Marketing strategies for content analysis of luxury brands on the social media platform (Instagram).

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Abstract:
This study aims to investigate the marketing strategies of designing the marketing content of luxury brands on social media platforms (Instagram), The main statement of problem for this study is How do luxury brands market themselves on social media platforms (Instagram)? As the technological development taking place at the present time and that social media platforms have become an integral part of an individual's life, which led to the fact that most marketers and services are provided through these platforms, which is what made luxury brands characterized by scarcity, luxury and exclusivity enter in this field available to all despite the contradiction of its principles with it. The main objectives of this study is to research the marketing strategies that luxury brands adopt in designing marketing content to promote their products through social media platforms (Instagram platform) while preserving their exclusive appearance. The methodology of this study follows Descriptive analytical method which is represented in analyzing the content of luxury brands on the social media platform Instagram, and concluding marketing strategies for designing the marketing content of luxury brands and the extent to which they benefit from the platform's tools to promote their products through platforms available to everyone while maintaining their exclusive appearance. Data were collected for three luxury brands (Chanel -Gucci-Dior) by following the brand's community on Instagram and analyzing their publications, and an objective analysis strategy for luxury brands' publications (Chanel-Gucci-Dior) was adopted on its Instagram page using the use theory, gratification and theory. Proceedings in the analysis of the mark's community and its publications, The results of this study are Luxury brands are keen to have a single and stable identity with consumers, Brands Still dependent on single interaction, and are keen to control the images and messages they deliver to consumers, But it seeks to create a two way interaction between itself and consumers with the help of celebrities, Luxury brands strive to create premium content to satisfy consumer curiosity and their emotional and cognitive needs through interviews with celebrities, publishing exclusive content. The Instagram platform seeks to develop itself and create tools suitable for commercial communities to interact with consumers, and e-marketing such as electronic stores, and we find luxury brands keen to use what suits them from the platform's tools to interact with the consumer without being exposed to their exclusive image or giving up on the luxury dream.

References:
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