

Social Media's Impact on Designer or Luxury Designer

Extra Credit Abstract

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Abstract: Social Media Impact on Luxury Designers and Their Engagement

This research conducted in the early months of 2023, was aimed to differentiate brand-generated and celebrity-generated social media content. Seeing which affected customer engagement and consumption more. During this investigation, three graduate students, Saleh Bazi, Raffaele Filieri, and Matthew Gorton, investigated the social media of many luxury brands such as Louis Vuitton, Burberry, Gucci, Dolce & Gabbana, etc. Creating and collecting data samples of over 1166 of these luxury fashion brands, analyzing the results to identify which two different ways of social media content could enhance brand loyalty, and cultivate brand love for luxury fashion brands. By using qualitative data, they were able to use customer engagement as their form of participants in the research. Their study was generated from 25 in-depth interviews with customers who engaged on social media with luxury brands. From this data, they were able to draw the line between company marketing and influencer marketing. Using the consumer's engagement to see what they liked more on social media for brands like Louis Vuitton, Burberry, etc. The researchers engaged with the customers on a personal level, showing them different aesthetic content and seeing which one they connected with more, whether it was the brand itself, or the celebrity/influencer sponsoring the brand. From the research and data overall, the graduate students, Saleh Bazi, Raffaele Filieri, and Matthew Gorton, found that content given in a photo or video within one minute or less by a celebrity/influencer for the fashion luxury brand; that provides aesthetic, entertainment, and nostalgia, allows for more customer engagement. Ultimately influencing those customers to love and be loyal to those luxury fashion brands. The implications of this study were significant, providing valuable insights into the role of customer engagement in the success of luxury fashion brands on social media. This research gives an overall insight as to how social media marketers can supplement their strategies to effectively engage consumers, helping to increase brand loyalty and cultivate brand love.

Resource

Bazi, S., Filieri, R., & Gorton, M. (2023, February 28). *Social media content aesthetic quality and customer engagement:*

The mediating role of entertainment and impacts on Brand Love and Loyalty.
Journal of Business Research.

<https://www.sciencedirect.com/science/article/abs/pii/S0148296323001364#previews-section-snippets>