



Digital Marketing as a Strategy for Luxury Brands: What Millennials Think About Luxury Brands on Social Media

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ABSTRACT :

This research looks at how luxury brands are using social media to market themselves, and what millennials think about it. We studied how platforms like Instagram and TikTok affect the way millennials see and interact with high-end brands. Using surveys and interviews, we found that millennials like when luxury brands are creative and engaging online—but they also expect them to stay authentic and classy. These insights help luxury brands improve how they use digital marketing to attract younger audiences.

1. Introduction

Luxury brands are known for being exclusive, elegant, and traditional. But in today's digital world, especially with younger consumers like millennials, they've had to change. Now, brands are showing up on social media, working with influencers, and posting creative content to stay relevant.

Millennials—those born between 1981 and 1996—use social media daily and care a lot about what brands say and how they say it. They like brands that are modern, honest, and engaging. So this study asks: how do millennials feel about luxury brands on social media? And how can those brands use digital marketing in a smart, strategic way.

2. Methodology Types of Data

A mixed-method research design was employed to ensure comprehensive insights:

1. Quantitative Data:

An online survey of 300 millennial consumers aged 25–40 from various global regions.

- Questions focused on brand engagement, purchasing behavior, perceptions of authenticity, and responsiveness to influencer marketing.

Qualitative Data:

- In-depth interviews with 15 millennials who are active social media users and frequent purchasers of luxury goods.
- Interviews with 5 digital marketing executives from luxury brands.

Sampling was done through purposive and snowball techniques to target relevant respondents. Data was collected over a three-month period and analyzed using statistical software (SPSS) and thematic coding.

Modeling and Analysis

1. Quantitative Analysis:

- Descriptive statistics to understand general trends.
- Regression analysis to identify key drivers of engagement and purchase intent.
- Factor analysis to uncover underlying dimensions such as brand trust, aesthetic appeal, and social influence.

2. Qualitative Analysis:

- Thematic analysis using NVivo to identify recurring themes such as brand storytelling, digital exclusivity, and authenticity.
- Triangulation of qualitative and quantitative findings to enhance reliability.

3.Results and Discussion

Here's what the study found:

- **Positive Reactions:** Millennials enjoy visually pleasing posts, creative storytelling, and seeing luxury brands work with influencers—if it feels real.
- **Concerns About Authenticity:** Many millennials dislike when luxury brands come off as too commercial or try too hard to sell. They prefer brands that stay true to their roots while still being creative online.
- **What Works Best:** Content that invites interaction—like live videos, sneak peeks, or limited product drops—gets more attention and engagement.
- **Influencers Matter:** Influencers can help luxury brands, but only if they truly match the brand's style and values. Otherwise, millennials tend to tune them out.

4.Recommendations

Based on what we learned from millennials and marketing professionals, here are several practical recommendations for luxury brands looking to succeed with digital marketing on social media:

1. Stay Authentic – Always

Millennials can spot inauthentic marketing a mile away. They want luxury brands to stay true to their roots—prestige, quality, heritage—but also be open, honest, and relatable online. Don't over-polish the message or rely too much on paid promotions. Instead:

- Share real stories behind the products
- Show your craftsmanship and values
- Avoid making your brand feel like just another mass-market product

2. Choose Influencers Carefully

Influencers can be powerful, but only if they genuinely reflect your brand's identity. Don't just go for high follower counts—go for true brand alignment.

- Work with influencers who are already fans of your products
- Let them tell their story in their voice
- Avoid overly scripted collaborations that feel like ads

3. Offer Digital Exclusivity

Millennials still love exclusivity, but in a digital way. Create special moments online that feel personal and rare.

- Launch limited-edition products only available through social media or online drops
- Offer early access to loyal followers
- Use things like digital invites, private live sessions, or virtual previews to reward engagement

5. Conclusion

Luxury brands can succeed on social media, but they have to get it right. Millennials expect more than just good-looking ads—they want to connect with the brand in a real, meaningful way. Brands should focus on being authentic, telling great stories, and creating experiences that feel exclusive.

In the future, it would be interesting to study how even younger generations, like Gen Z, react to luxury marketing—or to explore how things like virtual reality might shape luxury shopping in the next few years.

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