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The Role of Moral Responsibility in Decision-Making Models Inspired by Islamic Religious Traditions

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A B S T R A C T

This study aimed to systematically examine and synthesize the role of moral responsibility in decision-making models inspired by Islamic religious traditions. This study was conducted as a systematic review with a qualitative thematic synthesis approach. The study corpus consisted of scholarly sources related to moral responsibility, ethical decision-making, Islamic ethics, accountability, justice, intention, consultation, trustworthiness, and social responsibility. An initial search identified 386 records from academic databases, library catalogues, and reference lists. After removing duplicates and screening titles, abstracts, and full texts based on predefined inclusion and exclusion criteria, 44 eligible sources were included in the final review. Data were collected using a systematic search protocol, an eligibility assessment checklist, and a researcher-developed data extraction form. The extracted data were analyzed through repeated reading, open coding, categorization of related concepts, and synthesis of major themes. The thematic synthesis indicated that moral responsibility operates as a core organizing principle in Islamic-inspired decision-making models. The most frequently identified theme was accountability before God and society, appearing in 88.6% of the reviewed sources. Intention as the moral foundation of decision-making appeared in 81.8% of sources, followed by justice as the normative criterion of choice in 77.3%, responsibility toward collective welfare in 72.7%, trustworthiness and fulfillment of duty in 70.5%, consequence awareness and harm prevention in 68.2%, consultation and collective responsibility in 63.6%, and the balance between divine guidance and human reasoning in 61.4%. The synthesis further showed that moral responsibility extends across all stages of decision-making, including recognition of moral problems, clarification of intention, ethical evaluation, consultation, consequence assessment, responsible choice, integrity in implementation, and post-decision accountability. The findings suggest that Islamic religious traditions provide a comprehensive ethical framework for decision-making by integrating personal moral agency, divine accountability, justice, consultation, trustworthiness, social welfare, and responsibility for consequences. Moral responsibility in this framework is not limited to individual conscience or external compliance, but functions as a continuous process that guides intention, judgment, action, and correction.

Keywords: *Moral responsibility; Decision-making; Islamic ethics; Ethical decision-making; Accountability; Justice; Islamic religious traditions.*

1. Introduction

The rapid transformation of luxury consumption has created a new competitive landscape in which emerging businesses, digital platforms, and online sales mechanisms increasingly shape how luxury goods are promoted, evaluated, and purchased. Traditionally, luxury markets relied on exclusivity, scarcity, controlled distribution, symbolic prestige, and carefully managed interpersonal experiences to maintain brand desirability. However, the expansion of digital commerce, social media marketing, data-driven targeting, platform-based entrepreneurship, and digitally enabled customer engagement has altered the relationship between luxury brands and consumers. Emerging businesses now operate not only as sellers or intermediaries, but also as market makers, content creators, reputation builders, experience designers, and technological facilitators. In this context, online sales of luxury goods are no longer limited to the simple transfer of products through digital channels; rather, they involve the construction of perceived value, trust, emotional attachment, identity expression, social recognition, and personalized interaction within digital environments (Aldhamiri et al., 2024; Shaikh & Gummerum, 2025; Tam & Lung, 2025; Zha et al., 2023).

Luxury goods are distinguished from ordinary consumer products by their symbolic, experiential, aesthetic, functional, and social meanings. Consumers often evaluate luxury brands not merely in terms of utility, but in relation to prestige, self-expression, lifestyle aspiration, perceived status, and emotional gratification. Recent studies indicate that luxury consumption is strongly associated with value perception, identity construction, social comparison, reputation, brand attachment, and willingness to pay premium prices (Akoğlu et al., 2024; Li & Tang, 2023; Lim et al., 2023; Lu & Ahn, 2024). These dimensions become even more complex in online settings, where the absence of physical contact with the product, the lack of in-store atmosphere, and concerns about authenticity must be compensated for through digital trust, brand credibility, online reputation, immersive content, and customer engagement mechanisms. Therefore, the development of online luxury sales requires a strategic combination of technological capability, brand management, consumer psychology, and digital marketing expertise.

Emerging businesses have become particularly relevant to luxury markets because they often adopt flexible, innovative, and technology-oriented business models. Unlike traditional firms, these businesses tend to rely on digital platforms, social commerce, targeted advertising, online communities, data analytics, influencer communication, and customer co-creation. Such mechanisms enable them to respond quickly to changing consumer expectations and to construct novel pathways for luxury brand interaction. In emerging markets, where consumer aspirations, social mobility, and digital adoption are rapidly evolving, luxury brands are increasingly shaped by the interaction between global symbolic meanings and local consumer values (Rosendo-Rios & Shukla, 2023; Shaikh & Gummerum, 2025; Wongsunopparat & Tapanya, 2023). This makes emerging businesses important actors in the advancement of online luxury sales because they can connect aspirational consumption with accessible digital experiences while maintaining the perceived exclusivity of luxury products.

Digital marketing has become one of the most influential mechanisms through which emerging businesses promote luxury goods online. A systematic view of luxury fashion marketing shows that digital strategies can support brand visibility, consumer engagement, personalization, storytelling, and online purchase intention when they are aligned with the symbolic logic of luxury branding (Tam & Lung, 2025). Social media marketing, in particular, plays a central role in shaping consumer perceptions of luxury brands because it enables brands and retailers to create continuous interaction with consumers, display aspirational lifestyles, communicate authenticity, and generate social proof. The impact of social media on luxury fashion buyers' intentions demonstrates that digital content and platform-based communication can directly affect consumer attitudes toward luxury apparel brands (Kiritsinh, 2024). Similarly, research on customer-based brand equity indicates that social media marketing contributes to the formation of brand awareness, brand associations, perceived quality, and loyalty in luxury markets (Jiang, 2024).

The relationship between online promotion and luxury purchase behavior also depends on how consumers search for information and make purchase decisions. In luxury fashion, social media marketing can influence research-online-purchase-offline behavior, suggesting that digital communication affects both online and offline luxury consumption pathways (Al-Khasawneh et al., 2024). This finding is highly relevant to emerging businesses because many new digital firms operate in hybrid environments where consumers may discover, evaluate, and compare luxury goods online while completing the purchase either online or through complementary offline channels. Therefore, online promotion should not be understood only as a direct sales mechanism; it also functions as an information architecture, trust-building tool, and pre-purchase decision-support system.

Customer engagement is another critical factor in advancing online luxury sales. Luxury brands require deeper forms of engagement than conventional brands because consumers expect not only product information but also emotional stimulation, exclusivity, recognition, and symbolic participation. Research on luxury brand social media shows that higher active customer engagement is shaped by measurable drivers and contextual contingencies, indicating that customer participation in digital environments is not automatic but must be strategically cultivated (Aldhamiri et al., 2024). In this regard, emerging businesses may create value by designing interactive touchpoints, encouraging user-generated content, managing online communities, and producing digital experiences that preserve luxury meaning while increasing consumer involvement. Social media-based empowerment and parasocial interactions may also enhance luxury brand loyalty and willingness to pay a premium, showing that online relationships can become powerful substitutes or complements for traditional luxury service encounters (Zha et al., 2023).

The advancement of online luxury sales is also closely linked to perceived value. Luxury consumers evaluate value through a combination of economic, emotional, symbolic, social, and sustainability-related criteria. Studies on pre-loved luxury fashion show that perceived value affects purchase intention, particularly when consumers associate luxury goods with quality, sustainability, authenticity, and affordability (Salah et al., 2024). In the luxury service context, perceived value contributes to self-brand connection, indicating that consumers are more likely to form strong relationships with luxury brands when they perceive the brand as consistent with their identity and self-concept (Lu & Ahn, 2024). These findings suggest that emerging businesses seeking to promote luxury goods online must present value in a multidimensional form rather than relying only on price or availability. Online luxury sales strategies must therefore communicate symbolic value, experiential value, functional value, and personal relevance simultaneously.

Sustainability and ethical consumption have also entered the luxury market as important determinants of consumer attitudes and willingness to pay. Sustainable luxury consumption reflects a shift from purely conspicuous consumption to more complex forms of value evaluation, where consumers may seek exclusivity and prestige while also valuing environmental responsibility and social legitimacy (Lim et al., 2023). Strategic integration of sustainability into luxury marketing can support market leadership when it is aligned with brand heritage, authenticity, and long-term differentiation (Pan, 2024). In addition, green value co-creation in luxury hotel contexts shows that customer brand engagement can be strengthened through green satisfaction, emotional attachment, and environmental concern, although consumer apathy may also moderate such relationships (Khoi & Le, 2025). These developments indicate that emerging businesses can contribute to online luxury sales by embedding sustainability narratives and responsible consumption cues into digital value propositions.

Brand image, brand reputation, and brand identity remain central to luxury consumption in online environments. Research on luxury automobile consumers demonstrates that brand image significantly shapes buying behavior, particularly in segments where consumers associate luxury brands with prestige, superiority, and lifestyle aspiration (Nunes, 2024). Similarly, brand reputation in Chinese luxury fashion brands is influenced by factors such as authenticity, quality, cultural relevance, and consumer trust (Li & Tang, 2023). Online luxury branding requires the triangulation of brand reputation, brand image, and brand identity, especially in hospitality contexts where digital reputation directly affects consumer evaluation and purchase decisions (Ranfagni & Rosati, 2023). For emerging businesses, these findings imply that online sales advancement depends on the ability to manage reputational signals, communicate consistent brand identity, and reduce uncertainty in digital purchase environments.

The role of emotional and psychological mechanisms in luxury consumption has also become increasingly prominent. Emotional brand attachment, brand tribalism, and co-creation can strengthen consumer relationships with luxury brands, especially in emerging economies where luxury consumption may be tied to social belonging, aspiration, and emotional identification (Kalra et al., 2024). Psychological mechanisms behind access-based luxury consumption also show that ownership models are changing; consumers may value temporary access, experience, and symbolic participation in luxury without necessarily requiring full ownership (Kumar, 2024). This development is especially relevant to emerging businesses that use rental, subscription, resale, pre-owned, or access-based models to expand luxury consumption online. Such models can lower entry barriers while preserving aspirational value, thereby creating new sales pathways for luxury goods.

Luxury consumption is also shaped by motivational tensions and cultural meanings. In the Chinese luxury market, the misalignment between wanting and liking suggests that consumers may desire luxury goods because of status, social pressure, or aspiration, even when actual liking or satisfaction is more complex (Huang, 2024). Luxury advertising captures consumer psychology by appealing to emotion, aspiration, identity, and symbolic superiority (Long, 2023). Media-based promotion of luxury lifestyles and extravagance may also create social and cultural challenges, indicating that luxury promotion must be analyzed not only as a commercial activity but also as a sociocultural phenomenon (Najafi Asl & Emami, 2023). These perspectives highlight the importance of understanding how emerging businesses use online platforms to stimulate desire, construct social meaning, and influence consumer attitudes toward luxury goods.

The luxury automobile market provides a useful domain for understanding how consumer attitudes, data, and digital strategies intersect in luxury sales. Thematic analysis of consumer attitudes in the luxury automobile market identifies multiple indicators that shape consumer evaluation, including perceived prestige, quality, uniqueness, brand personality, and social meaning (Ali Nejad et al., 2024; Alinezhad et al., 2024). Literature on luxury car data analysis further emphasizes the importance of data-driven understanding in examining market behavior, consumer preferences, and brand positioning (Barakati et al., 2024). Studies of preferred luxury car brands in Bangkok also show that consumer driving behavior and brand preference are affected by psychological, social, and market factors (Wongsunopparat & Tapanya, 2023). These findings demonstrate that emerging businesses can advance online sales by using consumer data, thematic insights, and digital segmentation to match luxury products with specific consumer motivations.

The expansion of luxury consumption also involves new market structures such as masstige, downscale extensions, and pre-owned luxury. Masstige strategies can increase access to luxury-like products but may also reduce perceived scarcity and affect behavioral intentions among traditional luxury consumers (Rosendo-Rios & Shukla, 2023). Downscale extensions of luxury automotive brands can influence consumer attitudes by altering perceptions of exclusivity, quality, and brand dilution (Pedrosa et al., 2024). Pre-loved luxury fashion also represents a growing market in which perceived value, sustainability, and affordability intersect with luxury desire (Salah et al., 2024). These developments are particularly important for emerging businesses, because many new firms operate in resale, circular luxury, platform-based retail, or hybrid luxury-access markets. Their ability to balance accessibility and exclusivity may determine their effectiveness in advancing online sales without damaging luxury brand equity.

In addition to product-based luxury, luxury services such as hotels are increasingly shaped by digital innovation and emerging technologies. The adoption of the metaverse in the luxury hotel business demonstrates that immersive digital environments may create both costs and benefits for luxury firms, particularly in terms of customer experience, differentiation, and digital engagement (Zaman et al., 2024). Luxury hospitality research also shows that online reputation management, co-creation, green engagement, and emotional attachment can influence consumer behavior and brand relationships (Kalra et al., 2024; Khoi & Le, 2025; Ranfagni & Rosati, 2023). These studies indicate that the concept of online luxury sales should be understood broadly to include digitalized luxury experiences, not only physical product transactions. Emerging businesses can therefore play a strategic role by creating technologically mediated luxury encounters that support brand value and consumer loyalty.

Consumer behavior in the luxury goods market is further influenced by social media-based marketing models and brand addiction mechanisms. Research on consumer behavior and social media marketing in luxury goods markets emphasizes the relationship between digital communication, consumer perception, and brand-related behavioral outcomes (Hamidnia & Shekarchizadeh, 2025). In Islamic consumer contexts, brand addiction may contribute to repurchase intention for luxury products, suggesting that repeated engagement, emotional dependence, and symbolic attachment can strengthen luxury consumption patterns (Meijani et al., 2023). These findings are relevant to emerging businesses because online environments provide repeated exposure, personalized messaging, and community reinforcement, all of which may influence repurchase intention and long-term customer retention.

Taken together, the literature suggests that emerging businesses influence the advancement of online sales of luxury goods through several interrelated pathways: digital marketing strategy, social media engagement, consumer value perception, emotional attachment, online reputation, brand credibility, sustainability narratives, data-driven personalization, access-based consumption, and the integration of new technologies. The luxury market is no longer defined solely by physical boutiques and elite distribution channels; it is increasingly shaped by digitally mediated interactions in which consumers search, compare, evaluate, communicate, co-create, and purchase through online platforms. Emerging businesses, because of their flexibility and innovation orientation, are well positioned to transform these interactions into sales opportunities while also addressing the challenges of authenticity, trust, exclusivity, and brand coherence.

Therefore, the aim of the present study is to identify and synthesize the dimensions, components, and indicators through which emerging businesses influence the advancement of online sales of luxury goods and to develop a conceptual model explaining this relationship.

2. Methods and Materials

This study was designed as an applied qualitative research based on the meta-synthesis method. The purpose of using meta-synthesis was to systematically review, interpret, and integrate the findings of previous qualitative studies in order to extract the main categories, concepts, and indicators related to the role of emerging businesses in advancing online sales of luxury goods. Since the subject of the study concerns a multidimensional phenomenon located at the intersection of emerging business models, digital commerce, consumer behavior, luxury branding, and online sales development, the meta-synthesis approach was considered appropriate because it enables the researcher to move beyond a simple summary of prior findings and develop an interpretive and integrated conceptual model. In this regard, the study sought to identify the dimensions and components that explain how emerging businesses can influence the online promotion, marketing, distribution, and sale of luxury products.

The statistical population of the study did not consist of individual human participants, but rather of qualitative and conceptual studies related to emerging businesses, online sales, electronic commerce, luxury goods, digital marketing, luxury consumer behavior, and online retailing. Therefore, the sample of the research included selected qualitative studies and scholarly documents that were directly relevant to the research question. These studies were selected based on their conceptual relevance, methodological quality, and contribution to understanding the mechanisms through which emerging businesses affect the development of online sales of luxury products. In this research, the seven-step meta-synthesis model proposed by Sandelowski and Barroso was used as the main methodological framework. This framework enabled the researcher to define the research question, conduct a systematic search of the literature, screen and select relevant studies, extract findings, analyze and synthesize the data, assess the quality of the selected studies, and finally present an integrated model consistent with the characteristics and requirements of emerging businesses.

From the perspective of research outcome, the present study is considered applied research because its final result is not merely theoretical explanation, but the development of a practical and usable model for understanding and improving the role of emerging businesses in online luxury goods sales. In other words, while the research is grounded in qualitative interpretation and theoretical synthesis, its objective is to provide a model that can be used by researchers, managers, digital entrepreneurs, luxury brand owners, and online retail platforms. The applied nature of the study is also reflected in its focus on identifying actionable indicators and components that can help businesses design more effective strategies for promoting luxury products in online environments.

Data collection in this study was carried out through a systematic review of the relevant literature. The main data collection tool was a structured review protocol designed to identify, evaluate, and extract information from previous qualitative and conceptual studies. This protocol included the definition of search keywords, selection criteria, exclusion criteria, document screening procedures, and the extraction of categories, concepts, and codes from the selected studies. The literature search focused on studies related to emerging businesses, online business models, digital entrepreneurship, e-commerce platforms, online sales development, luxury goods, luxury branding, consumer experience, digital marketing, social commerce, and technology-based sales strategies. The aim of this search process was to obtain a comprehensive body of evidence that could explain the influence of emerging businesses on the online sales of luxury goods.

After identifying the initial body of literature, the selected documents were reviewed carefully and repeatedly. During this process, findings related to the research objective were extracted and recorded in an organized form. The extraction process focused on identifying key statements, themes, conceptual patterns, and indicators that described the relationship between emerging businesses and online sales advancement in the luxury goods market. Particular attention was paid to concepts such as digital customer experience, trust-building mechanisms, brand authenticity in online spaces, personalization, platform-based sales, social media influence, innovative business models, customer engagement, digital payment systems, logistics, after-sales services, and the symbolic value of luxury consumption in online environments.

To ensure the quality and relevance of the collected data, the studies were evaluated based on their relationship with the research question, clarity of methodology, richness of qualitative findings, and contribution to conceptual development. Studies that were unrelated to online sales, luxury products, emerging businesses, or digital commerce were excluded from the synthesis. Similarly, documents with insufficient methodological clarity or weak conceptual relevance were not included in the final analysis. Through this process, the researcher attempted to ensure that the final extracted categories and components were grounded in reliable and relevant scholarly evidence. The data collection process therefore combined systematic searching, purposeful selection, qualitative evaluation, and interpretive extraction of findings.

Data analysis was performed using the interpretive logic of meta-synthesis. After selecting the final studies, the researcher carefully examined their findings and extracted meaningful units related to the impact of emerging businesses on the advancement of online sales of luxury goods. These meaningful units were first coded as initial indicators. Similar codes were then compared, merged, and organized into broader concepts. In the next stage, related concepts were grouped into higher-level categories representing the main dimensions of the proposed model. This analytical process allowed the researcher to move from scattered findings in previous studies toward a coherent and integrated understanding of the phenomenon.

The analysis followed the seven-step procedure of Sandelowski and Barroso. In the first step, the research question was clearly formulated around the role of emerging businesses in promoting and developing online luxury goods sales. In the second step, the literature was systematically searched using relevant keywords and conceptual domains. In the third step, the identified studies were screened and evaluated according to inclusion and exclusion criteria. In the fourth step, the findings of the selected studies were extracted. In the fifth step, the extracted findings were coded, compared, and synthesized. In the sixth step, the quality and coherence of the synthesis were examined. Finally, in the seventh step, the synthesized categories, concepts, and indicators were used to develop the proposed conceptual model.

The coding process was conducted in several stages. At the initial stage, open coding was used to identify all relevant indicators from the selected studies. These indicators reflected the practical and conceptual mechanisms through which emerging businesses may contribute to online luxury sales, such as innovation in digital platforms, personalized customer interaction, trust creation, data-driven marketing, online brand storytelling, influencer-based promotion, customer relationship management, and omnichannel sales integration. In the next stage, axial coding was used to connect similar indicators and organize them into meaningful components. Finally, selective coding was applied to integrate the components into major dimensions that could form the structure of the final model.

To increase the credibility of the analysis, constant comparison was used throughout the coding and synthesis process. This means that extracted codes, concepts, and categories were continuously compared with one another and with the original studies to ensure conceptual consistency and analytical accuracy. Repeated review of the selected documents helped reduce superficial interpretation and enabled the researcher to identify deeper patterns across the literature. The final synthesis was therefore not limited to describing previous findings, but aimed to reconstruct them into an integrated framework suitable for explaining the role of emerging businesses in the online sale of luxury goods. The outcome of this process was a proposed model designed to address the conditions, requirements, and strategic characteristics of emerging businesses operating in luxury online markets.

3. Findings and Results

In order to formulate the research question, the first step for the researchers was to focus on what was being studied. In the present study, the main question, “What impact do emerging businesses have on advancing the online sales of luxury goods?” is examined, and this question was formulated by considering the parameters presented in Table 1.

Table 1

Research Question

Parameters	Question Formulation
What? The question under study	What impact do emerging businesses have on advancing the online sales of luxury goods?
Who? The population under study	In this study, several databases and different search engines were examined.
When? Time limitation	The articles examined in this study were published from 1980 onward, because most studies conducted in this field were carried out from that year onward.
How? Method of obtaining studies	In this study, the method of "documentary analysis," namely the analysis of secondary data, was used.

In this study, two non-Iranian databases, Scopus and ProQuest, and three Iranian databases, CIVILICA, Magiran, and SID, were searched in order to identify and collect different studies. As a result of this search and by applying the inclusion criteria, approximately 208 studies were found for review. The keywords searched in this study are presented in Table 2.

Table 2

Searched Keywords

Keywords	
Persian	English
کسب و کارهای نوظهور	Emerging businesses
پیشبرد فروش آنلاین	Online Promotion
کالاهای لوکس	Luxury Goods

To select appropriate sources, the procedure was carried out as follows: first, the keyword "sales promotion" was searched in each of the databases; however, since this term was general and most of the sources found included topics unrelated to the subject of the present research, the term was limited to the compound expression "online sales promotion." Moreover, since some researchers consider the term "sales promotion" equivalent to "promotion," the term "promotion" was also considered when searching for sources in the databases. For searching sources in domestic databases, in addition to "sales promotion," "promotion" was also searched as its synonym. It should be noted that the total number of articles found by applying the inclusion criteria was 208 studies in Persian and English. After reviewing all of them and applying the exclusion criteria in terms of content relevance or lack of access, the results extracted from 63 studies, including 56 English studies and 7 Persian studies, were finally re-examined and analyzed.

In the following section, the appropriate inclusion and exclusion criteria used to find comprehensive studies related to the research topic and to review them are presented in Table 3.

Table 3

Search Method and Inclusion and Exclusion Criteria of the Studies

Database	Search Term	Inclusion Criteria: First-Stage Filter	Inclusion Criteria: Second-Stage Filter	Number of Initial Findings	Exclusion Criteria	Number of Final Findings
Scopus	"Emerging businesses"	Article title, abstract, keywords / 1980 to present	English language; article, conference paper, book chapter	133	Content irrelevance / lack of access	44
Scopus	"Online Promotion"	Article title, abstract, keywords / 1980 to present	English language; article, conference paper, book chapter	57	Content irrelevance / lack of access	7
ProQuest	"Luxury Goods"	Abstract / 1980 to present	English language; book, conference papers, dissertation and thesis	9	Content irrelevance / lack of access	5
ProQuest	"Online Promotion"	Abstract / 1980 to present	English language; book, conference papers, dissertation and thesis	2	Content irrelevance / lack of access	0

Table 4

Search Method and Inclusion and Exclusion Criteria of the Studies—Continued

Database	Search Term (in Persian)	Inclusion Criteria: First-Stage Filter	Inclusion Criteria: Second-Stage Filter	Number of Initial Findings	Exclusion Criteria	Number of Final Findings
CIVILICA	کسب و کارهای نوظهور	Title, keyword, abstract / 1981 to present	Conference papers, journal articles, electronic books	1	Content irrelevance / lack of access	1
CIVILICA	پیشبرد فروش آنلاین	Title, keyword, abstract / 1981 to present	Conference papers, journal articles, electronic books	0	Content irrelevance / lack of access	0
CIVILICA	کالاهای لوکس	Title, keyword, abstract / 1981 to present	Conference papers, journal articles, electronic books	0	Content irrelevance / lack of access	0
Magiran	کسب و کارهای نوظهور	Title, author name, abstract, and keywords	Content from all member journals	1	Content irrelevance / lack of access	1
Magiran	پیشبرد فروش آنلاین	Title, author name, abstract, and keywords	Content from all member journals	4	Content irrelevance / lack of access	4
Magiran	کالاهای لوکس	Title, author name, abstract, and keywords	Content from all member journals	1	Content irrelevance / lack of access	1
SID	کسب و کارهای نوظهور	Title, abstract, and keywords / 1981 to present	Search among articles with and without full text	0	Content irrelevance / lack of access	0
SID	پیشبرد فروش آنلاین / کالای لوکس	Title, abstract, and keywords / 1981 to present	Search among articles with and without full text	0	Content irrelevance / lack of access	0

Every study that is conducted must have acceptable validity, reliability, and objectivity, and qualitative studies and systematic reviews are no exception. In systematic review studies, a comprehensive search leads to the identification of many relevant studies; however, because not all of these studies have sufficient quality, each study must be re-reviewed after the extraction of its results. Before being included in the synthesis, each study should be evaluated using an appropriate tool and based on defined criteria, and only studies with desirable quality should be included in the analysis. In the present study, a checklist including different criteria for assessing the high, low, or moderate quality of each primary study was used. The purpose of scoring each study was to increase the credibility of the study through an appropriate checklist tool and to exclude low-quality studies from the synthesis process.

Table 4 presents a sample checklist for evaluating five studies based on the model of Carlsen et al. (2007).

Table 5

Sample Checklist for Evaluating Five Studies Based on the Model of Carlsen et al. (2007)

Row	Criterion / Study	Study 1	Study 2	Study 3	Study 4	Study 5
1	Sampling strategy	x	x	x	x	?
2	Data collection method	x	x	x	x	x
3	Method of data analysis	x	x	x	x	x
4	Fit between research design and research objective	x	x	x	x	x
5	Clear presentation of findings	x	?	x	x	x
6	Appropriate justification of the research conclusion	x	x	x	x	?
7	Consistency between the paradigms guiding the research project and the selected methods	x	x	x	x	?
	Quality level: high / low / moderate	High	Moderate	Low	High	Moderate
	Notes		Requires judgment by a third reviewer	Requires judgment by a third reviewer		Requires judgment by a third reviewer

At this stage, the extracted sources were independently studied by at least two "reviewers" and were examined based on the criteria mentioned in Table 4. If a study was rejected, the relevant reason was also stated. In cases of disagreement between the individuals, a "third reviewer" made the final judgment.

The "level of agreement" between the two reviewers was determined using the kappa test. The value of the kappa index, known as Cohen's kappa, ranges from zero to one. The closer this measure is to one, the greater the agreement between the raters. However, when the kappa value is closer to zero, lower agreement between the two raters is observed. In the present study, the kappa index was 0.71, indicating high agreement between the two reviewers. Finally, all articles "included in the study" were checked and approved by one specialist and expert in the field. The sources were provided to the "reviewers" in such a way that the names of the authors, affiliated institutions, and journals were concealed.

As stated earlier, the meta-synthesis method was identified as an appropriate method for synthesizing the studies obtained from the systematic review conducted around the subject of this research. By selecting the meta-synthesis method, and because the aim of this method is to analyze the findings of each study, discover the essential points within them, and synthesize the results into a more general alternative, the findings of each study were first analyzed and their essential points were identified using the open coding method proposed by Glaser (1992). Initially, all key points and factors extracted from the documents were considered as codes. Then, by considering the meaning of each code, the codes were compared with one another and were grouped and classified into similar categories based on their commonalities from the researcher's perspective. In the next stage, after repeatedly reviewing the studies and correctly identifying the concepts and the relationships among them, axial coding was used to synthesize the results. Through this process, the categories and strategies were linked, and the information was related to one another in a new way.

Finally, after examining the studies from different aspects and determining the relationships between categories and strategies, the axial coding stage was completed so that, in the final step of analysis, selective coding and the creation of the proposed final model could be carried out. According to Creswell (2005), the final model can be presented in the form of a diagram.

Table 6

Thematic Classification of Study Sources Related to Emerging Markets and Online Sales, Iranian Articles

Row	Title	Author	Year
1	Identifying the Sales Drivers of Luxury Brands in Emerging Markets	Sharma et al.	2020
2	Chinese-Made Luxury Cars: Consequences of Business Positioning	Boris Bartikowski	2019
3	Antecedents of "Bandwagon" Luxury Consumption Behavior	Kastanakis and Balabanis	2019
4	What Is a Luxury Brand? A New Definition and Review of the Literature	Ko et al.	2019
5	Do Consumers Care About Luxury Goods?	Davis Lee et al.	2012
6	Footprint Growth in Emerging Markets: Marketing Strategies to Increase the Ratio of Non-Consumers to Users	Sinha and Sheth	2018
7	The Effect of Value Perception on Luxury Purchase Intention in Developed and Emerging Markets	Shukla	2012
8	Purchase Status Through the Selection or Rejection of Luxury and Counterfeit Brands	Stefan Geiger et al.	2012
9	The Role of Gender in Luxury Brand Consumption	Stokburger-Sauer and Teichmann	2013
10	Social Media Marketing Efforts of Luxury Brands: Effects on Brand Equity and Consumer Behavior	Godey et al.	2016
11	Changes in Asian Consumers' Perceptions of the Value of Luxury Brands	Shukla et al.	2015
12	Where Do Consumers Think Luxury Begins? A Study of the Minimum Perceived Price for 21 Luxury Goods in 7 Countries	Kapferer and Laurent	2016
13	Luxury Commercial Advertising: Motivating Customer Attraction	Kim et al.	2016
14	Comparing the Importance of Luxury Value Perception in Cross-National Contexts	Shukla and Purani	2012
15	Strengthening the Luxury Brand–Consumer Relationship	Chronaki et al.	2017
16	The Young Adult Segment in Emerging Markets: Evaluating Their Global Cultural Identity in a Global Market	Strizhakova et al.	2012
17	Understanding Luxury Consumption in China: Consumers' Perceptions of Famous Brands	Zhang and He	2012
18	Global Study of the Luxury Goods Market	D'Arpizio et al.	2017
19	E-Business and the Performance of Emerging Firms	Iman Khan	2018
20	Investigating the Factors Affecting Purchase Intention for Luxury Products	Kheiri and Fathali	2015
21	Investigating the Effect of Advertising and Sales Promotion on Creating Brand Equity	Darzban Azizi et al.	2015
22	The Effect of Content Marketing Application on Website Revisit Intention in Emerging Internet Businesses	Rezvani et al.	2019
23	The Effect of Luxury Brand Value Dimensions on Customers' Purchase Behavior	Haghighi Nasab et al.	2016
24	Investigating the Relationship Between Sales Promotion Tools and Consumer Purchase Behavior in the Food Industry	Fayeq et al.	2011
25	Investigating the Role of Advertising and Sales Promotions in Creating Brand Equity	Shah Tahmasbi	2015

26	The Dual Role of Consumer Shopping Experience in Repurchase Intention for Counterfeit and Original Luxury Brand Products	Jafarzadeh Kanari et al.	2015
27	Identifying Factors Related to Purchase Intention for Counterfeit Luxury Sunglasses from Reputable Brands in Tehran	Karimi et al.	2017
28	Investigating the Effect of Luxury Brand Marketing Efforts on Brand Equity and Consumer Behavior	Tosifian and Ramezani	2018
29	Factors Affecting Attitude Toward and Purchase Intention for Luxury Brands	Dehdashti Shahrokh and Ahmadi	2016
30	Online Sales of Luxury Goods: Examining the Effects of Online Access and Price Display	Nowrouzi et al.	2019
31	Limitations in Launching Emerging Businesses	Amiri et al.	2011
32	Investigating the Effect of Brand Personality and Perceived Sales Promotion on Brand Equity and the Moderating Role of Ethnicity	Darzban Azizi et al.	2016
33	Identifying Effective Sales Promotion Methods for Increasing Liability Insurance Sales in Iran Insurance Joint Stock Company	Vadii Noqaei et al.	2015
34	The Effect of Sales Promotion Tools on Attracting Foreign Direct Investment	Karimi	2015
35	Consumer Behavior, Brand Equity, and Social Media-Based Marketing in the Luxury Goods Market	Hamidnia and Shekarchizadeh	2017
36	Emerging Multinational Companies and Southern Development	Mirtorabi	2014
37	Investigating the Effect of Distribution Channel Diversity of Foreign Luxury Brands on Brand Value and Consumer Loyalty in the Kerman Clothing Market	Mollahosseini	2015
38	Investigating Factors Affecting Consumers' Attitudes and Intentions Toward Purchasing Counterfeit Luxury Brand Products in the Clothing Industry	Ebrahimi et al.	2012
39	Investigating the Application of Business-to-Business E-Commerce in Small and Medium-Sized Enterprises	Bahmani	2016
40	The Application of E-Commerce in Small and Medium-Sized Enterprises for Entering Global Markets	Shahvari	2015
41	Comparing Customer Behavior When Purchasing Luxury Goods In-Person and Online	Khashayari and Mirabi	2017

Based on the concepts obtained from the previous stage, at this stage, through repeated study and review and through an iterative process between concepts and categories, the studies specific to each category were considered. The results of the main and fundamental studies related to that category were placed alongside one another, and by examining the role of emerging businesses and their effect on advancing the online sales of luxury goods, the relationships between categories and strategies were identified and analyzed.

Thus, in order to display this synthesis process, the characteristics of the main studies related to each category were first presented in a table under its title. Then, by inserting the code related to each study, the results of these main studies were combined in such a way that they indicated the impact of emerging businesses on advancing the online sales of luxury goods, the type of relationship among them, and their relevance to answering the main research question.

During the analysis, themes were searched for that had emerged across the studies included in the meta-synthesis. Sandelowski and Barroso (2007) refer to this as "thematic analysis." In the present study, all components extracted from the studies are displayed in the form of categories, concepts, and codes. Table 6 presents the categories, concepts, and codes.

Table 7

Categories, Concepts, and Codes

Category	Concepts	Codes / Indicators
Social factors	Informational susceptibility	Consultation with others
Social factors	Informational susceptibility	Observing others' purchases
Social factors	Informational susceptibility	Consulting friends at the time of purchase
Social factors	Informational susceptibility	Collecting information from others
Social factors	Normative susceptibility	Purchase approval
Social factors	Normative susceptibility	Purchasing based on influencing others
Social factors	Normative susceptibility	Purchasing based on others' expectations
Factors related to luxury brand	Perceived quality	Very high quality
Factors related to luxury brand	Perceived quality	The highest-quality brand
Factors related to luxury brand	Luxury brand prestige	High brand prestige
Factors related to luxury brand	Luxury brand prestige	High-level brand
Factors related to luxury brand	Luxury brand credibility	Keeping promises
Factors related to luxury brand	Luxury brand credibility	Believability of claims

Factors related to luxury brand	Luxury brand credibility	Commitment to fulfilling duties
Factors related to luxury brand	Luxury brand credibility	Trust in the brand name
Factors related to luxury brand	Luxury brand image	Making a purchase to look good
Factors related to luxury brand	Luxury brand image	Avoiding the purchase of low-quality brands
Factors related to luxury brand	Luxury brand image	Distinctive brand image
Personality factors	Fashion involvement	Importance of luxury goods
Personality factors	Fashion involvement	Possession of luxury goods
Personality factors	Fashion involvement	Awareness of luxury goods
Personality factors	Fashion involvement	Purchasing according to fashion rather than personal comfort
Personality factors	Need for uniqueness	Loss of interest in a luxury good when it becomes widespread among people
Personality factors	Need for uniqueness	Avoiding the purchase of luxury goods common among people
Personality factors	Need for uniqueness	Purchasing goods that are less common among people
Personality factors	Need for uniqueness	Avoiding the purchase of fashionable goods
Personality factors	Materialism	Admiring owners of luxury goods
Personality factors	Materialism	Material possessions as a sign of success
Personality factors	Materialism	Desire to acquire luxury goods
Personality factors	Materialism	Desire to purchase more goods
Personality factors	Personal satisfaction	Pleasurable life
Personality factors	Personal satisfaction	Comfortable and relaxed life
Personality factors	Personal satisfaction	Sense of success
Personality factors	Personal satisfaction	Being a recognized personality among people
Superior values	Functional utility value	Creating differentiation and competitive advantage among competitors
Hedonic value	Pleasant and experiential feeling	Experience of consuming luxury goods and willingness to repurchase
Aesthetic value	Aesthetic value	Sense of pleasure, beauty, and the feeling created by consuming luxury goods
Symbolic value	Self-expressive value	Understanding the internal aspect of personal characteristics
Symbolic value	Self-expressive value	Personal issues, desires, and needs
Symbolic value	Social value	Displaying social value and status
Cost-related value / economic value	Customer perceived value of the luxury brand	Cost paid for purchasing luxury goods

At this stage, the following procedures were considered to maintain the quality of the selected studies.

Throughout the research, the researcher attempts to take the necessary steps by providing clear and explicit explanations and descriptions for the available options in the study.

At the appropriate time, the researcher uses established approaches and perspectives to integrate the primary studies in qualitative research.

At the appropriate time, the researcher uses established and validated programs, such as the critical appraisal tool of Glynn (2006), to assess the quality of the primary qualitative studies.

The researcher uses both electronic and manual search strategies to find relevant articles.

The researcher applies the quality-control methods used in the primary qualitative research studies.

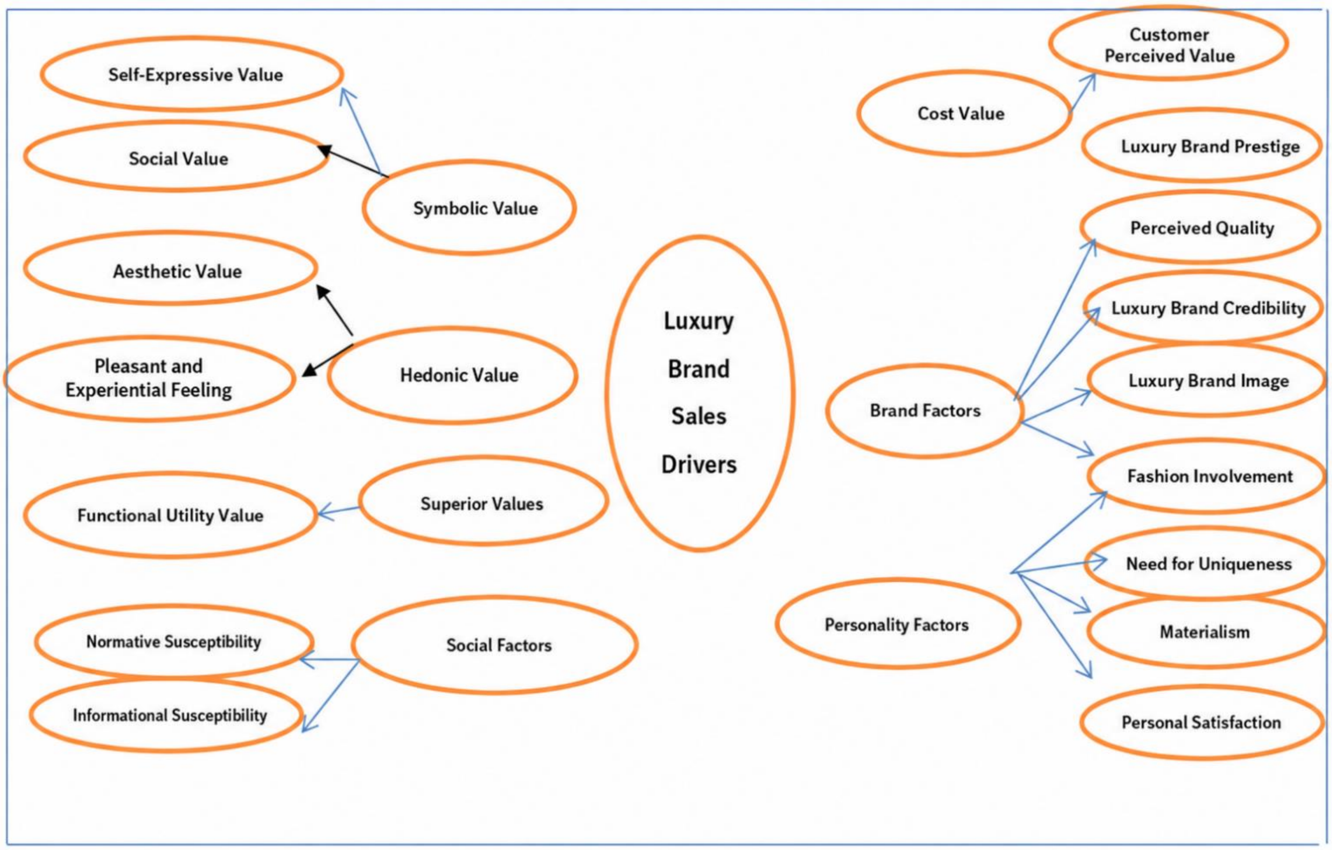
In evaluating the quality of the primary research studies, the researcher uses the qualitative research appraisal tool of Glynn (2006), which includes questions that help ensure that the reviews appear reasonable.

At this stage, the critical tool of Glynn (2006) was used to examine the quality of the meta-synthesis process. In addition, to control the extracted concepts, the researcher used the opinions of an expert. For this purpose, a number of the selected articles were provided to one expert, and the obtained results were evaluated through the inter-rater reliability index.

At this stage, the findings of the previous stages are presented. The table below presents a summary of the grouping of dimensions, components, and indicators extracted from the literature related to luxury goods brands.

Figure 1

Paradigmatic Model of the Research



4. Discussion and Conclusion

The present study aimed to identify and synthesize the dimensions, components, and indicators through which emerging businesses contribute to the advancement of online sales of luxury goods. The findings of the meta-synthesis showed that the sales drivers of luxury brands in online and emerging business environments can be organized into several major categories: social factors, luxury brand-related factors, personality factors, superior values, hedonic value, symbolic value, and cost-related or economic value. These categories indicate that online sales of luxury goods are not driven merely by digital availability or transactional convenience; rather, they are shaped by a complex interaction among consumer psychology, social influence, brand credibility, perceived value, emotional experience, and the symbolic meanings attached to luxury consumption. This finding is consistent with recent literature emphasizing that luxury consumption is a multidimensional phenomenon in which consumers seek status, identity expression, emotional gratification, quality assurance, and social recognition simultaneously (Akoğlu et al., 2024; Lim et al., 2023; Lu & Ahn, 2024).

One of the main findings of the study was the role of social factors, including informational susceptibility and normative susceptibility, in advancing online luxury sales. The extracted indicators showed that consumers consult others, observe others' purchases, gather information from social networks, and may purchase luxury goods based on others' approval or expectations. This result is highly compatible with research on social media marketing and luxury brand consumption, which shows that digital environments intensify social comparison, peer influence, parasocial interaction, and social validation in luxury purchase decisions (Al-Khasawneh et al., 2024; Kiritsinh, 2024; Zha et al., 2023). In online luxury markets, consumers often cannot physically examine products before purchase; therefore, they rely more heavily on social proof, digital reviews, influencer endorsements, brand communities, and visible consumption patterns. Emerging businesses can benefit from this mechanism because their digital-native structure allows them to build interactive communities, use social media-based promotion, and convert social influence into purchase intention. This explains why social factors appeared as a major category in the synthesized model.

The findings also indicated that luxury brand-related factors, including perceived quality, luxury brand prestige, brand credibility, and luxury brand image, are central to the online sales development of luxury goods. This result suggests that emerging businesses cannot advance online luxury sales merely by offering access to luxury products; they must also preserve the symbolic and reputational foundations of luxury brands. Perceived quality and prestige reduce consumer uncertainty, while credibility and brand image help compensate for the lack of direct product inspection in online settings. This is aligned with studies showing that luxury brand image significantly affects consumer buying behavior, especially in the automobile segment, where prestige and perceived superiority are important purchase motives (Nunes, 2024). Similarly, research on Chinese luxury fashion brands emphasizes that reputation, authenticity, trust, and cultural relevance are essential to luxury brand evaluation (Li & Tang, 2023). The findings are also consistent with studies on online brand reputation and luxury hospitality, which demonstrate that brand image, identity, and reputation must be strategically integrated in digital environments to support online branding effectiveness (Ranfagni & Rosati, 2023).

The category of brand credibility was especially important in the context of emerging businesses because digital luxury sales are exposed to risks such as counterfeit products, uncertainty regarding authenticity, lack of physical interaction, and distrust toward unfamiliar online sellers. The codes extracted in this category, including keeping promises, believability of claims, commitment to fulfilling duties, and trust in the brand name, show that consumers require strong credibility cues before purchasing luxury goods online. This finding is supported by literature on digital luxury marketing, which emphasizes that online luxury strategies must build trust through consistent messaging, transparent information, credible brand storytelling, and reliable service delivery (Jiang, 2024; Tam & Lung, 2025). Moreover, in emerging online markets, customer-based brand equity is strongly affected by social media marketing and the consumer's perception of the brand's reliability and symbolic strength (Jiang, 2024). Therefore, emerging businesses should be interpreted not only as technological intermediaries but also as institutional trust-builders in the luxury ecosystem.

Another important finding was the role of personality factors, including fashion involvement, need for uniqueness, materialism, and personal satisfaction. These components show that luxury consumers are motivated by internal psychological orientations as well as external market stimuli. Consumers who are highly involved in fashion tend to value awareness, ownership, and trend alignment, while those with a strong need for uniqueness avoid products that become too common. Materialistic consumers may interpret luxury ownership as evidence of success, while personal satisfaction reflects the emotional and lifestyle-related benefits of luxury consumption. These findings are consistent with studies explaining luxury consumption through prestige motivation, symbolic self-presentation, brand attachment, and status-oriented behavior (Akoğlu et al., 2024; Huang, 2024; Long, 2023). The findings also align with the view that luxury advertising captures consumer psychology by appealing to aspiration, exclusivity, identity, and emotional desire (Long, 2023). In online settings, emerging businesses can target these personality-based motivations through personalized recommendations, curated digital content, influencer marketing, and segmented promotional strategies.

The need for uniqueness identified in the findings is particularly relevant to online luxury sales because digital distribution creates a tension between accessibility and exclusivity. While online channels expand access to luxury goods, excessive visibility and availability may weaken the perception of scarcity. This tension is consistent with research on masstige strategies, which shows that broader access to luxury-like products may reduce perceived scarcity and influence behavioral intentions among traditional luxury consumers (Rosendo-Rios & Shukla, 2023). It is also consistent with studies on downscale extensions of luxury brands, which suggest that extending luxury brands to broader markets can affect attitudes by altering perceptions of exclusivity and brand dilution (Pedrosa et al., 2024). Therefore, emerging businesses must manage online growth carefully: they should increase digital access and sales opportunities without undermining uniqueness, rarity, and prestige. This balance is essential for maintaining luxury brand equity in online environments.

The findings further showed that superior values and functional utility value contribute to luxury sales by creating differentiation and competitive advantage. Although luxury goods are often discussed in terms of symbolic and emotional value, the present synthesis indicates that functional utility remains important. Consumers expect luxury goods to demonstrate superior quality, durability, design, performance, and service standards. This result is consistent with research on luxury automobiles and luxury car data analysis, where product performance, brand positioning, and consumer preference are closely connected with perceived quality and competitive differentiation (Barakati et al., 2024; Wongsunopparat & Tapanya, 2023). In the online context, functional utility must be communicated through rich product information, high-quality visual presentation, technical specifications, customer reviews, authenticity guarantees, and after-sales support. Emerging businesses can enhance this value by using data analytics, recommendation systems, and detailed digital product experiences to reduce uncertainty and improve perceived product superiority.

Hedonic value was another major category extracted in the study. The findings showed that pleasant and experiential feelings, aesthetic pleasure, and the desire to repurchase after experiencing luxury consumption are important indicators of online luxury sales drivers. This result supports the idea that luxury consumption is not merely rational or status-based; it is also deeply experiential and affective. Studies on emotional brand attachment, brand tribalism, and co-creation in luxury settings show that consumers develop stronger relationships with brands when luxury experiences generate emotional involvement and collective meaning (Kalra et al., 2024). Similarly, research on luxury hotels and green value co-creation shows that customer engagement can be strengthened through satisfaction and emotional attachment (Khoi & Le, 2025). For emerging businesses, this means that online luxury sales should be designed as experiential processes rather than simple e-commerce transactions. Digital platforms should create aesthetic pleasure, emotional immersion, and a sense of exclusivity through interface design, content quality, storytelling, customization, virtual experiences, and premium customer service.

The symbolic value category, including self-expressive value and social value, was one of the most important findings of the synthesis. Luxury goods enable consumers to express personal identity, communicate lifestyle preferences, and display social status. This finding is strongly aligned with the literature showing that luxury consumption is linked to self-brand connection, prestige, social identity, and willingness to pay premium prices (Akoğlu et al., 2024; Lim et al., 2023; Lu & Ahn, 2024). The online environment may intensify symbolic consumption because consumers can display luxury purchases through social media, digital communities, and lifestyle content. Emerging businesses can therefore advance online sales by helping consumers connect luxury goods with self-presentation and social visibility. However, this symbolic mechanism must be managed carefully because luxury promotion may also encourage excessive consumption or problematic social comparison, as noted in research on the promotion of luxury life and extravagance in media contexts (Najafi Asl & Emami, 2023).

The cost-related or economic value category showed that the customer's perceived value of the luxury brand is influenced by the cost paid for purchasing luxury goods. In luxury markets, price has a dual role: it may create a financial barrier, but it may also function as a signal of exclusivity, quality, and prestige. This finding is consistent with studies on sustainable luxury and pre-loved luxury fashion, where consumers evaluate price in relation to perceived value, authenticity, sustainability, and willingness to pay (Lim et al., 2023; Salah et al., 2024). In access-based luxury consumption, consumers may seek alternative ownership models that allow them to experience luxury value without full ownership costs (Kumar, 2024). This is particularly relevant for emerging businesses because many of them use resale, rental, subscription, pre-owned, or platform-based models to make luxury consumption more accessible. Such models may expand online sales by creating new value propositions, but they must also preserve luxury meanings and avoid excessive commodification.

The findings also align with the growing importance of sustainability, digital innovation, and new technological environments in luxury markets. The literature indicates that sustainability can be strategically integrated into luxury marketing when it supports authenticity, leadership, and differentiation (Pan, 2024). Similarly, the adoption of the metaverse in luxury hotel businesses shows that emerging digital technologies can create new forms of luxury experience, engagement, and market differentiation, although they also involve cost-benefit considerations (Zaman et al., 2024). These studies support the present finding that emerging businesses affect online luxury sales not only through conventional promotion but also through innovation in experience design, customer engagement, and value communication. In this respect, online sales advancement should be viewed as a broader transformation of the luxury value chain rather than a narrow marketing tactic.

Overall, the findings suggest that emerging businesses advance online luxury sales by integrating social influence, digital marketing, brand credibility, symbolic value, emotional experience, personality-based segmentation, functional superiority, and perceived economic value. This integrated view is compatible with studies showing that consumer behavior in luxury goods markets is shaped by social media marketing models, brand addiction, repurchase intention, and digital communication (Hamidnia & Shekarchizadeh, 2025; Meijani et al., 2023). It is also supported by research on motivations for brand value co-creation in emerging markets, which shows that consumers increasingly participate in value creation rather than passively receiving brand messages (Shaikh & Gummerum, 2025). Accordingly, emerging businesses should be considered active actors in the online luxury ecosystem because they can connect luxury brands with digitally empowered consumers, create interactive value propositions, and transform online engagement into purchase behavior.

The limitations of this study should be considered when interpreting the findings. First, the study was conducted using a meta-synthesis approach and was therefore dependent on the quality, scope, and conceptual orientation of the selected prior studies. Second, the included studies were drawn from different luxury sectors, such as fashion, automobiles, hospitality, and general luxury goods, which may limit the direct transferability of the final model to one specific product category. Third, although the synthesis identified key categories and indicators, the relationships among these variables were not statistically tested. Fourth, the study focused on published sources and available documents, meaning that unpublished industry data, internal platform analytics, and managerial experiences of emerging online luxury businesses were not directly examined. Finally, because online luxury markets evolve rapidly, some digital mechanisms may change over time as new technologies, consumer expectations, and platform structures emerge.

Future research should empirically test the conceptual model developed in this study using quantitative, qualitative, or mixed-method designs. Survey-based studies can examine the relative effect of social factors, brand factors, personality factors, symbolic value, hedonic value, superior values, and cost-related value on online luxury purchase intention and actual purchase behavior. Qualitative studies can explore how consumers interpret authenticity, exclusivity, and trust when purchasing luxury goods through emerging digital businesses. Comparative research across countries, cultures, and luxury categories would also be valuable, because the meaning of luxury and the role of social influence may differ across markets. Future studies can also examine the role of artificial intelligence, virtual reality, metaverse platforms, resale platforms, influencer commerce, and data-driven personalization in shaping online luxury sales. Longitudinal research is recommended to determine how consumer trust, brand attachment, and repurchase behavior develop over time in online luxury environments.

From a practical perspective, the findings suggest that managers of emerging businesses and luxury brand marketers should design online sales strategies that go beyond product display and price-based promotion. Digital luxury platforms should strengthen brand credibility by ensuring authenticity, transparent information, reliable delivery, and premium after-sales service. They should also create emotionally engaging and aesthetically refined online experiences that reflect the symbolic and experiential nature of luxury consumption. Social media strategies should be used to generate trust, community, aspiration, and social proof, while avoiding excessive exposure that may weaken perceived exclusivity. Personalization and segmentation should be used to address different consumer motivations, including fashion involvement, need for uniqueness, materialism, and personal satisfaction. Finally, emerging businesses should balance accessibility with scarcity, innovation with brand heritage, and digital convenience with the prestige expectations that define luxury markets.

Authors' Contributions

Authors contributed equally to this article.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

The authors report no conflict of interest.

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Ethics Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were considered.

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