


Chapter 11

The Social Media Effect on Luxury Consumption: Redefining Consumer Behavior in the Digital Age

Sarina Asif

 <https://orcid.org/0000-0001-5778-3016>

K.R. Mangalam University, India

ABSTRACT

This chapter explores the transformative effect of social media on luxury consumer behavior, focusing on how digital platforms influence perceptions, motivations, and purchasing decisions. Through a blend of literature review and case studies of luxury brands, it investigates how social media fosters consumer engagement and shapes brand narratives via influencers, user-generated content, and targeted advertising. The findings reveal a shift in luxury consumption, where visual content and peer reviews have made high-end products more accessible, challenging traditional exclusivity. The chapter provides valuable strategies for marketing managers to effectively utilize social media to enhance brand desirability, engage customers, and boost sales, contributing new insights to the intersection of social media and luxury brand management.

1. INTRODUCTION

Luxury consumption has experienced a profound transformation with the rise of social media, fundamentally altering consumer behavior and brand engagement. In the digital age, platforms such as Instagram, Facebook, and TikTok have emerged as pivotal channels influencing how consumers interact with and perceive luxury

DOI: 10.4018/979-8-3693-8739-9.ch011

brands (Keller, 2020). These platforms offer unprecedented access to aspirational lifestyles and high-end products, shaping consumer perceptions and motivations in ways that were previously unimaginable (Djafarova & Trofimenko, 2019).

The integration of social media into luxury marketing strategies has introduced a new paradigm where the line between aspirational and attainable has blurred. Luxury brands are now leveraging social media to enhance their visibility, create engaging content, and foster direct relationships with consumers (Deloitte, 2021). This shift is not merely about digital presence but about redefining the luxury experience itself, making it more interactive and personalized (Hwang & Kim, 2020).

Social media's impact on luxury consumption can be observed through several key changes. Firstly, the accessibility of luxury brands has increased as social media platforms provide a window into the world of high-end products and lifestyles (Kumar et al., 2022). This visibility fosters a sense of inclusion and aspiration among consumers who might otherwise be disconnected from luxury markets. Secondly, social media has amplified the role of influencers and digital opinion leaders, who play a crucial role in shaping consumer perceptions and driving purchasing decisions (Lou & Yuan, 2019). The endorsements and lifestyle portrayals by these influencers create a powerful narrative that can significantly impact consumer choices.

Moreover, the digital age has introduced a new dimension to consumer decision-making processes. Social media facilitates real-time engagement and social validation, which can influence buying behavior. Metrics such as likes, shares, and comments not only validate consumer choices but also create a sense of social proof that can drive further engagement and consumption (Kapitan & Silvera, 2016). As a result, the dynamics of luxury consumption are increasingly shaped by the interplay of social media interactions and consumer motivations.

In summary, the advent of social media has redefined luxury consumption, introducing new avenues for engagement and influencing consumer behavior in complex ways. This chapter aims to explore these transformations in detail, providing insights into how social media has reshaped the luxury landscape and offering a comprehensive analysis of its effects on consumer behavior.

2. OBJECTIVE OF THE STUDY

The primary objective of this chapter is to offer a comprehensive understanding of the dynamic interplay between social media and luxury consumption. As digital platforms increasingly shape consumer behavior, it is crucial to analyze how these platforms influence the luxury sector. This chapter aims to achieve the following objectives:

10 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/the-social-media-effect-on-luxury-consumption/380506

Related Content

Influence of Policy Framework and Technology on Change Management in Selected Telecommunication Companies in Tanzania

Paulina C. Nataia and Juliana Mulaa Namada (2021). *International Journal of Business Strategy and Automation* (pp. 1-12).

www.irma-international.org/article/influence-of-policy-framework-and-technology-on-change-management-in-selected-telecommunication-companies-in-tanzania/287109

The Analytic Link Between Population Health and Leading Hospital and Ambulatory Patient Safety Considerations

John Roman Zaleski and Ramani Peruvemba (2019). *Analytics, Operations, and Strategic Decision Making in the Public Sector* (pp. 111-136).

www.irma-international.org/chapter/the-analytic-link-between-population-health-and-leading-hospital-and-ambulatory-patient-safety-considerations/221765

JomMachineLearning: Bringing Artwork Nearer With DesignLab

K.M. Liow, P.S. Joseph Ng and H.C. Eaw (2021). *International Journal of Business Strategy and Automation* (pp. 54-71).

www.irma-international.org/article/jommachinelearning/276457

Blockchain for Banking and Finance: A Survey

Manita D. Shah, R. Seranmadevi, Shruti Jose and Amit Kumar Tyagi (2025).

Convergence of Technology and Operations Management in Modern Businesses (pp. 293-312).

www.irma-international.org/chapter/blockchain-for-banking-and-finance/361433

Process Innovation and Competitive Advantage in Telecommunication Companies

Peter Chege Mugo and Juliana Mulaa Namada (2020). *International Journal of Business Strategy and Automation* (pp. 40-55).

www.irma-international.org/article/process-innovation-and-competitive-advantage-in-telecommunication-companies/265495