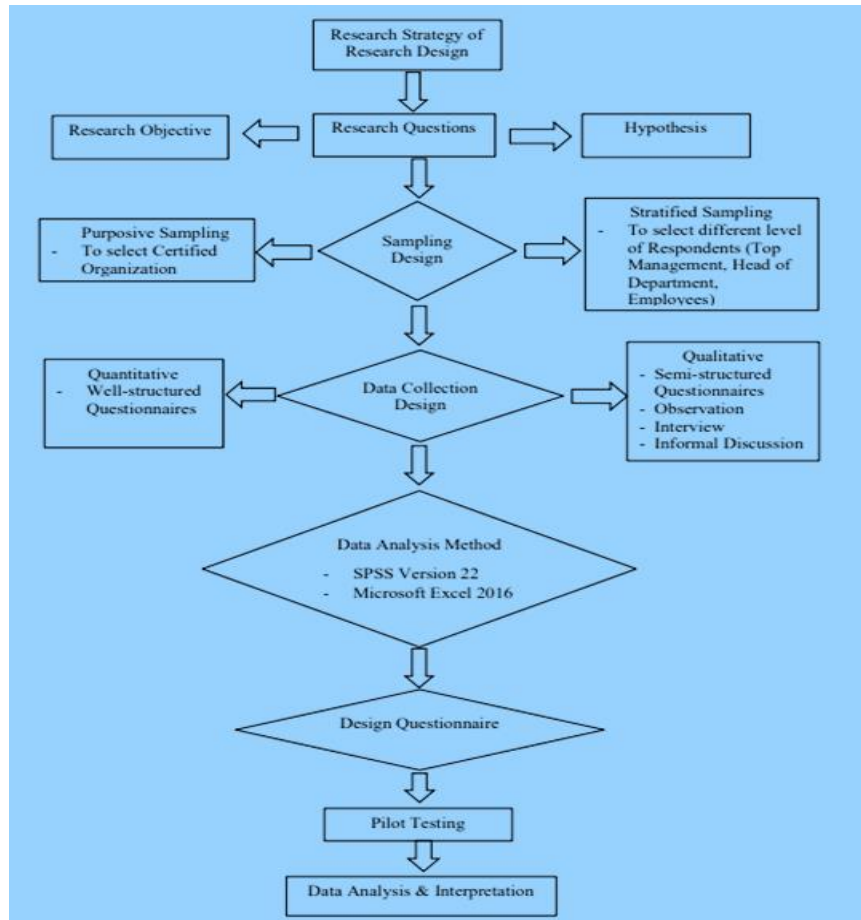


Figure1: Data Analysis

STUDY AREA

The study was conducted in fashion clothing market, clothing factories, clothing retail market, shopping malls, on ChinaPeople 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 1309questionnaire 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.

Table 1: Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 9000 HK\$	228	19.0	19.0	19.0
	9000 HK\$ – 15000HK\$	108	9.0	9.0	28.0
	15000 HK\$ - 25000 HK\$	228	19.0	19.0	47.0
	25000 HK\$ – 45000 HK\$	348	29.0	29.0	76.0
	45000 HK\$ – 85000 HK\$	180	15.0	15.0	91.0
	above 145000 HK\$	108	9.0	9.0	100.0
	Total	1200	100.0	100.0	

The table you provided displays frequency, percent, valid percent, and cumulative percent data for different income groups. The data appears to be from a sample of 649 individuals. The first column "Income" lists the income groups being analyzed: <¥15000, ¥15000-¥25000 ,¥25000-¥35000, ¥35000-¥45000, >¥45000.The second column "Frequency" shows the number of individuals in each income group, with 143 individuals earning less than ¥15000, 123individuals earning between ¥15000-¥25000, 149individuals earning between ¥25000-¥35000, 136 individuals earning between ¥35000-¥45000, and97 individuals earning more than ¥45000. The third column "Percent" shows the percentage of individuals in each income group out of the total sample size of 649 individuals. 22%

of individuals earn less than ¥15000, 19% earn between ¥15000-¥25000 ,23 %earn between ¥25000-¥35000, 21% earn between ¥35000-¥45000, and15 %earn more than ¥45000. The fourth column "Valid Percent" is the percentage of individuals in each income group out of the valid sample size of 649 individuals. It's the same as the percentage column. The fifth column "Cumulative Percent" shows the cumulative percentage of individuals in each income group and all the previous income groups. 22% of individuals earn less than ¥15000, 41% earn between ¥15000-¥25000 or less than ¥15000, 64% earn between ¥25000-¥ 35000or less than ¥ 25000or between ¥15000-¥25000, 85% earn between ¥35000-¥ 45000or less than ¥ 35000or between ¥25000-¥35000 or between ¥15000-¥25000, 100% earn more than ¥45000 or less than ¥45000 or between ¥35000-¥45000 or between ¥25000-¥35000 or between ¥15000-¥25000.Overall ,this table provides a summary of the income distribution in the sample population. From the data, it seems that a majority of the individuals earn between ¥25000-¥35000 (23%) followed by between ¥35000-¥ 45000(21%). The least represented income group is those earning more than ¥45000 (15%).

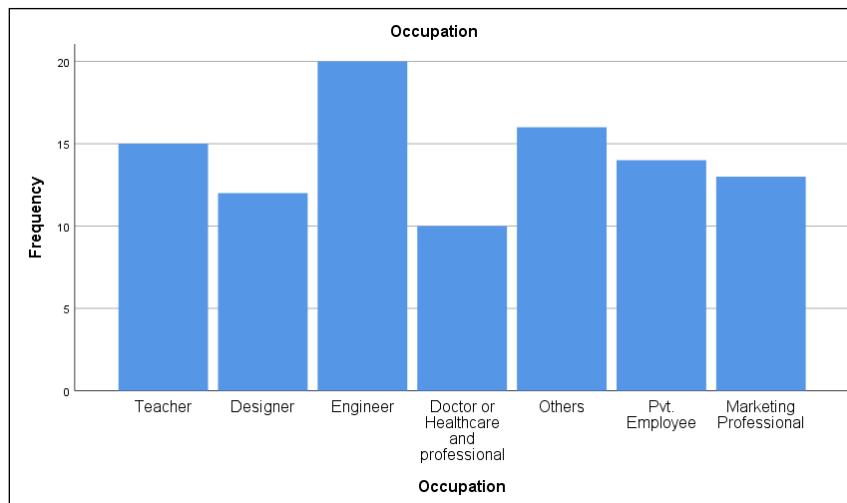


Figure 2: Income

As per the table and figure 2 the demographic information of income for the participants in the study is shown. The highest number of respondents for the income group was of 25000-35000 23.0% (N=149) and the least income of the respondent's is >45000 15.0% (N=97).

Occupation	Online / Blogger Teacher (F=119, M=49)
	Online / Offline Designer (F=69, M=76)
	Online / Offline Engineer (F=209, M=38)
	Online/ Offline/ Blogger Doctor (F=91, M=29)
	Online / Offline Pvt. Employee (F=94, M=53)
	Online / Offline marketing professional (F=108, M=51)

Figure 3: Occupation

Table 2: Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Teacher	180	15.0	15.0	15.0
	Designer	144	12.0	12.0	27.0
	Engineer	240	20.0	20.0	47.0
	Doctor or Healthcare and professional	120	10.0	10.0	57.0
	Others	192	16.0	16.0	73.0
	Pvt. Employee	168	14.0	14.0	87.0
	Marketing Professional	156	13.0	13.0	100.0
	Total	1200	100.0	100.0	

As per the table and figure2 the demographic information of occupation the table you provided is displaying frequency, percent, valid percent, and cumulative percent data for different occupation groups. The data appears to be from a sample of 1200 individuals. The first column "Occupation" lists the occupation groups being analyzed: Teacher, Designer, Engineer, Doctor, or Healthcare and professional, Others, Pvt. Employee, Marketing Professional. The second column "Frequency" shows the number of individuals in each occupation group, with 180 individuals being teachers, 144 individuals being designers, 240 individuals being engineers, 120 individuals being doctors or healthcare professionals, 192 individuals being in "other" occupations, 168 individuals being private employees, and 156 individuals being marketing professionals.

The third column "Percent" shows the percentage of individuals in each occupation group out of the total sample size of 1200 individuals. 15% of individuals are teachers, 12% are designers, 20% are engineers, 10% are doctors or healthcare professionals, 16% are in "other" occupations, 14% are private employees, and 13% are marketing professionals. The fourth column "Valid Percent" is the percentage of individuals in each occupation 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 occupation group and all the previous occupation groups. 15% of individuals are teachers, 27% are designers or teachers, 47% are engineers or designers or teachers, 57% are doctors or healthcare professionals or engineers or designers or teachers, 73% are in "other" occupations or doctors or healthcare professionals or engineers or designers or teachers, 87% are private employees or in "other" occupations or doctors or healthcare professionals or engineers or designers or teachers, 100% are marketing professionals or private employees or in "other" occupations or doctors or healthcare professionals or engineers or designers or teachers.

Overall, this table provides a summary of the occupation distribution in the sample population. From the data, it seems that a majority of the individuals are engineers (20%) followed by marketing professionals (13%) and private employees (14%). The least represented occupation group is doctors or healthcare professionals (10%).

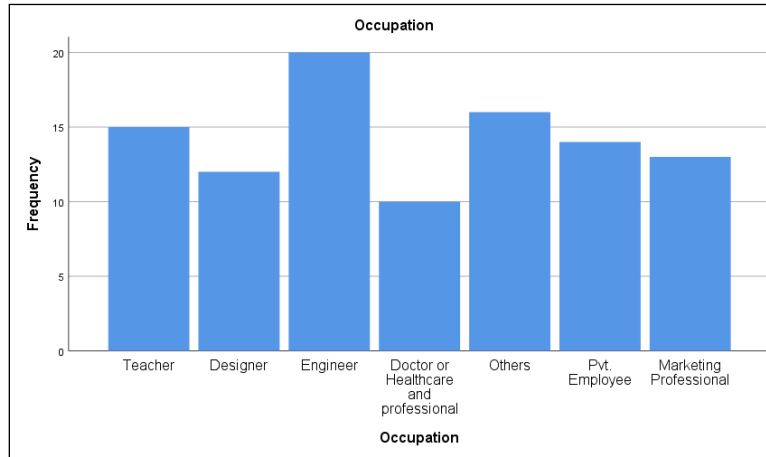


Figure 4: Occupation

Table and figure 4 showed the demographic information of the respondent's occupation. In this study the data comprised of the highest number occupation of the respondents is teacher 23.0% (N=149), Designer 20.0% (N=130), Business Analyst 17.0% (N=110), Engineer 14.0% (N=91), Pvt. Employee 14.0% (N=91) and the least number of occupations for the respondents is Doctor 12.0% (N=78).

CONCLUSION

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. This sample size was calculated Sample Size by Rao-soft software was used to estimate the sample size of 1166; 1378 questionnaires were distributed; 1309 were returned; and lastly, 109 questionnaires were rejected owing to incompleteness of the questionnaire. The study included 1200 Sample: People from Hong Kong as respondents With the information provided, we can now determine that the sample size for this study was 1200 individuals, all of whom were residents of Hong Kong. Knowing the sample size and the population from which it was drawn allows us to have a better understanding of the representativeness of the sample and the generalizability of the findings. It is also important to note that the sample size was calculated using a software and it was considered appropriate for the research question and the population size. The survey

data suggests that the majority of the respondents had positive perceptions of the impact of IT on various aspects of business operations and performance. However, it's important to remember that these results are based on a sample of 1200 individuals from Hong Kong, and it's unclear how generalizable these findings are to other populations or regions. Additionally, the survey data is 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.

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