

A Study of Consumer Behavior towards the Social Media Marketing Practices Adopted By Luxury Brands

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Abstract

There is no information available as to how social media marketing practices affect the development of brand value and customer attitudes towards a brand. This work investigates these relationships by examining brands in the luxury industry (Michal Kors, Ralph Lauren, Tommy Hilfiger, Louis Philippe, etc.). Centered on a survey of 115 luxury brand customers (Vadodara, Gujarat) who follow the five brands examined in social media, the research establishes a structural equation model that seeks to overcome discrepancies in previous social media branding literature. Specifically, the analysis reveals the ties between social media marketing strategies and their effects (brand choice, price premium and loyalty).

Key Words: *Luxurious Brand, Brand, Social Media*