

CITY UNIVERSITY OF HONG KONG  
香港城市大學

The Effects of Corporate Culture, Brand Image and  
E-Commerce Experience on Luxury Brand Intention to Use  
Social Media Marketing  
企業文化，品牌形象和電子商務經驗對奢侈品品牌使用社交  
媒體營銷的影響

Submitted to College of Business  
商學院  
in Partial Fulfillment of the Requirements  
for the Degree of Doctor of Business Administration  
工商管理學博士學位

by

Lee Chung Yee Jamie Pious

李仲怡

July 2018  
二零一八七月

## ABSTRACT

---

*Research Purpose:-* Various luxury brands in the current times are using different social media marketing strategies to sell their products to clients worldwide. By exploring the focus of social media marketing by luxury brands whether brand name or sales, this paper sought to identify the factors that are considered when determining the use of social media platforms. To be specific, it focused on the effects of organizational culture and brand heritage on luxury brands and their intention to use the social media marketing tools.

*Methodology:-* The area of interest was Hong Kong and in using both qualitative interviewing techniques and quantitative research method, the researcher was able to collect data from the field using structures questionnaires, after identifying the sample population using a purposive technique. 99 respondents were involved in the study and based on their responses, many luxury companies sell online and they focus on using social media sites for creating brand awareness and posting company events.

*Results:-* It was also discovered that acquiring new customer lead and branding are the main factors influencing use of social media marketing by many luxury brands in the current times. It was also noted many companies are still reluctant and unwilling to use social media platforms for marketing purposes.

*Implications of the Study:-* Results were from respondents working for highly ranked firms, international companies and well established luxury brands. The results will support managers in making decisions related to social media marketing, reasons for joining in social media marketing and what to focus on in order to make the best out of it. For companies into social media marketing, the results enable them to understand that they need to have more

sophisticated and improved services to make social media marketing easier and more successful for the increased number of companies seeking to use it.

*Conclusions:-* Future studies should focus on local firms operating in developed nations and explore the challenges that they experience while implementing social media marketing strategies for their companies. More research should be carried out to offer managers in other companies across industries, information they need in order to choose the strategies that suit their companies with regards to social media marketing.