

# Impact of Different Marketing Methods on Luxury Brands on Chinese Social Media

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**Abstract:** This research delves into the effects of interactive and entertainment marketing strategies on luxury brands within the context of Chinese social media. The investigation is grounded in the unique cultural backdrop of China, where consumer-brand interactions and celebrity endorsements play pivotal roles in shaping attitudes and preferences towards luxury goods. Through a questionnaire survey and statistical analysis, the study identifies a positive correlation between social media engagement and luxury brand attention, with interactive comments and celebrity endorsements emerging as particularly effective marketing tools. The research contributes to the broader understanding of luxury brand marketing on social media, offering insights for brands seeking to enhance their presence in the Chinese market.

**Keywords:** Luxury Brands; Social Media; Marketing Methods.

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## 1. Introduction

After entering the 21st century, social media is becoming more and more important in people's lives (Wang and Chen, 2021). Social media provides a platform for users to chat and communicate online. And social media is not bound by time and space. The worldwide popularity of social media has also brought new opportunities and challenges to companies and brands (Kim and Ko, 2012). Businesses and brands must find new ways to attract consumers (Godey et al., 2016).

Luxury brands have received a lot of attention in the fusion of brands and social media (Hoang et al., 2020). The management model of luxury brands is characterized by uniqueness and exclusivity (Godey et al., 2016), and brands need to communicate with customers one-on-one (Jamali and Khan, 2018). From the outside, luxury brands don't integrate well with social media. However, luxury brands have increasingly appeared on Chinese social media over the past few decades. The marketing methods of luxury brands in social media successfully attract consumers to buy luxury products (Kim and Ko, 2010). It is crucial to understand consumer psychology and attract consumers to understand how luxury brands engage consumers through social media (Wang and Chen, 2021). Different marketing methods have other effects. Nevertheless, there is currently less research on the impact of luxury brand marketing on Chinese social media. Therefore, to further study the influence of luxury brand marketing methods on Chinese social media, this study will mainly explore the influence of interactive marketing and entertainment marketing on luxury brands on Chinese social media.

## 2. Literature Review

There are many current papers on luxury brand marketing in Western social media. Kim and Ko (2010) argue that the work of luxury brands in social media marketing is divided into five aspects. They are customization, interaction, word-of-mouth, entertainment and fashion. This study examines the impact of interaction and entertainment marketing on luxury brands. Therefore, this paper will focus on these two aspects

in the literature review.

Numerous previous studies have shown that luxury brands positively impact interactive marketing in social media. Interaction refers to communicating with other users on a social platform. Interactions generally take place between consumers or between brands and consumers (Hoang et al., 2020). Jamali and Khan (2018) show that the positive and effective interaction between luxury brands and consumers can stimulate consumers' love for the brand and desire to buy. Chung et al. (2020) argues that consumers' satisfaction with luxury products will increase after accepting the brand's interactive services. In addition, studies have shown that when consumers actively interact with luxury brand accounts on social platforms, luxury products will be more popular (Jamali and Khan, 2018). In addition, Wang (2021) reported that luxury brands could attract consumers' attention by engaging in interactive marketing or providing interactive services on social platforms. Moreover, the more satisfied consumers are with interactive services, the higher their trust and favorability of brands (Kim and Ko, 2012).

However, some scholars believe that the interaction of luxury brands on social media cannot be interrupted and must continue to interact with consumers (Arrigo, 2018) effectively. This will ensure that consumer satisfaction with the brand does not decline. This finding also proves that luxury brands have specific requirements for interactive marketing on social media. Luxury brands need to continue to interact on social platforms so that the brand's positive image can be deeply rooted in the hearts of the people (Zhang, Zhao, and Cude, 2021). Therefore, the continuous provision of interactive services on the social platform of luxury brands is conducive to improving consumers' satisfaction with the brand, attracting consumers' attention, and establishing a positive image of the brand.

According to previous research, luxury brands' entertainment marketing on social media has an overall positive impact. The motivation for consumers to continuously share or publish content on social media platforms is the entertainment of the content (Confente and Kucharska, 2021). Thus, luxury brands use engaging content in social media for entertainment marketing to increase

consumers' purchase intentions. Consumers will automatically share this entertaining content with others, thereby making luxury brands more visible (Liu, Perry, and Gadzinski, 2019).

Liu, Shin, and Burns (2021) illustrate that entertainment marketing leverages content that interests consumers to make luxury brands highly regarded by consumers. Consumers share with others that luxury brands are content on social media to attract more attention (Confente and Kucharska, 2021). In addition, studies have shown that local celebrity endorsement of luxury brands will make consumers more excited, and the emotion of celebrity infatuation will be transferred to support for luxury products while increasing the favorable impression of luxury goods (Yu and Hu, 2020).

Nevertheless, excessive entertainment marketing can lead to viral spread. Godey et al. (2016) pointed out that crazy entertainment marketing will gradually reduce the brand's value. In the end, consumers are so familiar with entertainment content that they don't remember luxury products. (Zhu et al., 2019). Consequently, entertainment marketing will increase consumers' willingness to buy and expand brand awareness to a certain extent, but it must be moderately marketed.

Existing literature research shows that luxury brands are generally positive for entertainment and interactive marketing in social media. However, researchers mainly conduct investigations in Western countries. In the context of social media in China, the impact of luxury brands' marketing on social media may be different. According to research, China's unique cultural background and consumers' strong feelings about the country will affect the role of marketing (Yin et al., 2019). For example, as a fashion luxury brand, Balenciaga chose the retro style to be unconventional on the occasion of the Qixi Festival in 2020, which not only formed a great contrast between earthy marketing and brand tonality but also caused disgust by abusing Chinese elements (Bai, McColl, and Moore, 2022). Therefore, this study will investigate consumer attitudes towards luxury marketing in the context of Chinese culture. Focusing on the Chinese cultural context is conducive to helping brands establish better communication channels with Chinese consumers.

Most of the previous studies focused on western social media, such as, Ins, Facebook and so on. Western social media is different from Chinese social media, and the definitions of rights and freedoms are different (Laroche, Habibi, and Richard, 2013). Therefore, the impact of luxury brand marketing on Chinese social media requires further research.

### 3. Research Questions

Related papers have already mentioned that luxury brand marketing on social media can positively impact the brand. Although this conclusion is based on the western social media environment, we can infer that marketing by luxury brands on Chinese social media can increase brand influence (Main hypothesis). In addition, interactive marketing has become the main force of brand marketing on social media platforms (Kim and Ko, 2012). Therefore, the interactive marketing of luxury brands on Chinese social media platforms will attract consumers' attention to the brand (Hypothesis 2). Entertainment marketing is also the primary means of brand marketing, and entertainment will attract consumers' attention (Liu, Shin, and Burns, 2021). Therefore, entertainment marketing by luxury brands in China will increase consumers' purchase intention (Hypothesis 3).

## 4. Methods

The questionnaire asked participants about the frequency of social media usage, attention to luxury advertisements, and the frequency of luxury purchases, as data shows that most people have never purchased luxury goods (Wang, 2021). The questionnaire may not have enough data to consider luxury buyers, and this experiment will ask respondents to what extent they pay attention to luxury advertisements on social media (Xue and Chawdhary, 2023). To test users' attitudes towards luxury brands' interactive and entertainment marketing on social media, the questionnaire will ask their level of interest in related activities.

However, the questionnaire still has limitations. The questionnaire is to select several everyday activities of luxury goods to ask about the interest level of the respondents. It cannot objectively express the attitude of Chinese social media users towards luxury interactive marketing and entertainment marketing. Due to the uncertainty of activities and specific forms, the questionnaire also has inevitable delays. This deficiency can be filled in the future by adding more specific campaign details. In addition, the higher the education, the more interested in the marketing of luxury goods may be. The questionnaire did not include the educational information of the respondents. The impact of different marketing methods on social media in China may be further explored in the future.

The research sample comes from Internet users all over the country. There were 107 participants and 107 valid questionnaires, including 43 males and 65 females. These samples are all from China, which makes the samples representative. Before the experiment, the authors had informed the participants of the purpose and objectives of the study and obtained informed consent from interested participants. Respondents are already aware that the questions they answer will remain anonymous.

This study published the questionnaire on the Questionnaire Star website to collect more participants. This study mainly used statistical analysis, using SPSS software to analyze the relevant data. Pearson's correlation coefficient illustrates the relationship between consumers' attention to luxury advertisements, consumers' willingness to buy luxury goods, and different marketing methods.

## 5. Findings and Discussions

It can be seen from Table 1 that the significance between consumers' purchase of luxury advertising products and the frequency of social media usage is 0.05, and the correlation coefficient is 0.2. This shows that there is a significant positive correlation between the two.

In addition, the significance between consumers buying luxury advertising products and consumers paying attention to luxury advertising is 0.01, and the correlation coefficient is 0.283. This shows that there is a significant positive correlation between the two. This result is consistent with the main hypothesis.

**Table 1.** Correlation analysis between social media use and luxury advertising

		Social media usage frequency	Consumers' attention to advertising
Luxury brand advertising attracts consumers to buy products	Pearson correlation	0.200*	0.283**
	P value	0.05	0.01
* p<0.05 ** p<0.01			

**Table 2.** Correlation analysis between consumers' attention to luxury advertising and interactive marketing

	Consumers pay attention to luxury brand advertising in social media	
Interactive Comment Marketing	Pearson correlation	0.283**
	P value	0.003
Online game interactive marketing	Pearson correlation	0.011
	P value	0.912
* p<0.05 ** p<0.01		

It can be seen from Table 2 that the significance between consumers paying attention to luxury brand advertisements and interactive commentary marketing methods is 0.003, and the correlation coefficient is 0.283. Thus, there is a significant positive correlation between the two. This is consistent with Jamali and Khan (2018).

However, the significance between consumers' attention to luxury brand advertising in social media and the interactive marketing method of online games is 0.912, and the correlation coefficient is 0.011. This shows that there is no positive correlation between the two. Therefore, the results of this study cannot fully support Hypothesis 2.

**Table 3.** Correlation analysis between consumers' purchase of luxury advertising products and entertainment marketing

	Luxury brand advertising attracts consumers to buy products	
Marketing methods of Entertainment Co branding activities	Pearson correlation	0.086
	P value	0.377
Entertainment star endorsement marketing method	Pearson correlation	0.193*
	P value	0.047
* p<0.05 ** p<0.01		

It can be seen from Table 3 the significance between consumers' purchase of luxury advertising products and the marketing methods of entertainment co-branded activities is 0.377, and the correlation coefficient is 0.086. This indicates that there is no correlation between the two.

Nevertheless, the significance between consumers' purchase of luxury advertising products and entertainment star endorsement marketing methods is 0.05, and the correlation coefficient is 0.193. This shows that there is a significant positive correlation between the two. This is

consistent with the findings of Yu and Hu (2020). The results of this study do not fully support Hypothesis 3.

To sum up, marketing on Chinese social media can increase the influence of luxury brands. As shown in Table 1, consumers' attention to luxury advertisements on social media can increase consumers' willingness to purchase luxury products. In other words, luxury advertising and marketing in social media can attract consumers to buy products and increase brand influence. This result is consistent with the study by Kim and Ko (2010). In addition, the interactive review marketing of luxury brands on Chinese social media

can attract consumers' attention, which is consistent with the research of Jamali and Khan (2018). However, the study results showed that other interactive marketing methods did not attract consumers' attention. Therefore, the research results cannot fully support Hypothesis 2. Moreover, inviting local Chinese celebrities to endorse luxury brands can increase consumers' purchase intention. Yu and Hu (2020) also mentioned that the fascination with stars would transfer to branded products. However, other entertainment co-branded activities did not increase consumers' willingness to buy. The results of this study do not fully support Hypothesis 3.

Overall, the marketing of luxury goods on Chinese social media can increase brand influence. But interactive marketing and entertainment marketing cannot entirely positively impact the brand. Only interactive comments and celebrity endorsements can positively impact luxury brands. This shows that it is necessary to choose the right way to carry out marketing in the Chinese social media environment.

This study has certain limitations. This research only relies on a text survey to ask respondents about their attitudes towards different marketing methods, which is relatively subjective. The diversity of marketing methods fills research with a lot of uncertainty. Future research can improve the details of the questionnaire, which will make the data more accurate. Although this study has certain limitations, it fills a gap in the literature on the impact of luxury marketing on Chinese social media. Unlike most previous studies, this study found that the same marketing theory but with different marketing methods will also affect luxury brands. This study also provides theoretical support for the marketing development of the luxury industry in China.

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