

Chapter 11

The Influence of Social Media Communications on Consumer–Brand Relationships in the Luxury Brand Context: A Bibliometric Review


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ABSTRACT

In this study, a total of 59 studies were analyzed. This study presents a bibliometric review of research over the past decade (2010 to 2022). The findings indicated that most studies are conducted in China and applied quantitative method and used questionnaire for data collection on social media platforms such as Facebook, Instagram, and Twitter. Moreover, the findings of this study indicated that ‘Brand Luxury,’ ‘Social Media Marketing,’ ‘brand equity,’ ‘luxury marketing,’ ‘purchase intention,’ ‘fashion brands,’ and ‘trust’ are the most frequently used keywords. The findings of this study indicated that the major leading journals in the publication of research papers on luxury brands are the “Journal of Global Fashion Marketing,” “Developments in Marketing Science,” and the “Journal of Business Research.” The current study provides a summary of existing studies, uncovers knowledge gaps, and proposes recommendations for future research.

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INTRODUCTION

Social media has been defined as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p.61). The growing popularity of social media has impacted numerous industries, including luxury (Song & Kim, 2022).

In recent years, there has been an increased focus on the relationship between Social media marketing and luxury brands. Despite the significant amount of research in this field, there is lack of been a lack of comprehensive analysis of the literature. While the number of studies focusing on luxury brand strategies on social media is growing, little attention has been paid to a comprehensive analysis of the literature.

The current bibliometric review aims to understand the literature on the influence of social media communications on consumer-brand relationships in the luxury brand context. While both areas have extensive research bases, little is known about the mechanism of fostering consumer-brand relationships through social media marketing activities in the luxury brand context. This to the identification of the scopes and contents of the practices and related theories the review questions are as follows:

RQ1. What is the current statues of the academic literature regarding influence of social media communications on consumer-brand relationships in the luxury brand context?

RQ2. What are the emerging and promising topics in the field of consumer-brand relationships in the luxury brand context?

RQ3. What still needs to be investigated?

METHODOLOGY

To generate a reliable knowledge stock about the influence of social media communication on consumer-brand relations, this paper applied the orthodox systematic literature review method based on the five-step approach: question formulation, locating studies, study selection and evaluation, analysis, and synthesis, and reporting and using the results (Denyer & Tranfield, 2009). Considering the extent of literature and alternative approaches found during our preliminary literature review, our objective is to gather and integrate a representative collection of meaningful research by (1) obtaining and exploring a comprehensive set of relevant articles; (2) synthesizing the key trends, latent topics, and constructs; (3) systematizing major findings and gaps, through high-level categorization as units of analysis, through TCCM (Theory – Context - Characteristics – Methodology) framework. This paper will review journal articles written in English because English serves as a global academic language and widely accepted in the scholarly community. It will apply the orthodox systematic literature review method which is based on the five-step approach: question formulation, locating studies, study selection and evaluation, analysis and synthesis, and reporting and using the results (Denyer & Tranfield, 2009). Scopus is selected as the database to cover a comprehensive range of relevant papers for this study because Scopus has wide coverage and has 20% more articles indexed than other databases (S. Singh et al., 2020) he literature search will start by using the keywords (“social media marketing” or “Luxury”); document types ‘article’; Subject area ‘Business, Management and Accounting’; language ‘English’. For each manuscript, preliminary relevance was determined by title and abstract. From the title and abstract, if the content seemed to be relevant, we would obtain its full reference to further evaluate its quality and eligibility before the analysis and synthesis of the selected literature. A selection process was implemented by

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