The Potential of Facebook Utilization in Women's Undergarments Luxury Fashion Brand

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Abstract. *The dynamic of global economy drives the luxury fashion businesses to change. Offline stores are the primary retailing channel for luxury fashion brand undergarments because luxury brands, through high quality, controlled distribution, and premium pricing, are expected to evoke exclusivity and uniqueness. Many luxury fashion brands find obstacles in maintaining their brand integrity while keeping up with the social media trend. Facebook is widely used as a marketing communication tool and marketing channel because visiting a luxury fashion brand on Facebook may arouse consumers' interest for shopping. The purpose of this research is to examine how a women's undergarments luxury fashion brand uses Facebook as a marketing system tool. This is done through observing the interaction between the Brand and their customer by calculating the number of comments and fans page member, as well as the platform's accuracy of information. The data analysis revealed that many women's undergarments luxury fashion brands promote their products and engage their customers through Facebook pages. The main problem for most of their Facebook pages was the old content. The findings of this study will be able to forecast the future purchasing behaviour of luxury brands' customers and guide to manage their marketing activities.*

Keywords: *Facebook, luxury fashion brand, women's undergarment, content analysis, social media*

1. Introduction

Developments in information technology (IT) and social media have significant implications in consumer behavior studies (Dhar & Chang, 2009; Beer & Burrows, 2010) and have created a new trend, threatening the traditional marketing activities hegemony, such as one-way conventional advertising, celebrity endorsement, and expert review as the main channel to get the actual and accurate information. Meanwhile, an offline channel is still become the main channel for Luxury brand because luxury brands usually pursue exclusivity and uniqueness by strictly controlling its distribution system. However, it shows up a new dilemma for a luxury brand manager to still maintain their exclusive reputation or follow the social media trend.

Nowadays, Facebook is a leading social media and the most used social media, with over 1 billion registered users globally (Treadaway & Smith, 2016). Based on survey result of Internet users (Oracle, 2012; Phelan, Thing, & Matthew, 2013; Xiang & Gretzel, 2016) Facebook page nowadays become the most frequently mentioned tool.

Many companies registered to Facebook and can increase their marketing efforts to more than 2.07 billion active users each month (Facebook, 2018). This outstanding data result has influenced many luxury fashion brands to use Facebook as a medium to interact with customers actively and intimately. However, not all of these digital natives can be potential customers for luxury fashion brands, and they may be possible brand representatives that will build impression to attract likely consumers (Hagtvedt & Patrick, 2009). Nowadays, because digital social interaction lies with the consumer, Facebook will be one of the promising marketing tools that enable luxury fashion brands to access their market, communicate with customers, and learn about their trends (Holzner, 2009).

In this regard, this research especially explores the luxury fashion brand in woman's undergarments (intimate apparel) (Stankeviciutea & Hoffmann, 2010). Because the study about luxury fashion brand and social media is still limited.

Furthermore, explore women's undergarment luxury brand consumers perceptions and buying behavior is essential for fashion industry business interest and marketing researcher because: (1) the luxury brand in women's undergarment market is increasing, enourmous, and beneficial, (2) the volatile and highly competitive market of luxury brand in women's undergarments, (3) the women's undergarments market is characterized by various categories and product types that need analysis and understanding, and (4) importantly, there still limited information about the effectiveness of Facebook utilization as luxury fashion brand undergarments marketing tools..

With these changing consumer attitudes and social media development, it is critical to the research of this topic area and emerging to fulfill consumers' needs better and guide marketing strategy. The purpose of this research is to examine how the fashion luxury brand of women's undergarments employ Facebook features to provide information for consumers; observe and evaluate their interaction/communication (number of comments, reaction from the brand representative, and interactions ("Like" and mention).

This study determines the Facebook pattern usage of luxury fashion brands of women's undergarment and how they utilise Facebook features as marketing tools to acquire their potential customers. Thus, by examining the brand's Facebook performance, they can detect some problems they might be faced and evaluate their current marketing strategy and practices. Furthermore, they can modify and improve their Facebook pages and distinguish themselves from the competition in the luxury brand market.

2. Literature Study

Luxury Fashion Brand of Undergarment and Social Media

In the fashion business, the most profitable and fastest growing brand segment is the luxury brand. However, the luxury brand is also the most under-investigated and poorly understood (Miller and Mills, 2012). Recently based on (www.Fibre2fashion.com, 2013), the market for luxury undergarment fashion brand categories is growing and gaining high profit and sales and will growth around 9% over the next five years.

Expecting to generate more worldwide sales, women's undergarments luxury fashion brands have started to explore the factors that affect customers consumption in the recent social media environment.

Based on Dhar and Chang (2009), the social media increasing popularity, make the circulation of information/opinion from outside consumer inner circle generate and accessed quickly.

As an example, Facebook as social media starts to grow from virtual community networks form (Bagozzi & Dholakia, 2002; Phelan, Thing, and Matthew, 2013). There is a difference from the previous passive interaction of many conventional media, in social media community members can create content through active participation.

This kind of material can influence the creation of consumer's opinions or knowledge. Past research shows that for luxury goods, consumers mostly would prefer recommendations from other consumers rather than professional reviews (Smith et al., 2005; Dellarocas et al., 2007; Phelan, Thing, and Matthew, 2013). This finding indicates the social media potential on manage of luxury fashion brand.

For women's undergarments luxury fashion brands, social media offers various information and represent part of their online

marketing strategy. Many such luxury fashion brands provide some links on their Facebook pages that directly connect to their official websites and lead customers to make online purchasing potentially. This situation indicates that social media can accelerate sales by providing interactive information and communication to prospective customers.

Moreover, based on Kessler (2010) social media has many interactive features rather than other communication channels. Such as, an instant messenger that can allow customers to follow a brand's updated information and search available products and services. Visual form communications, such as videos and pictures of product catalog and fashion shows, can be included into Facebook pages, thus customers can browse them more accessible to learn about others' experiences of the brand, such as-as customers' reviews and Facebook fans' comments (Revinate, 2012; Phelan, Thing, & Matthew, 2013).

Consumer's information search system
To know the usage optimisation of social media in luxury fashion brands, we as marketers should have a comprehensive understanding of how and why consumers explore the information also how they perceive it. Some research addressed the utilisation of social media pages as alternative channel option for the consumer to get specific information about luxury fashion brands (Jin, 2012). The brand information load and accuracy supply usually result in transforming casual browsers into buyers. Moreover, the information volume and accuracy availability on luxury fashion brands' Facebook pages can give both positive and negatively influence towards potential customers purchase intention (Musante *et al.,* 2009; Phelan, Thing, & Matthew, 2013).

In addition to searching for brand information, customers can also share their experiences such as "sharing" photos/videos, "tagging" their friends, and commenting on Facebook brand page or their own personal Facebook pages, which can result in a larger audience

pool (Wilcox et al., 2009; Phelan, Thing, and Matthew, 2013). Nowadays, the newest feature of Facebook targeted on mobile applications because it can aid further access. Consumers can explore for information while in a brick-and-mortar (offline) store (Cohen, 2012). Based on that situation, customers' sharing of their experiences of the brand will become a primary information source for consumers who utilise Facebook.

Furthermore, from customer comment can reveal consumer satisfaction levels with experience of the brand (Kasavana et al., 2010; Phelan, Thing, and Matthew, 2013). The satisfied customer may give positive messages/post on Facebook band page complimenting the brand or its products, while other consumers may mention their desire to use the brand again. However, the brand can also receive negative comments from consumers, which can start a snowball effect of similar negative responses from other customers. Based on Phelan, Thing, and Matthew (2013) research revealed that negative online reviews were posted twice as much as positive or neutral reviews (Dwyer, 2007; Phelan, Thing, & Matthew, 2013). Brands must monitor customer comments on their social media and then provide service recovery.

Internet marketing and eWOM
The rapid and fast expansion of social media platform has influenced the growth of electronic word of mouth (eWOM). Based on Trusov *et al.* (2009), Cox *et al.,* (2009), and Verhoef *et al.* (2010). Many kinds of literature have examined the relationship between consumer behaviour and WOM in online marketing through online social media platforms; we can obtain and share information about customers' experiences and opinions towards worldwide audience/viewer right away. Based on (Cox et al., 2009), feedback from customers and many forms of a post (audio, video, and pictures) on Facebook pages can develop into online marketing important part, that can be translated into eWOM where any individual

with an opinion can share anything directly. Furthermore, to meet customers' demands, many brands have established social media networking sites to maintain interaction and accessibility with their target markets (Pantelidis, 2010).

Facebook Fans and Luxury Fashion Brand Online Interactions

Facebook is an interactive social networking channel. However, based on (Chan & Guillet, 2011), some luxury fashion brands fail to utilise it just using it for advertising/promoting channel to post product promotions rather than intensely bond and engage with their customers that may lead to the potential customer's loss. Furthermore, in social media, the brand management that failed responding customer comments can cause negative images or feelings toward the brand from the consumer. Several studies show that when potential customers see another customer questions posting unanswered, they will perceive this action negatively and hesitate to purchase the brand (eMarketer, 2012). Also, many luxury fashion brands have Facebook pages in dormant condition and lack updated information that will discourage customers to return their visits to the site, decrease interaction with the site, and potentially cause customers to choose other brands (Chan & Guillet, 2011).

Customer engagement in Social networking

Social media can provide a personalised way to build community/network to strengthen customer engagement towards the brand. Therefore, social media marketing directly impacts the relationships in customer engagement (To et al., 2007; Kasavana et al., 2010). In the luxury fashion brand industry, there are two captious factors that should exist in order for a consumer to make a transition based on research and gathering information when existing and potential customers utilize Facebook to gain knowledge to create consumer's purchase intention and become loyal customers in the future (Phelan, Thing, and Matthew, 2013).

For the first factor, the consumer must develop an emotional attachment towards the brand (Trusov et al., 2009). If an emotional connection has been established and expanded, the likelihood of a purchase is increased. Favorable comments and conversations between a brand's representatives/advocates and its customers often result in building customer retention and customer loyalty (Kasavana et al., 2010). For the second factor, brands utilise social media platforms to provide personal service support; share events, videos, and photos; and even gather customers' thoughts and experiences through polls.

As a consequence, based on Kasavana *et al.,* (2010) and Ang (2010) 2010). Facebook has become one of the most highly useful marketing tools to develop customer relationships and brand loyalty. According to eMarketer (2012), most marketers think a Facebook fans page can facilitate the recruitment of new consumers. The "like" function on Facebook has been recognised as an effective tool to build long-term relationships with customers. Also, several Facebook functions are developed for customer engagement and become significant dimensions of brands to attract, hire, and retain customers. These features include having a wall page where the public may post comments, and the brand's representatives can respond, tracking individuals numbers who join a Facebook brands' group, and advertising promotions of upcoming events of the brands (Phelan, Thing, & Matthew, 2013).

However, there is limited research about social media marketing strategies in luxury fashion brands and how luxury fashion brands' social media performance (Chan & Guillet, 2011), especially in women's undergarments. This study concentrates on the most popular social media in the world (Facebook) utilisation as one of marketing. To explore the problems that related to social media marketing, luxury fashion brands in women's undergarments hopefully can enhance their social media

strategy efforts and boost their products marketing program effectively through these channels.

3. Methodology

Many recent marketing research related social media marketing were using qualitative approach (Watson et al., 2008; Wilcox et al., 2009; Pantelidis, 2010; Chan & Guillet, 2011; Hsu, 2012). In this study, we used content analysis as one of qualitative research method that can navigate and explore a relatively large dataset in a regular system, inspect trends, and identify an empirical basis for monitoring the available information (Phelan et al., 2011). Moreover, it can "provide knowledge and understanding of the phenomenon under study" for research that explicitly through coding process and examines communication directly (Downe-Wamboldt, 1992; Hsieh and Shannon, 2005).

Based on previous studies by Kluge et al., 2013), several criteria that used for evaluation process were developed and used to measure the level that luxury fashion brands of

women's undergarments utilise Facebook. There are three criteria: (1) brand information, (2) content features, and (3) interactions between brand representatives and customers interaction (see Table 1). Content features consist of (1) updated the brand message, (2) the hyperlinks addition to other social media sites or related sites, and (3) upcoming promotions notification and event (Musante *et al.,* 2009; Phelan *et al.,* 2011).

Items examined for brand information consist of the contact details of the brand (phone number, email address), brand elements, and services (Musante *et al.,* 2009; Phelan *et al.,* 2011; Kluge *et al.,* 2013). Moreover, to measure the interaction between brand and customers through customer comments and brand representative responses on the Facebook page where recorded. To measure each item, we used a dichotomous scale coded with a "0" if the element was absent or "1" when present. Two items were measured based on frequency: (1) number of people mentioning the brand on their personal Facebook pages and (2) individuals who "like" the brand Facebook pages.

Table 1.
Criteria to Evaluate Luxury Fashion Brand Undergarment's Facebook Pages

Criteria	Items
Brand's Facebook Page	Active functioning links
Content features	Page contains no spelling errors.
	Updates/posts messages
	Calendar of upcoming events
	Requests customer feedback via online survey
	Links to other social networking sites (Twitter, Instagram, YouTube, etc.)
	Links to other websites or sister website
Brand's information	Luxury brand's promotions are current
	Videos
	Photos
	Contact email address
	Phone number
	Website link
	Luxury brand's background/description/overview

Table 1. (Continued)
Criteria to Evaluate Luxury Fashion Brand Undergarment's Facebook Pages

Criteria	Items
Interactions between brand and customers	Number of Facebook fans
	Number of people talking about the brand
	Customer posted feedback/comments/inquiries.
	Brand's representative replied to customer posted feedback/comments/inquiries.

The sample for this study was composed based on four several established, reputable and well-known and luxury brand rankings, namely Interbrand (2008), Brand Networks (2011), World Luxury Association (2012) and Brandz (2012). On that basis, we screened 30 undergarment luxury fashion brand Facebook pages **(see Table 2)**

Table 2.
Sample of Undergarment Luxury Fashion Brand

No.	Undergarment Luxury Brand
1	La Perla
2	Guia la Bruna
3	Agent Provocateur
4	Cadole
5	I.D. Sarrieri
6	Fox &Ros
7	Victoria's Secret
8	Ralph Laurent
9	Sheer Luxury Lingerie
10	Faire FrouFrou
11	Pleasurements
12	Fleur of England
13	Bordelle
14	Myla
15	Jean Yu
16	Carine Gilson
17	Stella McCartney
18	Chantelle
19	Boux Avenue
20	B by Ted Baker
21	Fauve
22	Yes Master
23	Nichole De Carle
24	Rigby and Peller
25	Wacoal Dia
26	KrissSoonik
27	Simone Perele
28	Marni
29	Biba
30	Freya

In this research, we divide the sample as follows: 1st – 10th is the high-rank brands, 11th – 20th is the medium rank brands and 20th – 30th is the low-rank brands.

4.   Findings and Discussion

Content Features of Facebook
Among all the social media sites, Facebook has become a global phenomenon to support interpersonal interactions, communications, entertainment, and social bonding. Our results show consistency in content information in most luxury fashion brand in women's undergarment Facebook pages, such as the provision of relevant hyperlinks to other websites (luxury fashion brand in handbag, clothing, and perfume products or their sister website) and proper language usages. As shown in Figure 1, there are no spelling errors by their page administrators in all (100%) luxury fashion brand in women's undergarment Facebook pages and had links to the pages of another website, except low-rank brands (90%), and 100% of the links are active and functional. The attention of these features is quite important because it represents the credibility of the luxury brand to manage their business and shows its brand image (Phelan, Thing, & Matthew, 2013). It also can demonstrate the brand awareness of social media pages.

As such, the current study represents, out of 30 brands that were analysed, 16 brands had a link to another social media. Only 30% of high-rank brands and 50% of medium-low rank brands, included another social media link on their Facebook pages. Based on this situation, we can see that many high-rank undergarment luxury fashion brands do not link their various social media accounts. This lack of social media linkage indicates that undergarment luxury fashion brands are slower to adopt and utilise other social media and mostly emphasis on Facebook or they fail to make effective crosschanneling on multiple social media sources (Phelan, Thing, & Matthew, 2013).

Furthermore, several undergarment luxury fashion brands have a calendar feature of upcoming events, such as underwear fit event, meet and greet with the brand's ambassador and models, party, and fashion show on their Facebook pages, especially in medium rank brand's (70%). It is aligned with previous research of O'Connor et al. (2008) and Albee, (2010) that stated, event schedule post is a way to deliver some message of the marketing program to the customer. Meanwhile, many brands that were not optimising their eMarketing potential of its Facebook pages by do not utilise this feature. Moreover, some average rank brands using Facebook pages to conduct online surveys to gain customer feedback (20%) because this platform is one of the channels for marketers to promote audience participation.

Most of all, Facebook pages not updated their wall posts per day to stay connected with their fans and medium rank brands become the most updated Facebook pages (60%). This indicates the brand may not have responded to some customers' feedback and inquiries recently, and fail to conduct service recovery to handle the adverse reactions from consumers (Phelan, Thing, & Matthew, 2013).
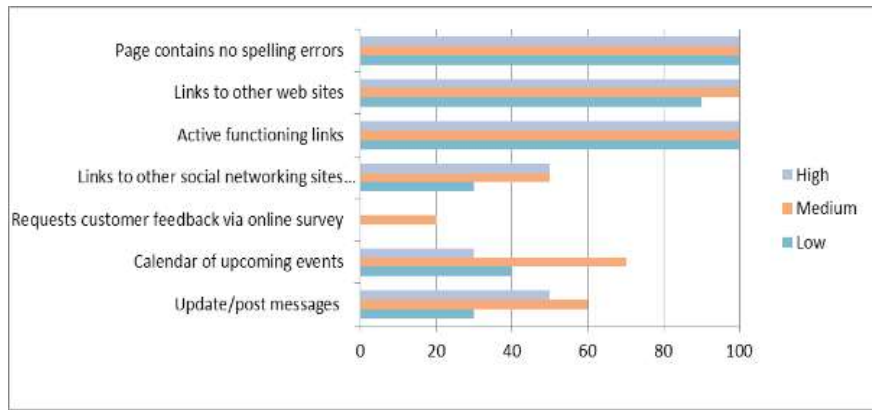
Figure 1.
Women's Undergarment Luxury Fashion Brand Facebook Pages Content Features

Regarding these abovementioned situations, the women's undergarment luxury fashion brand should complete their Facebook page content features and increase the interactions between brand and customers. Jin (2012); Phelan, Thing, and Matthew (2013) stated that if they can maximise the Facebook page, it can be a way to improve consumer's satisfaction and will be one factor that can drive and enhance consumers attitude towards the luxury brand. Moreover, it also may increase the interest of the consumer to using Facebook for online shopping and explore the luxury brand's social media content before the offline purchase made by them.

Brand's Information
Facebook brand pages are a very convenient interactive channel for communicating brand information, such as main brand information, brand contact, brand logo and brand history data. The result shows that most of women's undergarments luxury fashion brand Facebook pages have complete brand information (Figure 2), especially for medium rank undergarment fashion brands, with 70% providing their phone number, 80% supplying their email address, and 100% posting their official website link. This result indicates that most of the medium rank brands performed relatively well about brand information, where customers could directly come to the brand's store or contact and communicate through email, which some customers may prefer (Phelan, Thing, & Matthew, 2013).

Moreover, all of them (100%) had photos of the brands on their Facebook pages. Images were used to generating awareness, such as when we "tagging" photos of people who also Facebook fans friends, it can make these images "spread" to their social media circle. The brands also can develop an interactive conversation by using some message that attractive and creative, where guests would then reply. By doing this, the brands not only show their product to the customer but also facilitate relationship building with customers. However, just a few upload videos for consumers to view and most of them are medium rank brands. The brand provides videos typically using YouTube to feature and display the products, introduce models, and in some cases offer the store information.
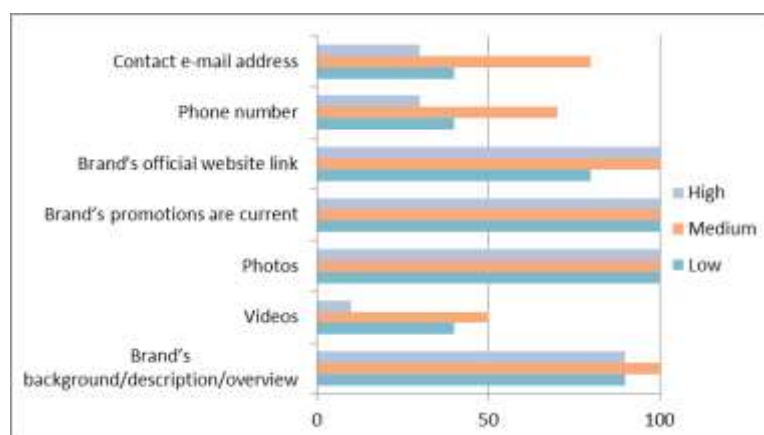
Figure 2.
Women's Undergarment Luxury Fashion Brand Information

Brand and Customers Interactions on Facebook
The undergarment luxury fashion brands and customers interaction on Facebook (Table 3) described by the Facebook pages fans number that varied among undergarment luxury fashion brands. Based on Hsu (2012), the Facebook fans number indicates the connection of the brand to the potential customers. When customers become a brand Facebook fans, they will receive the electronic marketing messages and updates information that will show on their newsfeed automatically from the brand. This kind of marketing messages can be a promising tool for spreading information for promoting business to potential customers. The high-rank brands received, is the most well known among Facebook fans. For instance, Victoria's Secret had more than 25,534,273 Facebook fans, Ralph Laurent had 7,849,014 fans, and Agent Provocateur had over 281,600 fans. The

Facebook fans number is meaningful to gain potential customers interests. The loyal fans can make some reference regarding the brand on their personal Facebook page. Most brands had more than 100 people talking about them. There were 112,800 people who mentioned on their Facebook pages Victoria's Secret brand name. Moreover, there are 56,700 mentions of Ralph Laurent, and 4,000 mentions of Agent Provocateur. These data show us there is customers willingness to spread their brand experiences through the online channel. Table 4 shows the data of Mentions in Women's Undergarment Luxury Fashion Brand Facebook Pages. Moreover, based on Figure 4, we can see that on most high rank and medium brand Facebook pages fans talk and mention the product and brand; however, the low level in brands most of the fans talking about the product. Based on the results, the number is influenced by the brand's popularity.

Table 3.
Percentage of Women's Undergarment Luxury Fashion Brand Facebook Fans

Number of fans	Percentages (%)		
	High	Medium	Low
0 – 1,000	0	10	10
1,001 – 2,000	10	10	0
2,001 – 3,000	0	0	10
3,001 – 4,000	0	0	20
4,001 – 5,000	0	0	20
5,001 – 6,000	0	0	0
>6,000	90	80	40
Total	100	100	100

Table 4.
Percentage of Mentions in Women's Undergarment Luxury Fashion Brand Facebook Pages

Number of mentions	Percentages (%)		
	High	Medium	Low
0 – 100	10	0	50
101 – 200	10	20	20
201 – 300	0	20	0
301 – 400	0	10	20
401 – 500	20	20	0
501 – 600	0	0	10
>600	60	30	0
Total	100	100	100

Most brands had fans who posted comments, feedback and requested brand or promotional information (see Figure 3). The comments expressed consumers' positive experiences of products or intention to try the product, to express the influence of the posts on consumers in providing feedback on marketing offers, and spreading the message to their social network. Meanwhile, most of the women's undergarment luxury fashion brand failed to respond and did not make any action to develop communication with their fans/potential customers by replying the comments and inquiries. Some of them ignored their fans' assistance request, especially in high-rank brands. Neglecting customer comments can cause lost opportunities to build customer relationships and can create negative images for the brand, which could spread to its potential customers. Moreover, unhappy customers tend to advertise complaints/spread negative experience through social media because they know these messages have the potential to reach a worldwide online audience. To minimise this impact, the brand should utilise social media to cure the problem as soon as possible and prevent a snowball effect. Some high-rank brands already do this, such as Guia la Bruna and Victoria's Secret. They had a dedicated full-time customer service team that has main responsibility monitoring and responding to online customer comments. If customers give a dissatisfied opinion, the brand promptly provides some form of service recovery (Kessler, 2010).
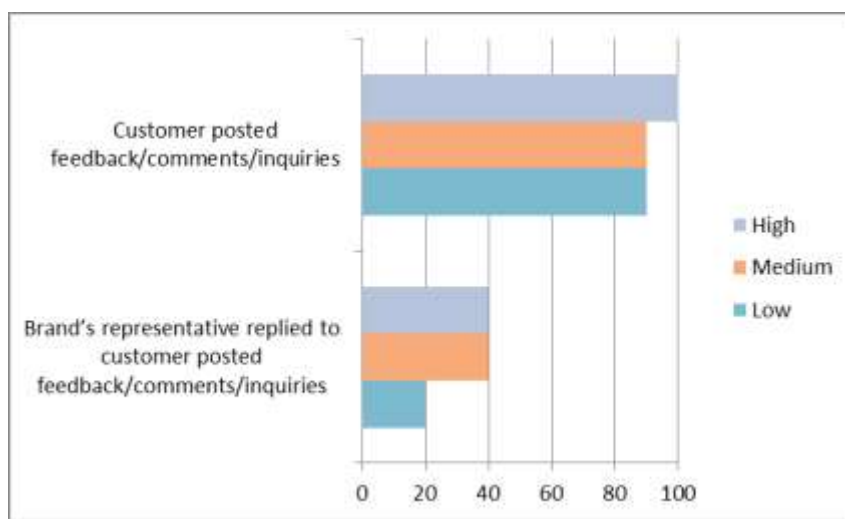

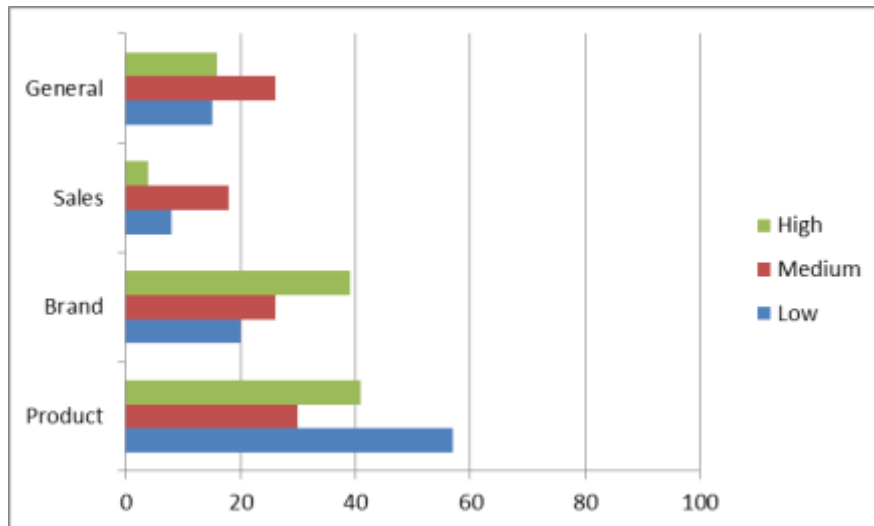*Figure 3.*
Interaction between Brand and Customer

Figure 4.
Topic list of What Facebook Brand Page Fans Talk About

What do Facebook brand page fans talk about?
When a company using a social media service as their channel, they will get consumer input and feedback data in real-time that will lead to the opportunity to affect customer services quality and get a better connection to market trends.

The social media system made the information shared between users on the internet and work such as WOM marketing, which can cause product reviews and recommendations reports spread among its users that can affect both consumers and brands (Park and Cho, 2012). Based on Figure 5, most of the comments of Facebook fans of high-rank brands is about praising the brand (i.e., "Victoria's Secret fabulous,"

"Great job," "The best," "Gorgeous," "Perfect," "Beautiful") and affect expressions like (i.e., "I love it, "it's my fave", "Hot", "Cute", "Sexy"). However, in medium and low rank brands, most of the comments are about information inquiry (i.e., "Where I can find that lingerie?", "Is this color/pattern still available?") and sharing ("I love this pieces they are so comfortable," "I just bought this set, and it's amazing)", it might be because the medium and low-rank brands are more affordable, thus the fans purchase intention might be higher, so they comment more specific to get more information about the brand and the product.
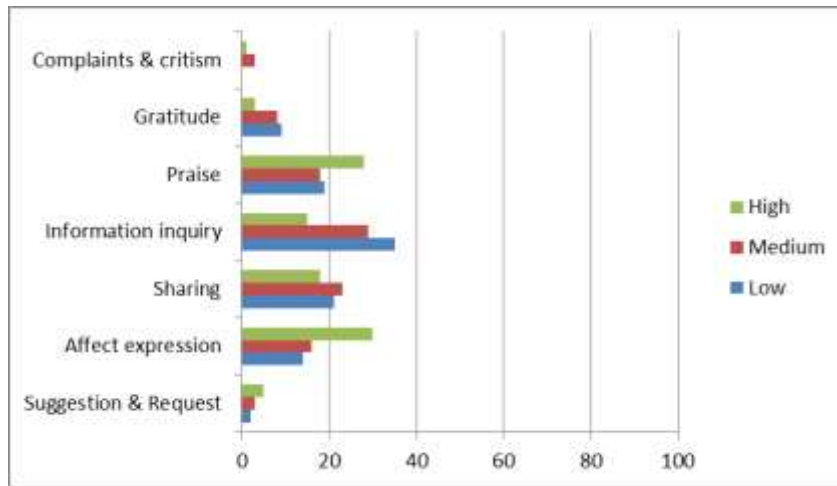
Figure 5.
Facebook Brand Page Fans Comments Intention

Post type and category have the significant impact towards user interaction level that measured through: (1) number of fans likes, (2) number of comments and (3) the duration of the interaction. As we can see from Figures 6 and 7 results, there were various number of fans "likes," comments, and period of interaction for each post type. Photo posts caused the most interaction while status posts were the least.
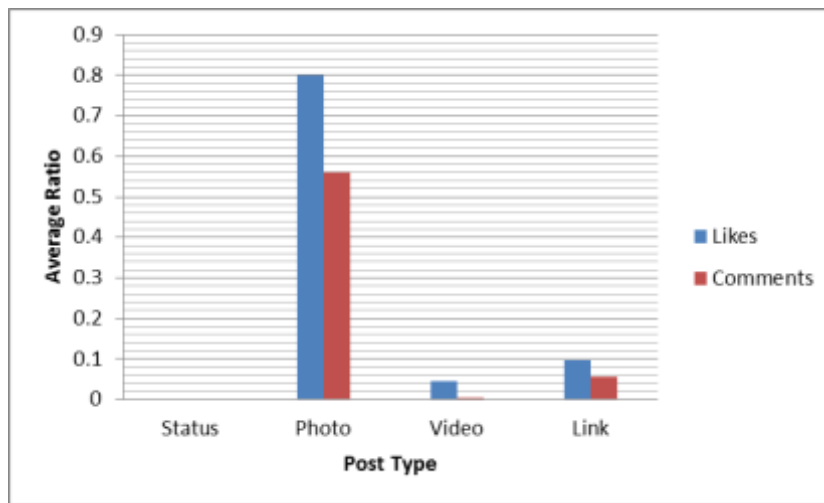

Figure 6.
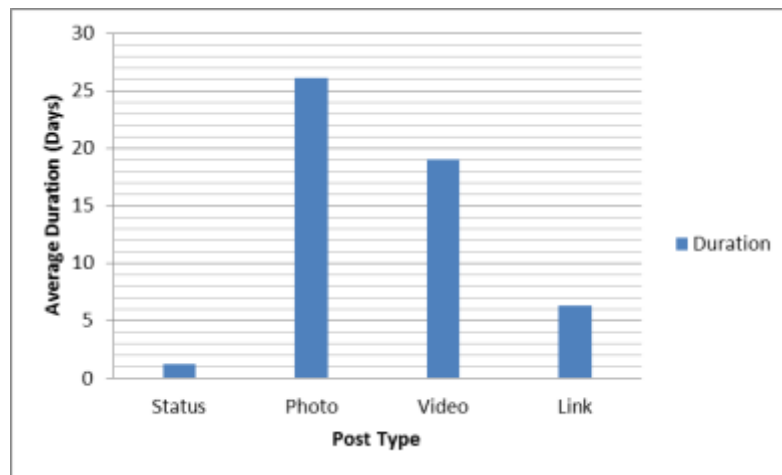The Effect of Post Type in Number of Likes and Comments

Figure 7.
The Post Type effect in Duration of the Post to be Seen

Data analysis revealed many undergarment luxury fashion brands use Facebook to promote their products and engage with their customers. The main crucial problem was the non-updated luxury brand Facebook page. Some brands were unable to preserve and manage their Facebook pages routinely. In this study, the "normal" brand Facebook update is defined as at least once per month brand representative updating or replying customers comments/posts. For example, Cadolle joined Facebook since 2011. However, since then, they only posted 20 posts in 2011, 1 post in 2012, and 1 post in 2013. Meanwhile, on the other hand, Victoria's Secret always updated their Facebook pages on a weekly or daily basis. Based on that case, Cadolle brand may get disconnection relationship with their potential clients because of the lack of interaction and update. This problem may become severe because their competitors on the other hand very highly actively updating and interact with their customers through Facebook.

Also, clear and complete information about the brand on Facebook can help customers to understand the products, brand, and services. Most undergarment luxury fashion brand Facebook pages provide brand descriptions such as brand mission, characteristics, historical background, and features. The brand's description summary is one of the

captious factors in social media platform because it might be the first moment of truth between the customer and the brand that can reinforce and make a positive brand image.

Most of women's undergarment luxury fashion brands Facebook pages stimulate the senses of customers by using visual aids such as videos and images, and it is turn out becoming one of the effective methods to generate potential customers.

La Perla, Agent Provocateur, Victoria's Secret, Ralph Laurent, and Carine Gilson go one step further by making videos that promote their products. These visual factors not only cultivate brands' Facebook content but also spread guest experiences to another potential customer. The images and videos appearance can distinguish the brands from their competitors in the market. However, most of the brands did not reply to customers' posts and failed to acknowledge and develop communication with their customers.

Meanwhile, based on Chan and Guillet (2011) inadequate to monitor and manage customers' posts and comments can create negative WOM and effect the failure to acquisition potential customer. The lack of response from the brand can generate a possible lost opportunity.

Customers may post unanticipated negative or unfair comments, and brands should take some actions to overcome it and to give customers assurance that brand representative listens and is willing to take advice and improve performance (Kasavana, 2008; Hsu, 2012). This will send a conspicuous how brand treats their Facebook pages to their consumers. Brands that were updating their Facebook content regularly tend to involved in active participation and discussion with their customers. Brands should utilise social media platform to add and build intensive communication with their customers that will allow brands to develop relationship building with their consumers and show their existence online by aid different features/activities and conduct some market surveys or campaigns to engage customers engagement (Chan & Guillet, 2011).

Many ways we can use on a Facebook page to generate interaction and to encourage engagement between luxury brands and customers. Several brands may post some quizzes, polls, or make some contests. Another brand generates program that can generate ideas and opinions from the brand Facebook fans. And some brands may post the trending topics/news or trending events by using taglines/hashtags to generate customer feedback. With this method, hopefully, customers can visit the brand Facebook page regularly, share the brand information to an inner circle, and employ in luxury brand's virtual community.

5. Conclusions

Social media as a marketing tool is a new phenomenon and trend in marketing studies, especially for a luxury brand (Childers et al., 2001; Kasavana et al., 2010This research aimed to explore the utilisation of Facebook in undergarment luxury fashion brands. The data show that Facebook as one of the promotional channel in luxury brand is quite an importance.

Nowadays, some undergarment luxury fashion brands try to grasp the social media to pursue some opportunity to gain customers and improve their marketing strategy.

The finding suggests that luxury brands should update their information and manage active online communication regularly to develop networking, offer a one-stop channel for their customers, and moreover shows them the Facebook page is active, trustworthy, and credible.

The aim of this study was to explore the utilisation of Facebook for luxury brand strategy. Developing a Facebook page is the first stride to increase the networking function. Once a Facebook page is settled, brand administrator representatives can do further actions. Unlike the conventional marketing tools, social media, such as for as Facebook, allows undergarment luxury fashion brands were monitoring their customer input in real time actively. Also, undergarment luxury fashion brands should also manage to integrate their social media to connect with their websites, blogs, or other social media platforms, to aggravate the social media marketing strategy effectively.

Limitations and Future Research
There were several limitations in this research. Only 30 undergarment luxury fashion brands comprised the sample and might be prohibiting the results from being generalizable for a larger population. To gain more broad and complete overview of the undergarment luxury fashion brand industries, in the future, the studies may consider using larger sample sizes.

The qualitative data coding utilization can also be a limitation due to potential researcher bias. In future research, maybe this matter can be solved by using a web spider or another software to conduct a computer generated dataset social network monitoring data based.

To get more broad dataset and obtain stronger findings. Besides, data acquired all over a determined daytime period. Changing essence of Facebook's environment, the content may have been developing over time. Therefore, a lengthwise study involving data collection in longer period may provide more substantial and likely results. Finally, this study analyses the Facebook pages of undergarment luxury fashion brand based on three factors: (1) the brand's Facebook content features, (2) the brand's description information, and the interaction between customers and brand representative.

Also, a time comparison study may be helpful to be conducted in the future for deciding the reliability of social media as a marketing tool. Furthermore, we could also conduct a broad investigation regarding consumer expectations, attitudes and satisfaction toward undergarment luxury fashion brand in Facebook. The customers will evaluate he perceived importance and value of the Facebook feature so that we can get some aspects from the customers' side.

Expanding this study results and narrowing the analysis may beneficial for brand managers that attracted in getting an understanding of customer perceptions of a luxury brand and social media. Analysis of the trend and information patterns may also help many practitioners in undergarment luxury fashion brand to get input about customers' perspectives to improve their social media marketing performance tan can boost their profitability.

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