

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from NOVA - School of Business and Economics.

How has Social Media impacted marketing practices?

An Analysis of luxury Brands in Instagram

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16-05-2023

Abstract:

This thesis examines how luxury fashion brands utilize social media Ps (Purpose, Positioning, Personalization, and Partnerships) on Instagram alongside traditional marketing Ps (Product, Price, Place, Promotion). Using an in-depth observation of the Instagram accounts of 14 luxury brands selected based on their popularity and activity on social media, the study validates the role of social media Ps in the marketing strategies of luxury brands, highlighting their integration with the traditional 4Ps, which makes traditional and social media Ps not mutually exclusive but rather interconnected. Indeed, the thesis reveals that luxury brands effectively utilize Product content to communicate their Positioning, while Partnerships serve as a means for expanding their Product offering. Thus, the findings provide valuable insights for fashion marketers, leading to a proposed expanded framework of the Four Ps in the context of social media.

Keywords: Fashion, Luxury, Marketing, Social Media, Instagram.

Acknowledgment:

I would like to express my gratitude to God for granting me the strength and resilience to pursue this academic journey away from my family and country. I am deeply grateful to my beloved family and my dear boyfriend, who has always been there for me with their support, patience, and encouragement. They have been a constant source of motivation, sustaining me through triumphs and challenges. Furthermore, I am sincerely thankful to my Supervisor, Inês Serrano Laboreiro P. Risques, for her continuous and precious support throughout my thesis and data collection process, as well as her patience, guidance, and profound knowledge, which have been instrumental to my completion of this work.

Table of Content:

1 Introduction.....	3
2 Contextual Background.....	5
2.1 Social Media	5
2.2 Consumers as users of social: the Case of younger generation	6
2.2.1 Brands as users of social media.....	6
2.2.2 Instagram.....	7
2.3 Fashion & social media	7
2.3.1 Market and size.....	8
2.4 Traditional marketing practices.....	8
2.5 Social media Ps.....	9
3 Addressing the Thesis Topic	14
3.1 Methodology	14
3.1.1 Unit of Analysis and Brand's Selection	14
3.1.2 Observation Process and Indicators.....	14
3.2 Main Insights from the observationAnalysis.....	16
4. Recommendations for marketers	21
5 Main Limitations.....	23
6 References.....	26
7 Appendix.....	29

1. Introduction:

In the digital age, social media platforms have impacted the marketing landscape. Specifically, luxury fashion brands use Instagram as a key platform to engage with their target audience, particularly the younger generation (Kim, A. J., & Ko, E., 2012). This research project examines how luxury fashion brands use the social media Ps, which are Purpose, Positioning, Personalization, and Partnerships on their Instagram accounts. The research will also explore how the brands are continuously using traditional marketing Ps, explicitly focusing on the product element. Luxury brands are utilizing social media platforms like Instagram to effectively reach and engage their intended audience (Deloitte, 2022).

The rise of social media has transformed how brands interact with consumers by providing direct communication channels and the ability to create personalized experiences (Hoffman & Fodor, 2010). As a result, fashion luxury brands have recognized the importance of integrating social media Ps into their marketing strategies to strengthen their online presence and connect with younger consumers (Fiore, A. M., Lee, S. E., & Kunz, G. I., 2017). Fashion luxury brands on Instagram use four essential aspects of social media marketing, called the Ps: Purpose, Positioning, Personalization, and Partnerships. Purpose means telling the brand's story and values through captivating storytelling on social media. Positioning means creating a unique brand image in the target audience's minds. Personalization helps the brand tailor content and experiences to individual users, making them feel special. Lastly, partnerships with influencers, celebrities, and other brands help fashion luxury brands expand their reach to new consumers (Okonkwo, U., 2017).

Although social media has become increasingly important, luxury fashion brands still emphasize traditional marketing strategies, mainly when showcasing their products (Chevalier, M., & Mazzalovo, G., 2012). A study analyzing luxury fashion brands' Instagram accounts found that they prioritize content featuring their products, including new collections,

fashion shows, and behind-the-scenes glimpses (Choi et al., 2019). Despite incorporating social media into their marketing strategies, brands continue to recognize the importance of product excellence. Luxury fashion brands use social media to attract a younger audience. However, they still rely heavily on traditional marketing strategies to convey their brand identity and showcase their products (Brun, A., & Castelli, C., 2017). This research aims to provide valuable insights for fashion marketers in the luxury industry by exploring how social media and traditional marketing practices are intersecting and interconnecting.

The Work project was structured in sections as follows. In the first part, we did the contextual background, explored consumers and brands as social media users, and highlighted Instagram's significance as a platform for fashion content alongside the market size and scope of fashion and social media. Part 3 presents the qualitative research method conducted that integrates the observation process of Fashion luxury brands' Instagram accounts, so the methodology was explained, as well as the way we selected the fashion luxury brands that were studied, the timeframe, the unit of analysis as well as the observations and indicators for evaluating social media four Ps presence in the brands' content. Through the analysis, it has been discovered that Social Media Ps are a valuable component of Luxury Brands' Marketing Strategy. Partnerships enable brands to broaden their product range. Furthermore, it has been observed that Product content is an effective means for Luxury Brands to convey their Positioning. Lastly, the Traditional 4Ps and Social Media 4Ps are not separate entities but interconnected. The fourth part was dedicated to recommendations for fashion marketers, utilizing the study's findings to develop a proposed four-by-four expanded framework of the Traditional Four Ps in the context of Social Media Four Ps. Finally, the last and fifth part acknowledges the limitations of the research, providing avenues for future exploration of the relationship between social media and the fashion industry.

2. Contextual background

2.1.Social Media

Social media has rapidly evolved over the years from a simple electronic information exchange to a virtual hub for social interactions, online shopping, and an essential marketing tool. Various stages and platforms have marked the journey of social media. (Maryville, 2021; Kalemi, 2022; Samur& Christison, 2023) The earliest forms of social media date back to the 1970s, further developed with the growth of the internet. Online communication services like CompuServe, America Online, and Prodigy enabled digital communication through email, bulletin board messaging, and real-time online chatting. In the following years, these services paved the way for Multi-User Domain, BBS, Six Degrees, and Friendster platforms (Maryville, 2021; Kalemi, 2022; Samur& Christison, 2023) The modern era of social media started with the release of platforms like Myspace (2003) and LinkedIn (2003), which introduced new features such as user profiles and connections. However, a significant milestone in social media history is the development of Facebook by Mark Zuckerberg. (Samur et al., 2023) These platforms attracted millions of users by offering email registration and easy online networking. (Maryville, 2021). Social media allows users to create relationships, groups, discussions, and profiles (Kietzmann et al., 2011). It refers to digital platforms prioritizing user-generated content or interaction (Terry, 2009).

Nowadays, social media serves primarily as a source of communication, information, and entertainment. Additionally, it is utilized as a marketing tool by businesses. (Thompson, 2002). Social media has become a powerful tool for companies to reach a wider audience and create compelling value propositions. It also offers new ways to promote its brand, interact with customers, and build relationships (Cleland, 2000). Various platforms are having a significant impact on consumers' lives in different ways.

People use these platforms for creating, exchanging, and trading information and sharing content and opinions (Court et al., 2009). Indeed, these platforms provide information that allows consumers to learn about new products and services (Santos & Goncalves, 2021).

2.2. Consumers as users of social media: The younger generation

The younger generation, the first generation of digital natives, is distinct from other consumers. Social media platforms have given Gen-Z tastemakers unparalleled access to audiences. (Schneider & Lee, 2022). To build connections with the current generation, businesses are adopting strategies that involve partnering with popular social media influencers. The aim is to establish mutually beneficial relationships. Studies have shown that more than 55 percent of people's buying decisions are influenced by recommendations from influencers. A study conducted over three months on Gen Z and Millennial users found that 28 percent of them had made purchases through social media channels. These findings highlight the increasingly important role of influencer marketing and social media's impact on driving consumer behavior (Contreras, 2023). As brands focus on younger generations, they create content relevant to the latest trends, issues, hashtag campaigns, and popular topics (Schneider & Lee, 2022). Companies within the fashion industry must recognize that the youngest generation, Gen-Z, prioritizes a brand's products and its ethical principles. This consideration holds substantial significance in defining the overall value proposition of a brand (Nanda, 2022).

2.2.1. Brands as users of social media

Social media allows brands to connect with their target audience directly, gather feedback, and adjust their marketing strategies accordingly. Therefore, establishing and sharing unique content is necessary to improve engagement. (Manthiou et al., 2013). Thus, digital pioneers are creating many innovative methods (McKinsey, 2021) that allow businesses to establish relationships with present and potential customers via social media

and form communities that actively collaborate to identify problems and discover solutions. As a result, social media has allowed businesses to reduce their advertising costs. Furthermore, digital marketing offers a cost-effective alternative to traditional marketing, making it a practical option for businesses of all sizes. For example, Instagram is one of the social media platforms most used by businesses and fashion brands (Tsimonis & Dimitriadis, Brand Strategies in social media, 2014).

2.2.2. Instagram

According to a global survey conducted in January 2022, Instagram was the second most popular social media platform used by marketers worldwide, following Facebook. The survey indicated that 79 percent of respondents used social media for business marketing (Statista, 2023). Meta, formerly known as Facebook, launched one of its businesses, Instagram, in 2010 (The Economist, 2023). The platform had over 2 billion monthly active users in January 2023 (Statista, 2023). Most of Instagram's global user base comprises individuals aged 18 to 34, accounting for 60 percent of the total user population (Dixon, 2023). Recent survey data has revealed that a considerable number of social media users in the United States, precisely 36 percent, choose to follow different brands on Instagram. The shift in preference towards digital platforms represents a transformation in how the younger generation discovers and engages with brands. Notably, it has been observed that fashion brands tend to experience more success when operating online, thanks to Instagram's extensive popularity among younger demographics, its focus on visually driven content, and its built-in shopping features (The Economist, 2023).

2.3.Fashion & social media

2.3.1. Market and size

Instagram is a highly influential platform for brands, with 25 million brand accounts and 80% of users following at least one brand. Notably, 90% of the top 100 global brands have a presence on Instagram, and 96% of US fashion brands actively maintain an account. Additionally, 60% of users rely on Instagram to explore and discover new products. Fashion firms on Instagram post an average of 96 times per day and achieve a 68% interaction rate per post, surpassing engagement rates on Facebook and Twitter. Luxury brands consider Instagram a valuable platform for showcasing their expertise, creativity, legacy, and history. Using Instagram Stories and videos can give customers a unique glimpse into their brand's world, delivering an immersive and stimulating brand encounter. Utilizing Instagram Stories is highly favored by social media managers and marketing executives, as it allows for effective storytelling, motivating the audience, and inspiring consumers. (Smith, 2019; S. Dixon, 2022; Vinerean & Opreana, 2019)

2.4.Traditional Marketing practices

In 1960, E. Jerome McCarthy created the marketing mix, commonly known as the 4Ps (Bennett, 1997), to help guide marketing strategies. It includes four key components: product, price, place, and promotion. McCarthy wanted to provide marketers with a comprehensive framework to plan and implement marketing activities effectively. The marketing mix is now essential to marketing theory and practice, widely used by managers and academics. The marketing mix is a framework that helps identify important factors for creating offerings that meet consumer needs. (Kalyanam & McIntyre, 2002), It is a valuable tool for long-term and short-term strategies (Palmer, 2004). Its popularity in marketing is due to its simplicity and ease of use. By considering the elements of the marketing mix, companies can gain insight into the market, align their offerings with customer needs, determine competitive pricing, identify appropriate distribution channels,

and develop effective promotional campaigns. In a highly competitive environment, marketers need an essential tool called the marketing mix to analyze and optimize their strategies. (Varaldo, 1996; Dominici, 2009) This method helps marketers achieve their marketing goals by influencing their decisions, guidance, and overall marketing strategies. Using this proven approach, marketers can successfully promote their products or services in the market and build strong relationships with their intended audience. It is a straightforward and widely accepted method that companies can use to navigate the complexities of marketing and accomplish their objectives.

2.5.Social Media P's

Social media marketing has emerged as a new and dynamic section of marketing, driven by the transformative power of social media platforms (Saravanakumar, 2012). In today's digital era, social media has become a crucial tool for marketers and brands to connect with their target audience innovatively (Rosário et al., 2023). It uses social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube to promote products, enhance brand recognition, build customer relationships, and drive business growth. The rise of social media has given rise to a new field of study within marketing, evolving alongside the popularity of these platforms (Hayes, 2023). Social media marketing is a modern approach that leverages social media platforms' interactive and participatory nature (Nordlund & Karimi, 2019). Marketers employ various tactics such as creating and sharing interesting content, initiating conversations, building communities, running targeted ads, and collaborating with influencers to spread brand messages and expand their reach (Trone, 2023).

This approach provides marketers unique opportunities to connect with their target audience, develop brand loyalty, and thrive in the digital era (Mondalek, 2022). Social media has become one of the most successful marketing channels in recent years (Statista,

2023) Communication among marketers is changing more than any other area of marketing. The digital technology revolution has changed how companies and consumers communicate, especially how brands promote their brands (Nordlund & Karimi, 2019). In 2018, brands employed various tactics to persuade, motivate, and reward their customers' devotion (Trone, 2023). Social media marketing requires continuous adaptation and innovation in this rapidly evolving field (Statista, 2023). Since customers desire to interact with brands that understand their place globally, brands now need an up-to-date framework beyond traditional selling. Consumers' and brands' growing use of these platforms might change how the four Ps are seen, incorporating elements such as partnerships, personalization, positioning, and purpose (MacDonald, 2021).

Social media marketing has revolutionized how marketers and brands communicate and promote their offerings. It has become one of the most successful marketing channels, and its impact continues to grow (Saravanakumar, 2012; Rosário et al., 2023). With the changing dynamics of consumer behavior and the increasing use of social media platforms, marketers must embrace this new approach and leverage its potential to engage effectively with their target audience (Hayes, 2023). By understanding the power of social media marketing and incorporating it into their strategies, brands can build strong connections, drive brand loyalty, and thrive in the digital landscape (Nordlund & Karimi, 2019; Trone, 2023).

2.5.1. Purpose

Millennials and Generation Z, responsible for 85% of luxury sales growth, prioritize values luxury brands should consider (Nielson, 2015). One such value is purpose, which serves as a baseline for evaluating brands and encompasses environmental/ethical, social, and corporate initiatives (Mondalek, 2022). To cater to these values, luxury brands can engage in various environmental initiatives such as using

sustainable materials, eco-friendly packaging, waste reduction, and promoting biodiversity. They can also emphasize social purpose by supporting millennials, the LGBT community, feminism, self-expression, diversity, and inclusion. Furthermore, brands can demonstrate corporate responsibility by ensuring human and workers' rights and fostering employee satisfaction.

When it comes to the environment, younger consumers, especially Gen Z, seek brands that offer environmentally friendly alternatives and prioritize minimizing environmental and social impact. Luxury brands are adapting to meet the increasing demand for ethical and sustainable products to stay relevant in the market. A survey revealed that 73% of millennials are willing to spend more on products from brands that prioritize environmental or social responsibility (Nielsen, 2015). The concept of sustainability profoundly influences various aspects of true-luxury consumer behavior (BCG, 2019). In fact, 64% of younger generations consider sustainability a crucial factor when choosing a brand (Luxe Digital, 2023).

2.5.2. Positioning

The positioning of a brand is intrinsically linked to its underlying ethos and culture. These foundational elements shape the experiences and narratives that connect customers and the brand (Mondalek, 2022). Brands aim to connect with younger generations by creating a culture and experience that goes beyond their products and captivates their interests (MacDonald, 2021). Storytelling becomes a powerful tool for brands to build trust, stay true to their values, and connect with consumers by sharing their cultures, narratives, and ethos (Leicht et al., 2018). Through storytelling, luxury brands craft a comprehensive brand concept that embodies their symbolic and cultural values (Fog et al., 2010; Hughes et al., 2016; Herskovitz & Crystal, 2010). Many brands focus on intangible qualities such as emotions, exclusivity, and innovation while maintaining their distinctive

brand identity (Hagtvedt & Patrick, 2009; Kapferer & Bastien, 2012). Luxury brands educate customers about their distinctiveness by sharing their unique history. Brand stories allow luxury brands to showcase the characteristics consumers find appealing (Hughes et al., 2016). Moreover, leveraging digital tools and multimedia components enables brands to create engaging stories incorporating modern technology. The art of narrative positioning further enhances the brand's ability to connect with audiences and create compelling experiences (Alexander, 2011).

2.5.3. Partnerships

Collaborations between brands favored by Millennials and Zoomers create a "halo effect" and referral opportunities (Pronto Agency, 2021). As a result, collaborations have become very popular among brands. However, it is advisable for marketers to choose their collaborations carefully. It is better to focus on partnerships that provide long-term value rather than those that only generate short-lived attention (Mondalek, 2022). Partnerships come in various forms, including brand partnerships, influencer/artist partnerships, and partnerships with non-profit organizations.

In 2019, collaborations significantly influenced Gen-Z consumers' purchasing decisions, with an astonishing 67% opting for products resulting from such partnerships. This trend extends beyond Gen-Z and encompasses Millennials and true-luxury consumers, with 60% and 50%, respectively, expressing a preference for unique edition products developed in collaboration with other brands or artists (BCG, 2019).

Collaborative efforts have become increasingly popular due to their ability to meet the needs and desires of various groups effectively. Such endeavors prove to be highly effective in achieving desired outcomes. By engaging in collaborations, brands can expand their reach to new consumers, particularly those aspiring to own luxury products, as this demographic represents a significant market share of 37% globally. In addition,

luxury brands can create a sense of exclusivity and scarcity among customers to drive demand. Successful fashion partnerships serve as an example of how collaborations can generate high interest and demand. Instead of solely focusing on sales, brands prioritize meeting this generation's desire for connection and support. Apart from collaborating with other brands, companies are increasingly teaming up with influencers to sell out collections even before their release, highlighting the importance of collaboration in the market. Such collaborations allow brands to explore new areas, reach younger audiences, and shape their brand perception. In addition, consumers also benefit from collaborations by gaining access to new and innovative products (Coleman, 2023).

2.5.4. Personalization

The younger generation desires to personalize and make their mark on what they purchase which presents an opportunity for brands to differentiate themselves from competitors (Pronto Agency, 2021). It goes beyond targeted advertisements and involves creating unique consumer experiences and customized products (Mondalek, 2022). Personalization can be implemented in various forms, such as product personalization, service personalization, and geographically specific product personalization, serving as a crucial element in social media strategies. Luxury goods consumers now place a significant emphasis on personalization, with 18% of their preferences being influenced by this factor. However, luxury brands have responded by offering more customizable options to cater to customers who seek to express their individuality through their purchases. As a result, in 2019, a notable proportion of consumers who purchase luxury goods, precisely around 20%, placed a significant emphasis on the value of customization; this was particularly true for products made to order, reflecting a growing trend towards personalized luxury goods (Severoni, 2021).

3. Addressing the Thesis Topic

3.1. Methodology

This Work Project aims to understand how luxury fashion brands use social media, in particular Instagram, in their marketing practices. Based on the analysis of 14 luxury brands' Instagram accounts which I included in Appendix 5, 6 and 7 that contains the list of brands.

3.1.1. Unit of Analysis and Brand's Selection

The analysis of each luxury brand's use of social media PS will be presented in an observational table for ease of study. This Work Project focuses on luxury fashion brands, specifically chosen based on their popularity on social media platforms, as indicated by Statista (2023). Therefore, the study primarily concentrates on fashion brands due to their widespread recognition and relevance in social media usage. The selection of the 14 brands was based on Statista's research, which demonstrated their success and widespread recognition. As Instagram is one of the leading social media platforms for marketers worldwide and has its status as the second-most popular platform (Statista, 2023), the study was done based on it. The selection of these brands was based on three specific criteria: They are included in the Statista Report as the most popular luxury brands on social media, ranked by social media audience in 2022, they belong to the fashion luxury segment and the finally the brands need to be active on social media and have an Instagram account with regular posts.

3.1.2. Observation process and Indicators

Based on the Literature Review, a total of four social media Ps and 12 subcategories were defined and analyzed. The marketing elements as well as the sub-variables in each social media P are relevant to us to know how much these brands are

posting about these social media P, which are Purpose, Personalization, Partnerships and Positioning. Are the brands focusing on one social media P more than the others? Within each social media P, are there one or more sub-variable of the social media P that is more shared in their content more than the others. This is what we are going to understand more. The table provided will summarize the observation process.

<p>1st Variable: Purpose</p> <p>Sub-variables of Purpose:</p> <ul style="list-style-type: none"> - <u>Environmental:</u> Sustainability affects many aspects of true-luxury consumer behavior, according to BCG's 2019 report. Therefore, we will examine different types of content, including posts and reels that showcase brands' commitment to sustainability and transparency. This content will cover various elements, such as the materials used, sustainable packaging, and waste reduction initiatives. - <u>Social:</u> Studies show that 73% of consumers are willing to pay more for products from socially responsible businesses (Nielsen, 2015). As a result, many brands are actively supporting communities, feminism, and the LGBT community. - <u>Corporate:</u> We will analyze the luxury brand's content and whether they post and are upfront regarding their corporate social responsibility, including employee compensation and human rights.
<p>2nd Variable: Personalization</p> <p>Sub-variables of Personalization</p> <ul style="list-style-type: none"> - Product Personalization - Service Personalization - Specific to a region personalization
<p>3rd Variable: Partnerships</p> <p>Sub-variables of Partnerships:</p> <ul style="list-style-type: none"> - Brands Partnerships - Influencers/Artists Partnerships - Non- profit Organization Partnerships
<p>4th Variable: Positioning</p> <p>Sub-variables of Positionings:</p> <ul style="list-style-type: none"> - Brand narratives - Cultural narratives/brand's ethos

Source: Molka Belkhouja, the observation, and online sources.

Using the Marketing Elements listed above, we observed each of the 14 Luxury Brands' Instagram content. Analysis has been conducted on the observation of Posts and Reels from the 1st of January to the 31st of March with overall, 2475 observations.

3.2.Main Insights from the Observation analysis

3.2.1. Social Media Ps are validated as a part of the Marketing Strategy of Luxury

Brands:

From our analysis, we can conclude that Social Media PS are validated as a part of the marketing strategy of luxury brands. It has been found that in each brand's content, there is at least one social media shared. The examined brands are incorporating social media Ps in their marketing strategies to varying degrees. For instance, Dior leads in the number of social media posts with 837 contents, followed by Versace, Armani, Valentino, Tiffany, Gucci, and Louis Vuitton, who have a higher proportion of social media content. However, the remaining brands also incorporate social media Ps, but with a lower frequency. The percentages chart in Appendix 2 is a visual representation of the extent to which each brand uses social media Ps. Overall, the findings suggest that social media Ps have become an integral part of luxury brands' marketing efforts, with some brands using them more extensively than others (Appendix 4).

3.2.2. Partnerships allow brands to expand their product offering:

Through the observations, we can notice that brands communicate various partnerships. They are utilizing both traditional and non-common collaborations, such as short movies and interviews with artists, actresses, and designers with whom they are collaborating, as well as non-common forms of partnerships. This observation of traditional and new forms of partnerships allows us to conclude that observed brands are utilizing various forms of

partnerships to expand their product offerings and tap into new markets. One form of partnership observed is brand partnerships, where fashion luxury brands frequently collaborate with other companies across different industries to create unique and exclusive products. This partnership enables fashion luxury brands to leverage their partners' expertise, aesthetics, and brand values, resulting in innovative and highly desirable products (Hughes et al., 2016; BCG, 2019).

For instance, the collaboration between Dior and Chanakya in the content observed was a co-product collaboration. Dior is releasing multiple reels from their collaboration with this Indian textile firm, including an interview with managing director Karishma Swali and an explanation of the many techniques utilized in their atelier for DiorFall23. During DiorFall23, a new collection was presented as a result of the collaboration between two brands that share a unique bond. They both uphold contemporary values of luxury, handmade craft, art, accountability, and artisan welfare. Chanakya showcased India's exceptional craftsmanship, while Dior demonstrated their commitment to empowering women through their brand. They also highlighted their efforts to support and encourage women's autonomy, making empowerment a tangible reality.

Fendi and Versace are good examples of brands that expanded their product offerings through collaboration. Despite having different styles, the collaboration featured luxurious clothing that incorporated Fendi's iconic double F monogram and Versace's Greek key motif. The collaboration also included mini-dresses and microskirts with a rock and punk edge, which is in line with Versace's signature style. Another form of the partnership involves collaborating with influencers and artists to co-create products or develop special collections (BCG, 2019).

This method assists luxury fashion brands in reaching out to the followers of influencers or artists and in gaining new customers interested in the collaboration and the

uniqueness it brings (Hughes et al., 2016). The collaboration between Louis Vuitton and renowned Japanese artist Yayoi Kusama has resulted in a colorful collection. The artist's original motifs have been incorporated into signature pieces, showcasing her creativity with Louis Vuitton's savoir-faire. This collaboration celebrates audacious art and craftsmanship with iconic pieces reinterpreted in vibrant themes. (Vuitton, 2023) Furthermore, luxury fashion brands are increasingly partnering with non-profit organizations to support social and environmental causes (BCG, 2019). Adding to valuing sustainability and ethical practices, luxury brands are offering eco-friendly products by associating with reputable non-profit organizations, which Louis Vuitton is doing with its partners and its observed partner, People for Wildlife, an Australian non-profit organization. All their new collections are on the right path to having 100% sustainable materials. Thus, this partnership is expanding the brand's product offering towards products that are the most possible to be sustainable (Muret, 2022).

Through these various partnerships, fashion luxury brands can expand their product offerings beyond their core product categories (BCG, 2019). Through partnerships with brands, influencers, artists, and non-profit organizations, unique and diverse collections can be created to meet the preferences of various consumers and draw in new customer segments (Hughes et al., 2016). By forming partnerships, fashion luxury brands can remain relevant, preserve exclusivity, and generate interest and demand for their products (BCG, 2019). Overall, partnerships play an important role in the expansion strategies of fashion luxury brands, allowing them to leverage the strengths and appeal of their partners to create compelling and differentiated offerings in the market (BCG, 2019). By working together, fashion luxury brands can create unique and appealing products that represent the brand's and its partners' values and aesthetics. This collaboration enhances their products' desirability and market presence (Hughes et al., 2016).

3.2.3. Product content provide a way for Luxury Brands to communicate their

Positioning:

Based on our observations, we found that the most emphasized traditional marketing P among the brands' content was Product. However, we also noticed a connection between Product and Positioning, one of the most frequently shared Social Media Ps among these brands. In the case of Dior and Gucci, for example, product content posted by Dior includes posts and reels of various garments from the DiorSS23 line. Dior emphasizes its high-quality items and legacy, the scarcity of the materials used, and how they value craftsmanship in the captions of each Post. Gucci is also publishing key product content. For example, in addition to their current high watchmaking collection, the made-to-order G- Timeless watches, we can discover about their Gucci Horsebit 1955 wallets, which draw on Gucci's 102-year heritage, through their posts and reels.

By carefully crafting and curating product content, the observed brands are conveying the essence of their brand and create a distinct brand identity, and this is done by reflecting brand culture and value, telling brand narratives, showcasing brand history heritage, and creating a cohesive brand experience, product content enables fashion luxury brands to communicate their Positioning. Product content allows fashion luxury brands to showcase their unique culture and values. Through their products' design, materials, and craftsmanship, brands can convey their commitment to excellence, craftsmanship, sustainability, and innovation. In addition, the product content can emphasize the brand's dedication to quality and attention to detail, reflecting the brand's cultural values and establishing a connection with consumers who resonate with these values.

Fashion luxury brands have rich histories, narratives, and heritage that set them apart. Product content allows brands to tell compelling stories about their origins, traditions, and inspirations. By incorporating these narratives into product descriptions,

packaging, and marketing materials, fashion luxury brands can evoke a sense of exclusivity, authenticity, and craftsmanship, capturing the imagination of consumers and fostering emotional connections with the brand. In addition, product content allows fashion luxury brands to highlight their long-standing history and heritage. Through product descriptions, visuals, and storytelling, they can emphasize their legacy, iconic designs, and significant milestones. Luxury fashion brands use their heritage to strengthen their reputation and present themselves as keepers of timeless elegance, tradition, and sophistication. They achieve this through the language and visuals in their social media posts and reels and by aligning their product content with their overall brand messaging, visuals, and storytelling. This approach helps to reinforce their Positioning and deliver a consistent brand experience to consumers.

3.2.4. Traditional 4Ps and Social Media 4Ps do not seem to be mutually exclusive, but rather integrated:

Based on the observations from the partnerships and product content, it becomes clear that traditional and Social Media PS are not different; they are mutually connected. As we have analyzed in parts 3.2.2 and 3.2.3, Product, one of the Traditional Marketing Ps, provides Positioning, one of the Social Media Ps. Also, Partnerships, a social media P, allow for Product, a traditional marketing P. Through partnerships and product content, these brands expand their product offerings, communicate their brand's essence, and reinforce their Positioning. Let us consider how brands are teaming up with influencers, artists, and celebrities to enhance brand visibility, draw in new followers, and create a favorable brand reputation. We can confirm that partnerships also allow for Promotion, which is part of the traditional marketing mix. So, partnerships are in Product and Promotion. This point was not previously mentioned in the research but highlighted the potential connections between traditional and social media marketing strategies. Finally,

rather than being distinct and separate, the traditional and social media 4Ps are connected and mutually supportive, enabling fashion luxury brands to engage with consumers and thrive in the market effectively.

4. Recommendations

4.1.The Integrated four Ps Metric:

To effectively market Fashion Luxury brands, it is essential to integrate traditional and social media strategies. This creates a comprehensive marketing plan that expands the reach and enhances the impact. As found on Insights, Traditional and social media Ps are not mutually exclusive, but they leverage on each other as seen with Product and Positioning and Product and Partnerships. Here is a proposed four-by-four expanded framework of the Traditional Four Ps in the context of Social Media Four Ps.

	Product	Place	Price	Promotion
Purpose				
Partnerships				
Personalization				
Positioning				

Source: Molka Belkhouja and Main Insights from the Observation analysis’s part

Inside each of the traditional four Ps, we explored them using an angle of Social Media” to be more effective for marketers and businesses to use them. For example, while before product was described as a bundle of benefits that a marketer can offer to the consumer for a price (Nordlund & Karimi, 2019), now product can be offered through the prism of Partnerships or Positioning or expanded through Partnerships. Also, while before promotion was described as a crucial component of a marketing mix because it is the process of disseminating information, convincing, and influencing a consumer to purchase a product,

selling, advertising, publicity, and boosting sales are all examples of promotional methods (University of Peshawar, n.d.), now promotion could be done also through the prism of Partnerships. The traditional marketing P: Place refers to the physical location where products are sold. However, this concept can also be associated with the social media P of Personalization in the context of Instagram shops.

These shops serve as virtual spaces where luxury fashion brands sell their products online. This shift from physical retail spaces to digital platforms like Instagram is due to a growing demand for personalized shopping experiences that cater to individual customers. By establishing an Instagram shop, fashion luxury brands are leveraging personalization to create a more tailored and customized shopping experience for their customers. Brands can use Instagram's platform to create personalized product recommendations, targeted ads, and customized shopping experiences by utilizing user data and preferences. This integration of Place (Instagram shop) and Personalization (tailored shopping experiences) creates a synergistic connection as brands strategically position themselves to meet consumers' individual needs and preferences in the digital age.

Price, as one of the traditional marketing four Ps, can be effectively linked to the social media P of Personalization in the context of luxury brands' presence on social media platforms. Price typically refers to the amount of money assigned to a product or service. However, social media platforms offer an opportunity to implement customized pricing strategies tailored to each consumer. Luxury brands can use social media data to offer customized pricing based on consumer preferences, purchase history, and engagement levels. This personalized pricing approach enables brands to create promotions, discounts, or loyalty programs that resonate with individual consumers, enhancing their shopping experience and fostering brand loyalty. Luxury brands can cater to their target audience's specific needs and

preferences by using Personalization in pricing strategies on social media. This approach positions these brands as customer-centric and value-driven organizations.

Marketers can effectively market Fashion Luxury brands by using the proposed four-by-four expanded framework of the Traditional Four Ps in the context of Social Media Four Ps. By combining traditional and social media strategies, a comprehensive marketing plan can be created to maximize reach and impact. The findings show that Traditional and social media strategies are not separate but connected. For instance, there are links between Product and Positioning, Product and Partnerships, and Price and Personalization. This interconnection enables marketers to use the advantages of both traditional and social media methods, leading to more successful marketing plans. Furthermore, the framework recognizes the changing landscape of consumer behavior and the growing demand for personalized experiences. This expanded framework allows marketers to differentiate their brands, expand their market reach, and create compelling brand narratives.

By integrating traditional and social media strategies, fashion luxury marketers can take their brands to new heights, build stronger connections with their target audience, and achieve overall success in the ever-changing fashion luxury industry. Proposing a four-by-four expanded framework of the traditional four Ps in the context of social media would offer a new perspective and framework for understanding the integration of traditional and social media Ps within the fashion luxury brand industry. In addition, this will showcase how traditional and social media are interconnected and complement each other. It will give marketers valuable insights into their decision-making processes, enhance their marketing effectiveness, and aid in successfully promoting Fashion Luxury brands. This approach will help them expand their audience and offer tailored and engaging experiences to their desired demographic.

5. Main Limitations

The findings of this Work Project are limited due to:

5.1. The small sample size:

Only 14 luxury fashion brands were analyzed. This restricts the ability to generalize the results to the entire industry. A larger sample size would provide a more comprehensive understanding of marketing practices across the industry.

5.2. Analysis of only one industry:

The work project lacks a comparison analysis between Fashion Luxury brands and other fashion industry, which would have revealed distinct usage of social media Ps in diverse contexts or diverse industries.

5.3. The timeframe:

Another area for improvement is the short time frame of the analysis. The report only considers the first quarter of 2023 for posts and reels. This may need to include long-term trends and changes in marketing practices. A more extensive analysis over a more extended period would offer a more accurate depiction of the brand's marketing strategies.

5.4. Future studies:

5.4.1 Conducting qualitative interviews to Marketers of luxury brands to explore my main insights and the integrated 4ps:

Gaining insights and perspectives from interviews with luxury brand marketers would have added depth and richness to the research. It would also have been an opportunity to engage with professionals with firsthand experience developing and implementing social media strategies in the luxury brand industry. By conducting interviews with luxury brand marketers, we can gain valuable insights into their approach and execution of the four social media Ps: Product, Promotion, Place, and Price. In addition, they can provide expertise on handling these Ps in the luxury brand industry. Furthermore, through these interviews, we can

explore their perceptions of the ever-changing digital landscape and the role of social media in reaching and engaging luxury consumers.

5.4.2. Expanding this analysis to other sectors to see if we find similar results:

To better understand how effectively the proposed four-by-four expanded framework of the traditional four Ps works in social media, we need to analyze it across different industries. By comparing findings across industries, we can identify similarities and variations in the strategies brands use to integrate traditional and social media Ps.

These limitations should be considered to ensure a nuanced interpretation of the report's findings and to draw appropriate conclusions.

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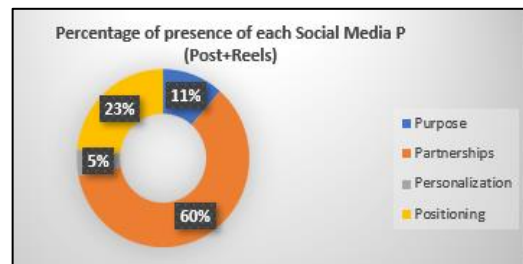
7. Appendix

Appendix 1 : Observational table

List of Luxury Brands	Stories (From 26th of March to 31st of April)	Number of each type of content posted by the luxury brands				Purpose (What the brand promises, from politics to products)										Positioning (Brand narrative, its culture and ethos)									
		Total of Stories	Posts/Reels (3 Months)	Highlights	Stories	Environmental/Ethics					Social			Corporate		Total Purpose	Partnerships / Collaborations (Cool factor that can create a halo effect)		Personalization (Bespoke consumer products and experiences)		Brand Narratives	Ethos of The Brand			
						Sustainable materials	Eco-friendly/ recycled	Gas Emission Reduction	Partnership with NGOs	Control over the supply chain	Millennials/ Gen Z	Feminism	Self-expression	Diversity/Inclusion	Human rights		Employees' satisfaction	Brands Partnerships	Influencer/Micro-Influencers	Non-Profit Organization Partnerships			Product Personalization	Service Personalization	Specific to a region
Chanel	Story: 32 TOTAL = 32	32	218	0	6 posts												1 post	7 Stories					11 posts	35 posts	
Gucci	Story: 24 TOTAL = 24	24	227	233													11 Stories	5 Stories, 28 Highlights, 35 posts					3 Story	31 posts	
Dior	Story: 56 TOTAL = 56	56	403	500		23 HIGH			25 High, 16 posts								2 Story, 26 Highlights, 6 posts	3 Story, 256 highlight, 108 posts					6 Story, 200 Highlights, 1100 posts	8 Stories, 143 Highlights, 14 posts	
Versace	Story: 2 TOTAL = 2	2	81	400					10 Highlight								4 posts	2 Stories, 131 Highlights, 2 posts					100 Highlights, 6 posts	10 Highlights	
Prada	Story: 17 TOTAL = 17	17	210	164	1 Story, 2 post	2 Stories, 4 posts			1 Story								3 Stories, 3 posts	16 posts					13 Story, 88 Highlights, 14 Posts	2 Story, 24 Highlights, 10 posts	5 Highlights
Pajji/ Lauren	Story: 57 TOTAL = 57	57	114	202	4 Stories, 3 posts												13 posts	22 posts, 60 highlights					15 posts, 2 highlights	16 posts	
Tiffany	Story: 1 TOTAL = 1	1	51	232													14 posts, 48 highlight	55 posts, 30 Highlights					13 posts, 26 highlight	6 posts, 33 highlights	
Louis Vuitton	Story: 61 TOTAL = 61	61	227	31	2 posts	2 posts											35 posts	27 Stories, 83 posts, 11 Highlights					5 Stories	20 posts	
Cartier	Story: 62 TOTAL = 62	62	86	168													3 posts	4 Story, 15 posts, 56 highlights					14 Stories, 4 posts, 23 highlights	6 Stories, 28 posts, 35 highlights	
Floer	Story: 22 TOTAL = 22	22	37	33																			6 Stories, 5 posts, 4 highlights	1 post	
Valentino	Story: 31 TOTAL = 31	31	207	353	1 post	2 posts											15 posts	4 Stories, 66 posts, 45 Highlights					25 posts, 31 highlights	3 Stories, 2 posts, 42 Highlights	
Hermès	Story: 0 TOTAL = 0	0	71	124													3 posts						4 posts, 2 Highlights	20 posts, 16 HIGHLIGHTS	2 Highlight
Armani	Story: 15 TOTAL = 15	15	262	331													31 posts, 7 highlights	4 Stories, 11 posts, 100 highlights					3 posts, 27 highlights	4 posts, 10 highlights	
Estée Lauder	Story: 13 TOTAL = 13	13	115	184	8 posts	3 posts												26 posts, 15 Highlights					13 Story, 2 Story	5 highlights	

Appendix 2: Percentage of Posts and Reels related to Social Media Ps

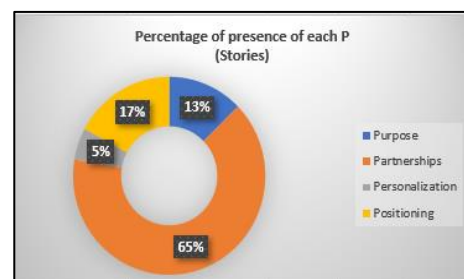
List of Luxury Brands	Total P+R on Brand's account	Purpose	Partnerships	Personalization	Positioning	Total Number of Posts+Reels related to Social Media 4 P's	% of Posts+Reels related to Social Media 4 P's
Chanel	218	9	1	10	50	70	32.1%
Gucci	227	0	95	11	31	137	60.35%
Dior	409	18	114	6	24	162	39.6%
Versace	81	0	6	2	8	16	19.75%
Prada	210	7	87	13	24	131	62.38%
Ralph Lauren	174	6	35	0	23	64	36.78%
Tiffany	151	0	69	0	19	88	58.28%
Louis Vuitton	227	54	126	0	20	200	88.1%
Cartier	86	0	16	2	32	50	58.14%
Rolex	37	0	0	10	6	16	43.24%
Valentino	207	22	81	3	27	133	64.25%
Hermès	71	0	3	0	24	27	38.03%
Armani	262	13	102	3	7	125	47.7%
Estée Lauder	115	16	27	0	0	43	37.39%



Total of Posts+Reels related to Social Media Ps	1262	145	762	60	295
% of presence of each P	100%	11%	60%	5%	23%

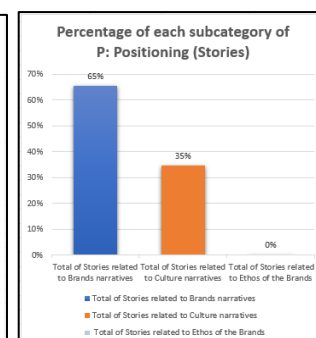
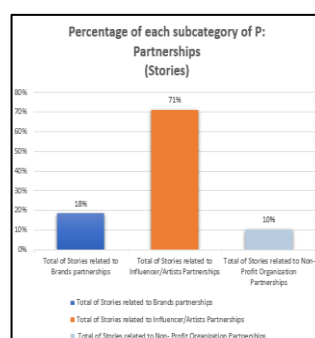
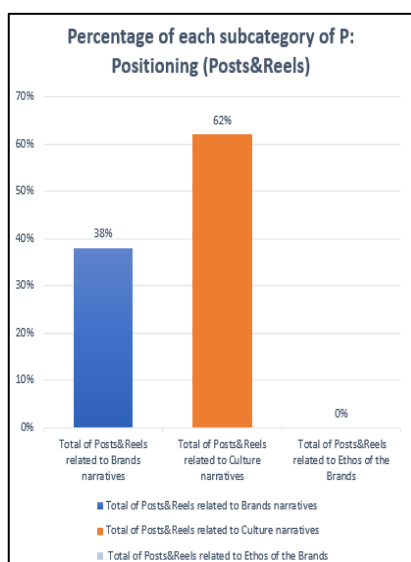
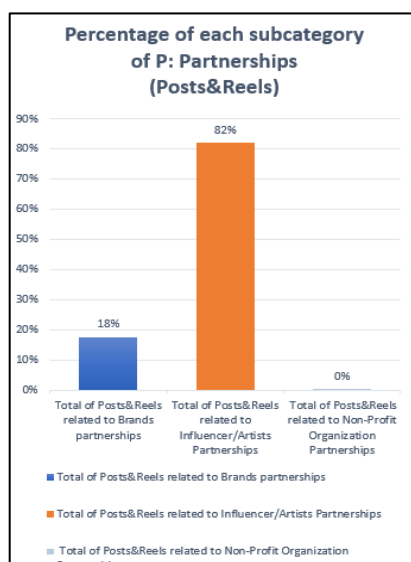
Appendix 3: Percentage of Stories related to Social Media Ps

List of Luxury Brands	Total Stories on Brand's account	Purpose	Partnerships	Personalization	Positioning	Total Number of Stories related to Social Media 4 P's	% of Stories related to Social Media 4 P's
Chanel	32	0	7	0	0	7	21.88%
Gucci	24	0	16	1	3	20	83.33%
Dior	56	0	11	0	14	25	44.64%
Versace	2	0	2	0	0	2	100.00%
Prada	17	5	3	1	1	10	58.82%
Ralph Lauren	57	8	0	0	0	8	14.04%
Tiffany	1	0	0	0	0	0	0.00%
Louis Vuitton	61	0	27	0	0	27	44.26%
Cartier	62	0	4	0	0	4	6.45%
Rolex	22	0	0	5	5	10	45.45%
Valentino	31	0	4	0	0	4	12.90%
Hermès	0	0	0	0	0	0	#DIV/0!
Armani	15	0	12	0	0	12	80.00%
Estée Lauder	13	4	0	0	0	4	30.77%

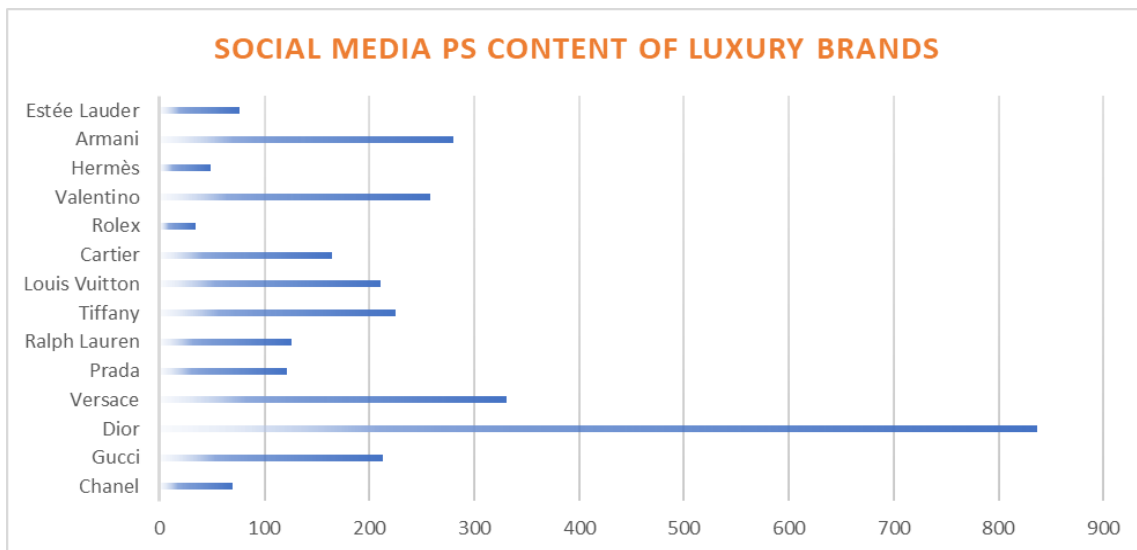


Total of Posts+Reels related to Social Media Ps	393	17	86	7	23
% of presence of each P	100%	4%	22%	2%	6%

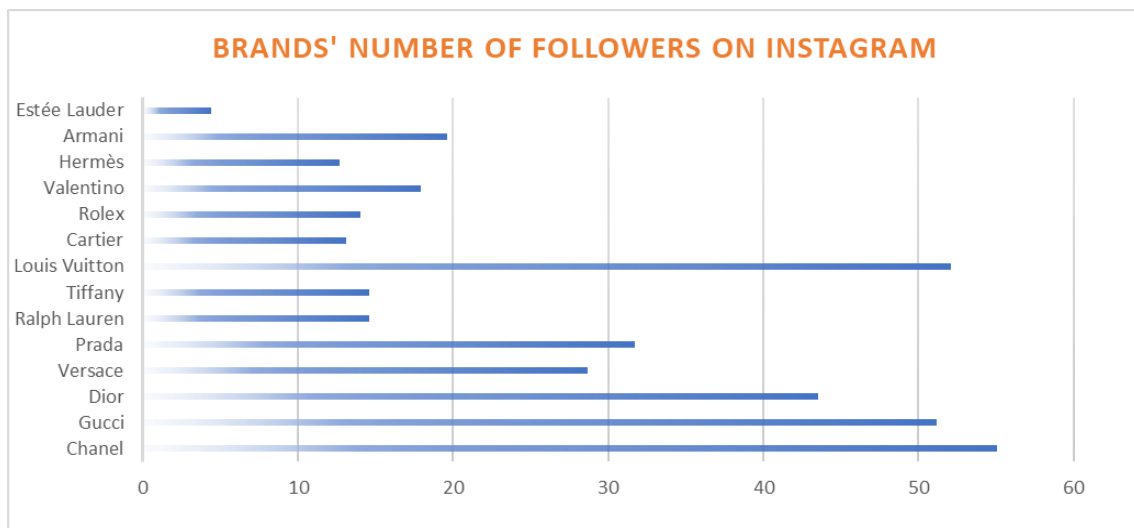
Appendix 4: Subcategory Analysis for the predominant social media Ps Partnerships and Positioning for each type of content (Posts and Reels and Stories)



Appendix 5: Social Media Ps in the Luxury brands’ Instagram content



Appendix 6: Brands’ number of followers on Instagram



Appendix 7: Brands’ popularity on social media and on Instagram

List of Luxury Brands	Number of followers on Instagram in Millions (2023)	List of Luxury Brands	Total use of SM Ps
Chanel	55,1	Dior	837
Louis Vuitton	52,1	Versace	331
Gucci	51,2	Armani	280
Dior	43,5	Valentino	258
Prada	31,7	Tiffany	225
Versace	28,7	Gucci	213
Armani	19,6	Louis Vuitton	211
Valentino	17,9	Cartier	164
Ralph Lauren	14,6	Ralph Lauren	126
Tiffany	14,6	Prada	121
Rolex	14	Estée Lauder	76
Cartier	13,1	Chanel	70
Hermès	12,7	Hermès	49
Estée Lauder	4,4	Rolex	34

Source: Observations and (Statista, 2022)