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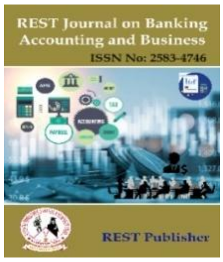

The Luxury Brand Management in Social Media using the SPSS Method

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Abstract: *Luxury brands can extend their product visibility and unveil new promotions to a broader demographic by leveraging social media platforms. These networks serve as a powerful medium for premium providers to forge emotional connections with their clientele, establish brand distinctiveness, and foster a devoted following. Social media plays a crucial role for luxury brands in engaging and maintaining communication with their target audience. It is imperative to actively track and remain abreast of current trends, utilizing data and analytics to understand how to enhance engagement and develop more impactful and personalized marketing initiatives. Instagram Stories and Reels: Leverage Instagram's Stories and Reels features to share short, engaging video content. This allows you to showcase behind-the-scenes glimpses, product demonstrations, and lifestyle content in a more dynamic format. Pinterest for Visual Inspiration: Pinterest is an excellent platform for curating visually appealing boards that reflect the brand's style, inspiration, and aesthetic. Consider creating boards that feature your products in various lifestyle settings. LinkedIn for Thought Leadership: While LinkedIn is not traditionally associated with luxury brands, it can be a powerful platform for sharing thought leadership content, industry insights, and establishing your brand as an authority in the luxury sector. YouTube for Video Content: Create high-quality, long-form video content on YouTube. This could include product showcases, interviews with designers or artisans, and brand documentaries that highlight the craftsmanship and heritage of your brand. Twitter for Timely Updates: Use Twitter to share real-time updates, news, and engage in conversations related to the luxury industry. It's a platform where you can participate in industry discussions and show your brand's relevance. WeChat for Chinese Market: If your luxury brand is targeting the Chinese market, consider using WeChat, a dominant social media platform in China. It provides a wide range of features, including messaging, content sharing, and e-commerce capabilities. WhatsApp for VIP Communication: Managing social media for a luxury brand requires a sophisticated and tailored approach to align with the brand's image of exclusivity, prestige, and high-quality. Here are some key strategies for effective luxury brand management on social media: Deep Understanding of the Audience: Identify and understand the target audience, which is likely to be affluent consumers who value quality, exclusivity, and luxury experiences. Consistent Branding: Maintain a consistent visual identity, including colours, logo, and overall aesthetic, to reflect the luxury brand's image. High-Quality The significance of research in luxury brand management on social media cannot be overstated in today's marketing landscape. As consumer behaviour evolves, luxury brands must adapt to effectively engage with their affluent audience on platforms like Instagram, Facebook, and YouTube. Through strategic content creation, influencer collaborations, and targeted advertising, luxury brands can curate their image, communicate their values, and nurture a loyal community of followers. This research also enables brands to leverage the power of storytelling, showcase their heritage, and maintain real-time engagement with customers. By understanding the impact of social media strategies, luxury brands can not only enhance their reputation and reach but also gain a competitive edge in a highly competitive market. Additionally, research in this domain empowers brands to navigate crises, utilize emerging technologies, and ultimately, thrive in the digital age. the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.*

Keywords: *Instagram Stories and Reels, Pinterest for Visual Inspiration, LinkedIn for Thought Leadership, YouTube for Video Content, Twitter for Timely Updates, WeChat for Chinese Market and WhatsApp for VIP Communication.*

1. INTRODUCTION

The integration of Digital technologies and social media between businesses connection and cooperation greatly made easy their clients across different industries. In contrast to other industries, the luxury economy has adopted these innovations more slowly. The purpose of this article for luxury brands social media marketing relevant academic writing to review. It outlines the current aims to show situation, significant research topics addressed, and the consequences for managerial research and practical application [1]. Over the past decade, the significance of digital platforms has escalated for luxury brands, particularly amplified by the pandemic, which prompted virtually every brand to pivot towards digital transformation. Some brands have even taken pioneering steps in this direction. For instance, Gucci emerged as the inaugural pure luxury brand to engage in "livestream shopping" from a meticulously replicated store setting. Social media offers marketers an extensive array of tools to forge personalized and interactive engagements with their target clientele. Diverse social media platforms present opportunities for innovative strategies in establishing a brand's social media presence. Within this context, Instagram has emerged as the premier platform for high-end fashion companies. This article delves into the domain of high-end fashion brands on social media, underscoring pivotal strategies to be incorporated into a comprehensive social media marketing blueprint [2]. Projections indicate that by 2025, as much as one-third of all personal luxury goods transactions will occur online, amounting to an estimated total of $136 billion in sales. Social media naturally serves as pivotal touchpoints within any holistic marketing initiative, as brands aspire to be present where prospective customers congregate and invest their time. According to the digital marketing race model, social media effectively traverses the entirety of the marketing funnel, from initial "reach" to sustained "engagement," providing marketers with a structured framework for communication planning. Consequently, it is imperative for marketers to grasp the role that social media can play within their overarching communication strategy [3]. Over the past decade, social media has been at the epicenter of what we term the "centralization" of luxury brands. This shift arises from the collective desire of brands to position themselves where potential customers are most active and where they dedicate a significant portion of their time. This heightened emphasis on follower counts and engagement levels has been accentuated by shifts in cultural norms, technological advancements, and the imperative for a continuous stream of content on social media platforms [4]. Social media serves as the optimal platform for cultivating brand identity, primarily because it necessitates a potent emotional connection to captivate us as consumers. Establishing a brand presence in this milieu presents a challenge for all enterprises, not exclusively for luxury brands, given the rapid pace of social media and our often-fragmented attention as consumers. Thus, it becomes imperative to channel all social media interactions towards three key objectives: brand recognition, aesthetic appeal, and compelling storytelling. emphasis should lie in promoting an exclusive and aspirational lifestyle. When employing focal point should be the creation of engaging and enjoyable content. Our client, the esteemed luxury fashion label Bottega Veneta, made a bold move as the new year began, potentially signifying more than a mere social media hiatus [5]. The fashion industry, particularly its traditional catwalk shows, has faced ongoing scrutiny, with questions arising about their relevance in today's digitally-dominated landscape. The pandemic, acting as a catalyst, forced organizations to pause and consider adaptation as the primary avenue to thrive. Through the integration of new technologies and a heightened presence on social media, brands stand to benefit from updated marketing strategies rooted in compelling storytelling and strategic collaborations [6]. The decision of a prominent brand like Bottega Veneta to forego a pivotal marketing tool has sparked various speculations. Some posit it as a clever publicity stunt, while others argue it enhances exclusivity. It could be a move to mitigate the digital overload contributing to fatigue, or perhaps there's a more calculated strategy at play. In a market oversaturated with companies vying for algorithmic favor, Bottega Veneta appears to be pursuing a distinct approach: influencer marketing driven by user-generated content. By relinquishing their own voice, they've empowered their advocates to speak on their behalf [7]. In the past, luxury brands had a straightforward objective: craft an exceptional, exclusive product to uphold the prestige of the affluent. Today, the narrative has evolved. Raised in the era of the Internet, this new generation of luxury consumers is deeply invested in social and environmental causes. While quality remains paramount, they opt to align their purchases with their values, favoring brands that intertwine ethical consumption, inclusive communication, truth, and transparency. These conscientious consumers, representing a staggering $350 billion in spending power in the U.S. alone, are well-informed, tech-savvy, and adept at discerning advertising tactics. Gone are the days of tacky, intrusive jingles from the 1980s; instead, they gravitate towards meaningful narratives and purpose-driven partnerships [8]. "People rely on individuals for trust. One every month more than a billion with active users, User generated Broad through content and varied to connect with the audience Unparalleled opportunity Instagram offers. By the year 2022 valued at $15 billion is expected to reach, with traditional advertising in comparison, the influencer Marketing audience Very engaging Proven effective. Your brand is you of what you mean Not only by others What about that Because they say is defined. Social media have democratized fashion, it also includes content creators Critics are the same Creates a model. Early fashion Bloggers developed a voice that was both fashion-savvy and relatable professional [9]. Their credibility and influence grew alongside their following. By harnessing technology and forming impactful collaborations, brands to their customers unforgettable, too Personalized experiences can create. it's in the fashion industry traditional gate disrupts the Guardians and individuals and Businesses are their own and to establish the balance previously unused and access to markets opens up new opportunities. The relationship between influencers and their followers is potent. Content creators have the autonomy to plan and share content on their own terms, free from corporate control [10]. This fosters a deeper connection between the relatable influencer and their audience, a level of authenticity that businesses find hard to replicate. The Future of Bottega Veneta Sans social media Bottega Veneta's decision to step away from social media is intriguing. The prevailing belief is that brands should be present where their customers are, and today, that's on social platforms. Yet, by adopting a "no marketing" marketing strategy, Bottega Veneta is choosing to utilize social networks in a unique way rather than vanishing from them. In a realm flooded with endless content, Bottega Veneta is eliminating the noise of options and instead invoking the power of stillness, evoking a sense of mystery and fascination [11]. By relying on word of mouth, or selectively sharing images from advocates and customers, the brand allows its products and its community to speak for themselves. This invisible approach is not entirely novel. Brands like Rolls-Royce leverage an air of exclusivity to their advantage; Their ubiquity is established by their customers without the risk of overexposure. Some might argue it's a stroke of genius, as only the most discerning and idiosyncratic influencers truly grasp creative director Daniel Lee's aesthetic well enough to make it seem accessible. "Being in the know about Bottega is a mark of real style and wearing it is even cooler. Plus, you need a certain level of affluence to own their products," as reported [12]. Instagram offers an excellent platform for featuring user-generated content and collaborating with influencers and experts, a strategy many luxury brands have employed effectively, especially during the pandemic. This content can also be easily shared across other social media platforms. Utilizing Instagram Stories and Reels can be highly impactful for grabbing attention and showcasing the lifestyle your brand embodies. Kenzo, for instance, advocates for their favored causes by sharing lifestyle visuals like their "Tiger Conversations" in collaboration with WWF [13]. Facebook remains the largest social media platform and cannot be overlooked. Its segmentation capabilities are unparalleled, allowing for precise targeting of specific demographics, a feature particularly appealing to luxury brands seeking to reach highly specific groups. Given that Facebook owns Instagram, sharing images and videos seamlessly is straightforward. With a well-planned and executed Facebook ad campaign, you can achieve significant returns on ad spend with relatively modest investment [14]. YouTube is a crucial platform for sharing extended video content. Whether collaborating with influencers or maintaining an in-house video production team, you can create organic content for your channel or entirely rely on influencer channels. For instance, influencers can mention your brand in haul videos or showcase your product or luxury service in a video as a form of product placement. YouTube's advertising platform excels in targeting specific demographics. For example, you can promote luxury Italian food and wine to a user who frequently watches Italian travel content [15]. Pinterest is a content-rich platform designed for sharing both paid and organic content. It operates in parallel with Instagram and boasts a significant user base, with 59% of millennials actively using it. It is a valuable discovery tool for luxury brands, though its effectiveness may vary depending on the size of the brand. As a visual discovery platform, many users turn to Pinterest to explore new products and plan events [16]. Ultimately, Pinterest imparts a positive feeling to users, aligning perfectly with the goals of luxury brand marketing. So, if Pinterest users curate boards featuring your products, it's a significant win. When it comes to luxury brand marketing on social media, paying attention to quality content is paramount. Weak content can undermine the brand's image, and thus, only top-notch content should be shared. From Tiffany & Co.'s "Believe in Dreams" campaign to Christian Louboutin's "WishUponAStar," content should evoke aspirations of elevated social status and an improved lifestyle [17]. Many luxury brands excel at this task, creating content that helps customers envision how brand ownership can alter their perception. For Rolex owners informative videos in addition to providing, they include Luxurious life multiply method high-production-value videos Uses YouTube to share. In the field of social media Luxury Brand Management recent years has undergone dramatic change. Instagram, Facebook and like Twitter With the advent of platforms, Luxury brands with their audience Unparalleled to join given the opportunity. a global scale. The convergence of opulence and digital communication has given rise to a new paradigm in marketing, where storytelling and experience take centre stage [18]. One of the key challenges in luxury brand management on social media is maintaining exclusivity while also fostering inclusivity. Striking this delicate balance requires a nuanced approach that considers the aspirational nature of luxury goods alongside the desire for accessibility. Brands must curate their online presence meticulously, ensuring that every post, comment, and interaction reflects the brand's unique identity and values. This level of precision extends to the choice of influencers and collaborations, as aligning with individuals who embody the brand's ethos is paramount [19]. Moreover, crafting a compelling narrative is fundamental in luxury brand management on social media. Brands must transcend the transactional nature of commerce and instead offer a narrative that captivates and resonates with their audience. Storytelling becomes a vehicle through which consumers are invited into the brand's world, fostering a sense of belonging and emotional attachment. This narrative extends beyond the product itself, encompassing the heritage, craftsmanship, and dedication to excellence that define the brand [20]. In this digital landscape, authenticity emerges as a cornerstone of effective luxury brand management. Audiences are increasingly discerning, and they can spot inauthenticity from a mile away. Therefore, brands must cultivate genuine connections with their followers, acknowledging their feedback and valuing their opinions. This level of transparency not only engenders trust but also creates a community of brand advocates who are more likely to champion the brand across their own social networks [21]. In terms of content strategy, visual aesthetics play a pivotal role in luxury brand management on social media. Every image, video, and graphic must be meticulously curated to reflect the brand's aesthetic identity. Consistency in visual elements, from color schemes to typography, cultivates a cohesive brand image that is instantly recognizable. This meticulous attention to detail extends to the quality of content, ensuring that every post exudes the luxury and refinement associated with the brand [22]. Additionally, data-driven insights have become indispensable tools in luxury brand management on social media. Analyzing metrics such as engagement rates, reach, and conversion rates allows brands to refine their strategies, ensuring that every effort yields the desired impact. Moreover, these insights provide invaluable feedback on consumer preferences and behaviors, enabling brands to adapt and innovate in real-time [23]. In conclusion, luxury brand management on social media necessitates a multifaceted approach that combines authenticity, storytelling, visual aesthetics, and data-driven insights. By navigating the delicate balance between exclusivity and inclusivity, brands can cultivate a loyal and engaged community of followers who not only appreciate the products but also resonate with the brand's values and narrative. In this dynamic digital landscape, the mastery of enduring legacy of luxury brands [24].

2. MATERIALS AND METHOD

***Instagram Stories and Reels**:* Leverage Instagram's Stories and Reels features to share short, engaging video content. This allows you to showcase behind-the-scenes glimpses, product demonstrations, and lifestyle content in a more dynamic format. Instagram Stories and Reels offer a dynamic platform for luxury brands to captivate their audience through short, visually engaging videos. This feature enables brands to showcase behind-the-scenes glimpses, product demonstrations, and lifestyle content, providing a unique and immersive brand experience.
***Pinterest for Visual Inspiration**:* Pinterest is an excellent platform for curating visually appealing boards that reflect the brand's style, inspiration, and aesthetic. Consider creating boards that feature your products in various lifestyle settings. Pinterest serves as a treasure trove of visual inspiration, allowing luxury brands to curate boards that reflect their style and ethos. It's a platform where users discover new products and plan for future events, making it essential for luxury brands to showcase their offerings in a visually appealing manner.
***LinkedIn for Thought Leadership**:* While LinkedIn is not traditionally associated with luxury brands, it can be a powerful platform for sharing thought leadership content, industry insights, and establishing your brand as an authority in the luxury sector. LinkedIn, known for its professional network, provides an opportunity for luxury brands to establish thought leadership and industry authority. Through insightful articles, thought-provoking posts, and engaging with industry trends, brands can position themselves as leaders in the luxury sector.
***YouTube for Video Content**:* Create high-quality, long-form video content on YouTube. This could include product showcases, interviews with designers or artisans, and brand documentaries that highlight the craftsmanship and heritage of your brand. YouTube is indispensable for luxury brands seeking to share longer-form video content. Whether through collaboration with influencers or in-house video production, brands can create organic content that aligns with their image. This platform allows for an immersive brand experience and provides ample space for storytelling.
***Twitter for Timely Updates**:* Use Twitter to share real-time updates, news, and engage in conversations related to the luxury industry. It's a platform where you can participate in industry discussions and show your brand's relevance. Twitter, with its fast-paced nature, is an effective tool for luxury brands to provide timely updates, industry insights, and engage in real-time conversations. It's an ideal platform for brands to stay relevant and connected with their audience in a rapidly evolving digital landscape.
***WeChat for Chinese Market**:* If your luxury brand is targeting the Chinese market, consider using WeChat, a dominant social media platform in China. It provides a wide range of features, including messaging, content sharing, and e-commerce capabilities. WeChat holds great significance for luxury brands targeting the Chinese market. As a dominant social media platform in China, it provides a range of features, from messaging to content sharing and e-commerce capabilities. This platform is crucial for luxury brands looking to establish a strong presence in the Chinese market.
***WhatsApp for VIP Communication**:* Use WhatsApp to establish direct, personal communication channels with VIP customers or brand ambassadors. This can be a valuable tool for providing exclusive updates, offers, and personalized services. WhatsApp offers a unique opportunity for luxury brands to establish direct and personalized communication channels with VIP customers or brand ambassadors. This one-on-one interaction creates a sense of exclusivity and allows brands to provide tailored updates, offers, and services to their most valued clientele.
Method: SPSS Statistics is an advanced statistical analysis, multivariate analytics, business intelligence, and data analysis software package developed by IBM. Originally created by SPSS Inc., it was acquired by IBM in 2009. In current versions, particularly those released after 2015, it is branded as "IBM SPSS Statistics." The software's name, Statistical Package for Social Sciences (SPSS), reflects its initial focus on the social sciences, but over time, it has evolved into a comprehensive tool used across various industries. SPSS is widely recognized and utilized

for statistical analysis in social science research. It employs a syntax-based approach for programming. The software offers user-friendly interfaces for both guided and exploratory data analysis workflows. SPSS Statistics incorporates an internal data management system that enforces specific rules regarding data types, processing procedures, and documentation, streamlining the programming process. Data in SPSS datasets are typically organized in a two-dimensional format, with rows representing individual events (such as individuals or households) and columns containing variables like age, gender, or income. There are two primary types of variables: numeric and string (textual content). All statistical computations are carried out within the dataset. Additionally, SPSS allows for the merging of files on a one-to-one or one-to-many basis. While many of these case variables do not alter the dataset's format, they can be processed separately in a matrix session, enabling the manipulation of data using matrix and linear algebra operations.

3. RESULTS AND DISCUSSION

TABLE 1. Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Instagram Stories and Reels	30	4	1	5	.202	1.106
Pinterest for Visual Inspiration	30	4	1	5	.230	1.259
LinkedIn for Thought Leadership	30	4	1	5	.233	1.278
YouTube for Video Content	30	4	1	5	.209	1.143
Twitter for Timely Updates	30	4	1	5	.276	1.512
WeChat for Chinese Market	30	4	1	5	.248	1.357
WhatsApp for VIP Communication	30	4	1	5	.247	1.351
Valid N (list wise)	30					

Table 1 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation Instagram Stories and Reels, Pinterest for Visual Inspiration, LinkedIn for Thought Leadership, YouTube for Video Content, Twitter for Timely Updates, WeChat for Chinese Market and WhatsApp for VIP Communication this also using.

TABLE 2. Reliability Statistics

Cronbach's Alpha Based on Standardized Items	N of Items
.744	7

Table 2 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

TABLE 3. Reliability Statistic individual

	Cronbach's Alpha if Item Deleted
Instagram Stories and Reels	.710
Pinterest for Visual Inspiration	.758
LinkedIn for Thought Leadership	.704
YouTube for Video Content	.721
Twitter for Timely Updates	.695
WeChat for Chinese Market	.712
WhatsApp for VIP Communication	.685

Table 3 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results. The Cronbach's Alpha value for Instagram Stories and Reels - .710, Pinterest for Visual Inspiration - .758, LinkedIn for Thought Leadership - .704, YouTube for Video Content - .721, Twitter for Timely Updates - .695, WeChat for Chinese Market - .712, WhatsApp for VIP Communication - .685 this indicates all the parameter can be considered for analysis.

TABLE 4. Frequencies Statistics

		Instagram Stories and Reels	Pinterest for Visual Inspiration	LinkedIn for Thought Leadership	YouTube for Video Content	Twitter for Timely Updates	WeChat for Chinese Market	WhatsApp for VIP Communication
N	Valid	86	86	86	86	86	86	86
	Missing	0	0	0	0	0	0	0
Mean		3.30	3.12	3.52	3.41	3.56	3.70	3.26
Std. Error of Mean		.112	.144	.133	.129	.168	.147	.136
Median		3.00	3.00	3.00	3.00	4.00	4.00	3.00
Mode		3	3	3	3	5	5	3
Std. Deviation		1.041	1.332	1.234	1.192	1.554	1.364	1.257
Variance		1.084	1.775	1.523	1.421	2.414	1.860	1.581
Skewness		-.320	.302	-.247	-.329	-.458	-.457	-.209
Std. Error of Skewness		.260	.260	.260	.260	.260	.260	.260
Kurtosis		.254	-1.168	-.809	-.457	-1.362	-1.146	-.794
Std. Error of Kurtosis		.514	.514	.514	.514	.514	.514	.514
Range		4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5
Sum		284	268	303	293	306	318	280

Table 4 Show the Frequency Statistics in Luxury Brand Management Social Media is Instagram Stories and Reels, Pinterest for Visual Inspiration, LinkedIn for Thought Leadership, YouTube for Video Content, Twitter for Timely Updates, WeChat for Chinese Market and WhatsApp for VIP Communication. curve values are given

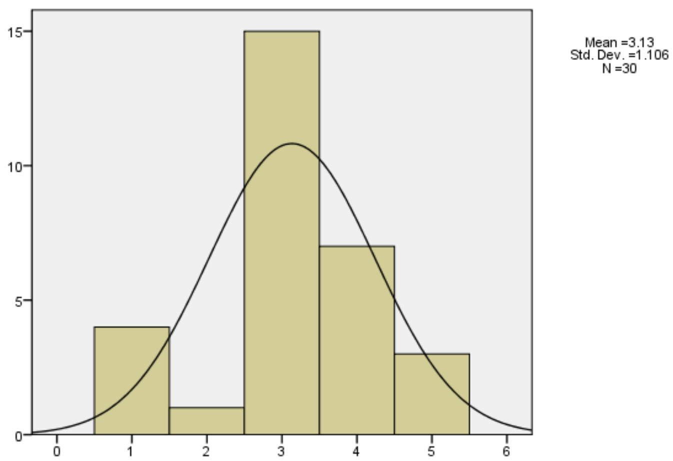

FIGURE 1. Instagram Stories and Reels

Figure 1 shows the histogram plot for Instagram Stories and Reels from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for Instagram Stories and Reels except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

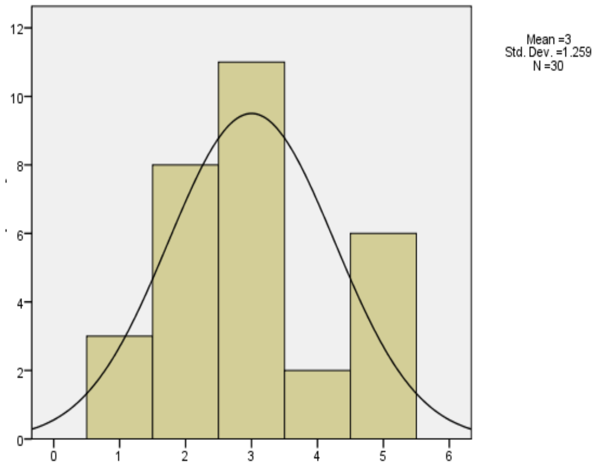

FIGURE 2. Pinterest for Visual Inspiration

Figure 2 shows the histogram plot for Pinterest for Visual Inspiration from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for Pinterest for Visual Inspiration except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

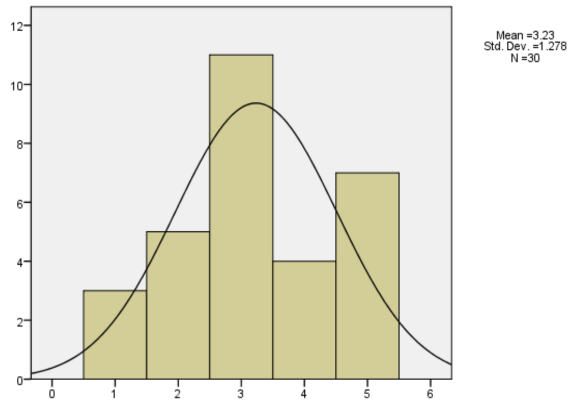

FIGURE 3. LinkedIn for Thought Leadership

Figure 3 shows the histogram plot for LinkedIn for Thought Leadership from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for LinkedIn for Thought Leadership except the 3 value all other values are under the normal curve shows model is significantly following normal distribution.

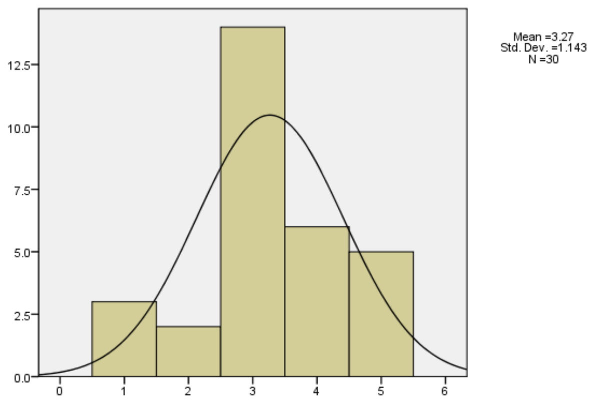

FIGURE 4. YouTube for Video Content

Figure 4 shows the histogram plot for YouTube for Video Content from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for YouTube for Video Content except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

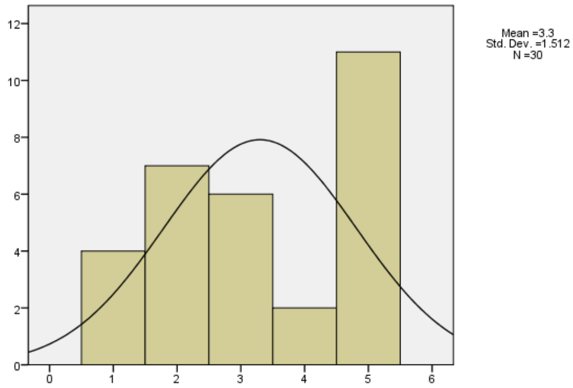

FIGURE 5. Twitter for Timely Updates

Figure 5 shows the histogram plot for Twitter for Timely Updates from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 5 for Twitter for Timely Updates except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

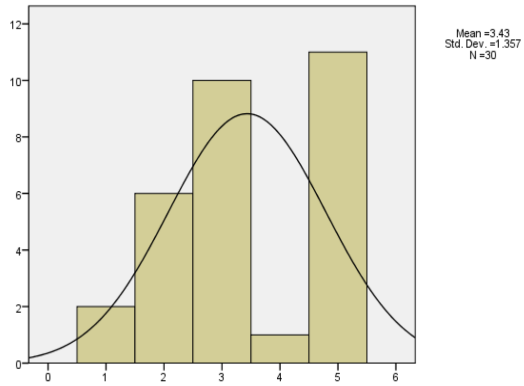

FIGURE 6. WeChat for Chinese Market

Figure 6 shows the histogram plot for Creativity from the figure it is clearly seen that the data are slightly left skewed due to more respondent chosen 5 Creativity except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

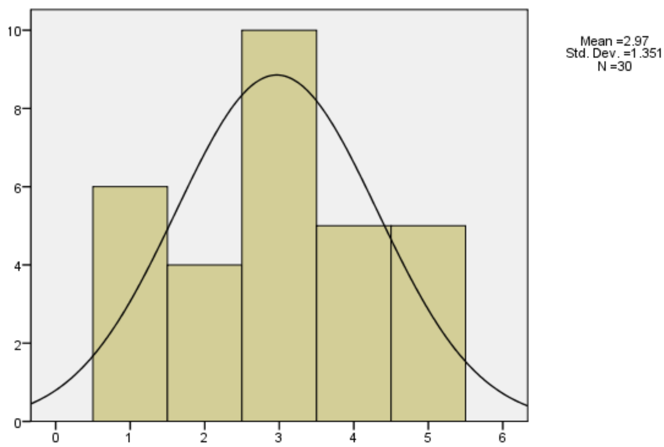

FIGURE 7. WhatsApp for VIP Communication

Figure 7 shows the histogram plot for WhatsApp for VIP Communication from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 3 for WhatsApp for VIP Communication except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

TABLE 5. Correlations

	Instagram Stories and Reels	**Pinterest for Visual Inspiration**	**LinkedIn for Thought Leadership**	**YouTube for Video Content**	**Twitter for Timely Updates**	**WeChat for Chinese Market**	**WhatsApp for VIP Communication**
Instagram Stories and Reels	1	.149	.368*	.407*	.264	.305	.372*
Pinterest for Visual Inspiration	.149	1	.214	.096	.290	.020	.203
LinkedIn for Thought Leadership	.368*	.214	1	.499**	.319	.198	.344
YouTube for Video Content	.407*	.096	.499**	1	.172	.212	.296
Twitter for Timely Updates	.264	.290	.319	.172	1	.506**	.427*
WeChat for Chinese Market	.305	.020	.198	.212	.506**	1	.497**
WhatsApp for VIP Communication	.372*	.203	.344	.296	.427*	.497**	1

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows the correlation between motivation parameters for Instagram Stories and Reels. For YouTube for Video Content is having highest correlation with Pinterest for Visual Inspiration and having lowest correlation. Next the correlation between motivation parameters for Pinterest for Visual Inspiration. For Twitter for Timely Updates is having highest correlation with WeChat for Chinese Market and having lowest correlation. Next the correlation between motivation parameters for LinkedIn for Thought Leadership. For YouTube for Video Content is having highest correlation with Pinterest for Visual Inspiration and having lowest correlation. Next the correlation between motivation parameters for YouTube for Video Content. For LinkedIn for Thought Leadership is having highest correlation with Pinterest for Visual Inspiration and having lowest correlation. Next the correlation between motivation parameters for Twitter for Timely Updates. For WeChat for Chinese Market is having highest correlation with YouTube for Video Content and having lowest correlation. Next the correlation between motivation parameters for WeChat for Chinese Market. For Twitter for Timely Updates is having highest correlation with Pinterest for Visual Inspiration and having lowest correlation. Next the correlation between motivation parameters for WhatsApp for VIP Communication. For WeChat for Chinese Market is having highest correlation with Pinterest for Visual Inspiration and having lowest correlation.

4. CONCLUSION

Luxury brands can extend their product visibility and unveil new promotions to a broader demographic by leveraging social media platforms. These networks serve as a powerful medium for premium providers to forge emotional connections with their clientele, establish brand distinctiveness, and foster a devoted following. Social media plays a crucial role for luxury brands in engaging and maintaining communication with their target audience. It is imperative to actively track and remain abreast of current trends, utilizing data and analytics to understand how to enhance engagement and develop more impactful and personalized marketing initiatives. Instagram Stories and Reels: Leverage Instagram's Stories and Reels features to share short, engaging video content. This allows you to showcase behind-the-scenes glimpses, product demonstrations, and lifestyle content in a more dynamic format. Pinterest for Visual Inspiration: Pinterest is an excellent platform for curating visually appealing boards that reflect the brand's style, inspiration, and aesthetic. Consider creating boards that feature your products in various lifestyle settings. LinkedIn for Thought Leadership: While LinkedIn is not traditionally associated with luxury brands, it can be a powerful platform for sharing thought leadership content, industry insights, and establishing your brand as an authority in the luxury sector. YouTube for Video Content: Create high-quality, long-form video content on YouTube. This could include product showcases, interviews with designers or artisans, and brand documentaries that highlight the craftsmanship and heritage of your brand. Twitter for Timely Updates: Use Twitter to share real-time updates, news, and engage in conversations related to the luxury industry. It's a platform where you can participate in industry discussions and show your brand's relevance. WeChat for Chinese Market: If your luxury brand is targeting the Chinese market, consider using WeChat, a dominant social media platform in China. It provides a wide range of features, including messaging, content sharing, and e-commerce capabilities. WhatsApp for VIP Communication: Managing social media for a luxury brand requires a sophisticated and tailored approach to align with the brand's image of exclusivity, prestige, and high-quality. The integration of Digital technologies and social media between businesses connection and cooperation greatly. made easy their clients across different industries. In contrast to other industries, the luxury economy has adopted these innovations more slowly. The purpose of this article for luxury brands social media marketing relevant academic writing to review. It outlines the current aims to show situation, significant research topics addressed, and the consequences for managerial research and practical application Over the past decade, the significance of digital platforms has escalated for luxury brands, particularly amplified by the pandemic, which prompted virtually every brand to pivot towards digital transformation. Some brands have even taken pioneering steps in this direction. the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

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