

Министерство науки и высшего образования Российской Федерации
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(национальный исследовательский университет)
Высшая школа экономики и управления
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Руководитель работы

к.э.н., доцент

_____ А.И. Ухова

_____ 2021 г.

Автор работы

студент группы ЭУ-224

_____ Во Инин

_____ 2021 г.

Нормоконтроль

к.п.н., доцент

_____ Е.В. Ярушина

_____ 2021г.

Челябинск 2021

ABSTRACT

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With the rise of today's digital age, the opportunities and channels for corporate brand management have leapt to a new level. Digitalization, especially social media, has profoundly changed the way companies conduct brand marketing. The omni-channel marketing approach combining online and offline has become an important means for luxury brands to carry out marketing, serve customers, and reflect brand value.

However, with the advent of the Internet age, brand management research based entirely on the digital age and digital market environment is relatively lacking. In the digital age of the Internet, things update and iterate very quickly, and information is very fragmented.

Therefore, based on my own understanding of the luxury industry and some problems observed in companies, I would like to do some explorations in digital brand marketing management and omni-channel marketing, and discuss how luxury brands' digital omni-channel marketing strategies should be Form and implement. I collected data through online questionnaires, combined with SPSS and Excel tools for data analysis, to give managers and practitioners in the luxury goods industry some inspiration and reference.

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INTRODUCTION

As for enterprises, in the traditional marketing model, they often pay more attention to the acquisition of benefits, ignoring the importance of resources and the environment, resulting in industrial production not only destroying the ecological environment, but also wasting a lot of resources. As for consumers, affected by environmental pollution and other ecological issues, they gradually began to pay attention to the health, safety and environmental protection of consumer products.

Researches on traditional brand strategy have been extensively carried out in the academic world, and have been widely applied to various industries. However, research on brand marketing strategies specifically for the digital age is still very lacking.

This master's thesis studies the digital omni-channel strategy of luxury brands, more specifically the formation and implementation of luxury brand digital omni-channel marketing strategies.

The goals of this paper are a clear understanding of the necessity and development of digital omni-channel marketing for luxury brands and provide companies with some practical suggestions. As for objectives, I will conduct a literature survey on luxury brand companies, collect and sample data from online questionnaires, and conduct data analysis.

The object of this work is the literature and survey data on the digital marketing of luxury brands. The subject is an analysis of all collected data based on the digital omni-channel marketing of luxury brands.

The thesis consists of three chapters.

The first part introduces the theoretical basis related to digital marketing, digital omni-channel marketing, and luxury brands.

The second part analyzes the reasons for the rise of digital brand marketing, the relationship between omni-channel marketing and luxury brands, and the goals of omni-channel marketing of luxury brands, and puts forward some problems in digital omni-channel marketing of luxury brands .

The third part uses a questionnaire survey to determine whether consumers buy luxury goods online and whether

To analyze the current problems and obstacles of omni-channel marketing of luxury brands, such as satisfaction with the online experience.

The conclusion is drawn by analyzing the data collected by questionnaire. And through various literature summaries and my own ideas to illustrate the recommendations for luxury omni-channel marketing.

1 THEORETICAL BASIS OF DIGITAL MARKETING CONCEPT AND MARKETING OF LUXURY BRANDS

1.1 Related concepts of digital marketing

Today, the way we process information, the way we think, and the way we communicate are all affected by the Internet. Traditional media, such as TV, radio, and magazines, that once occupied the brand's marketing uniquely, have faced challenges under the impact of the Internet.

The communication between traditional media and consumers is one-way, and consumers cannot express their ideas through traditional media.

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In the traditional marketing era, brands often treat all consumers' needs and habits as the same. In fact, consumer needs are stratified, and consumer needs of different groups of people are quite different.

This has led consumers to question the content of brand promotion. Because the content promoted by the brand cannot be accepted by some consumers.

Such problems often arise because brand companies have problems with consumer segmentation and fail to identify the target consumer market for their products or services.

With the penetration of the Internet, in addition to one of the major advantages of digital media mentioned earlier-providing two-way interaction opportunities with consumers that traditional media cannot provide, another important feature derived from

this is brand marketing Opportunity points are often spontaneously generated by consumers rather than completely dominated by the brand.

From this point of view, digital media can provide brands with objective and rational product-based feedback information. The new digital media has broken the boundary between physical space and social space, making physical space less important for social relationships.

The main difference between traditional media and new media lies in the difference in interaction with consumers.

Traditional media can be said to be more profit-oriented and one-way communication, while the new digital media is even more consumer-oriented. It carries the true needs of every consumer and takes advantage of two-way communication. [1] The consumer gets feedback and at the same time gains consumer loyalty.

Digital new media is the revolutionary direction of future marketing.

Nowadays, most brand companies have adopted digital marketing methods more or less in their marketing. Digital marketing enables brands to establish continuous, two-way, and personal communication with each consumer.

At the same time, marketers continue to optimize the interaction process between brands and consumers through this real-time consumer behavior information. Compared with traditional media, digital media has introduced a brand-new marketing method.

Digital media covers a series of Internet interactive platforms such as emails, websites, online forums, Weibo, WeChat, etc., as well as very flexible mobile terminals, namely

mobile interactive scenarios, which can make brand promotion and execution very timely and efficient, and at the same time This greatly reduces the cost.

Digital marketing is based on some principles of traditional marketing, using new technologies and digital channels. Digital marketing can be roughly divided into the following categories:

- Website promotion
- Search marketing (SEM)-including search engine optimization (SEO) and paid search advertising (PSA)
- Social media marketing
- Content marketing
- Email marketing
- Mobile marketing
- Patch display ads
- Information flow advertising

With the rise of the digital age, brand building has become more diversified, and brand building channels and methods have become more complicated.

Brand building in a digital environment requires a unique perspective with keen observation to examine the resource environment in which the brand is located, so as to make effective brand decisions and brand strategic planning.

Digitalization, especially social media, has profoundly changed the behavior of consumers, and therefore has had a significant impact on corporate brands and products.

Consumers will spend more time browsing information, downloading information, sending emails, playing games, and using social software to keep pace with the world through various electronic devices, mobile phones, computers, tablets, etc.

Mobile Internet and social media have established new communication channels between enterprises and consumers under the background of new technologies. We call them "digital channels". Digital channels are constantly leading the wave of digital revolution.

Digital channels are used by brands to convey brand vision and are an important part of brand communication and brand loyalty.

Therefore, digital brand building, which can also be called digital communication, is an important part of brand strategic planning and implementation.

Of course, whether we are discussing brand building, or digital brand building or digital brand communication, the core key elements remain the same, that is, when and where brand communication is most effective.

Nowadays, the brand building of enterprises tends to be more consumer-oriented, that is, placing consumers or customers at the core of brand building, and building brand elements based on consumer experience. The consumer's brand experience must be consistent with the company's brand strategy, brand positioning and corporate vision.

In recent years, the rapid rise of digital marketing has changed the ways and means for companies to implement marketing strategies. As more people use digital devices for online consumption, more and more digital platforms are embedded in corporate

marketing strategies, and digital marketing activities are becoming more and more mainstream.

In the digital world, information can be transmitted through a large number of online channels, such as video websites, live broadcast platforms, forums, and so on. Online communities and social networks not only make everyone a self-media, openly sharing their opinions and experiences on topics and products, but also have a super detonating power for public events.

We define integrated digital marketing as a marketing strategy in which organizations can comprehensively and effectively use digital technology and digital media to provide consumers with value and enhance consumer experience. According to Ira Kaufman and Chris Horton in the book *Digital Marketing and Tactics with Values*, an integrated digital marketing strategy usually includes the following 4 basic steps:

First, the establishment of corporate values is the core-companies establish their own core values and goals, and on this basis, form a set of seamless cross-platform digital marketing channels.

Second, delivery and promotion-use different channels of digital content media to generate brand content, combine organic and spontaneous communication with paid search, and effectively deliver high-quality brand content to consumers through social media and mobile terminals.

Third, connect and transform-attract core target consumers and establish long-term relationships with consumers.

Fourth, evaluation and optimization-evaluate and measure the difference between actual results and expected results, and continuously optimize digital marketing programs based on the evaluation results. [2]

For most companies, the process of shifting from traditional marketing to digital marketing is not easy, because some methods, models, processes, and thinking concepts that have been used for decades have been questioned and broken, and some have even completely subverted.

In order for the digital transformation of brand companies to be successful and effective, all relevant personnel must adapt and change their concepts.

Integrated digital marketing is a series of combined marketing strategies that integrate a variety of digital channels, platforms and media to help companies pass on their values and establish good long-term relationships with consumers.

Specifically, according to Kaufman's theory, integration is digital marketing usually involves the following specific steps:

Step 1: Establish marketing goals: The purpose of this key step is that the strategy makers must first review the consistency between the company's vision (core values) and marketing goals. This is the most central step.

Step two, form brand association: In order to accurately define the message that the brand wants to convey, the company must first establish a long-term relationship with what kind of consumers. This requires companies to do a complete demographic and consumer behavior analysis of target consumers.

Step three, build an online platform: this step includes building a corporate website and establishing a social media platform. Including the company's official website, mobile phone official application APP, brand official Weibo, brand official WeChat public account and so on.

Take the example of the corporate website, a good corporate website with a high conversion rate needs to include the following nine elements:

First, it is convincing: the brand enterprise website must express the essence of the brand, and use exquisite language and concise and crisp visual images to express the unique value proposition of the brand.

Corporate websites not only need to tell consumers the products and services you provide, but also need to use actual cases to convince consumers and users why they are worth buying your products or services.

Second, originality and originality: The company's official website needs to share successful cases and results. If the company is a start-up, it needs to emphasize the company's vision and values.

Personalize the brand. In the "About Us" column, tell the brand story, preferably with pictures and videos. Good brand stories and narrative methods will bring the relationship between the company and consumers closer, thereby increasing consumer trust sense.

Third, controllability: The navigation system of the company's official website is an important function. A clear navigation function allows consumers to easily find what they want to see at any time.

Layer the content and let consumers know where to go to the next step. If the information path of the website is not clear or confusing, then users will feel confused and leave the website.

Fourth, dynamic and dynamic: The content of the website must be able to reflect the value of the brand in a diversified manner.

Brands can use audio or video materials to enrich web content. Brands must work harder on the browsing experience of their official website, and their experience must be consistent with the actual store experience of the brand.

Fifth, enlightenment: Many people log on to a website to find information, to answer a question, or to have a more complete understanding of the business and services provided by the company.

At this time, infographics and videos are just a good way to display information.

Sixth, reliability: stability and reliability are the basis for building consumer trust. It is necessary to maintain the brand's official website frequently to maintain the timeliness and synchronization of information.

At the same time, companies must ensure that the content and information presented by their brand, visual effects, and consumer perception, etc., are consistent across all media channels.

Seventh, conciseness and clarity: people always visit the brand's official website for some reason.

Therefore, it is vital for brands to build a clear website structure for them, so that visitors have an extraordinary user experience. At the same time, this is also a good time to drive sales.

Eighth, uniformity: The brand's official website needs to synchronize brand content from other digital channels, especially social media. Embed social media links in the brand's official website, while ensuring that the corporate information on each media platform is unified and consistent.

Ninth, design rationality: The widespread penetration of mobile terminals in the consumer population requires brand companies' websites to be able to adapt to the display of all screens of different sizes.

A reasonable web design does not require the company to redesign a website for the mobile terminal, which saves both cost and time.

Moreover, no matter which platform consumers use to access the brand company's web information, PC or mobile, they can get a seamless user experience, which conveys a good impression of brand consistency to users, and can also help companies. When creating a user experience, focus on the "people" rather than the platform.

Step four, content marketing: is the process by which the brand creates and disseminates a series of valuable content related to the brand to attract consumers with the same values and preferences, influence their behavior, and ultimately drive brand consumption.

The creation of its content must be related to the brand, it must be persuasive, it must be entertaining, and of course it must be valuable to consumers. These contents need constant maintenance to enable the brand to maintain or change consumer behavior.

Step 5. Social media marketing: Social media is a two-way dialogue platform, and an important channel for brands to establish dialogue with consumers. In today's digital market environment, social media is the only channel for many brands to directly interact with consumers one-on-one.

A key strategy of social media marketing is to interact with fans more frequently than posts. Brand companies must always understand the nature of social media.

Social media platforms are not meant to disseminate purely sales-oriented information to brands. A more reasonable way to use social media platforms is actually for brands to publish brand-related interesting, fun, and delightful audiences on social media platforms. Or it is practical content that allows consumers to actively participate in it, so as to develop deeper interactions with consumers, increase consumer stickiness, and at the same time have a deeper understanding of consumer preferences and habits, so as to find a basis for future brand development.

Step 5: Paid search: When a brand does a paid search, it means that the brand's website will appear in a higher ranking on major search engine websites such as Google and Baidu, and the brand can be seen by more consumers. Greater traffic and higher sales conversion.

Due to the limited keyword resources of the search engine platform, there are keyword bidding rankings in time. Baidu and Google each have their own keyword bidding ranking systems, and brands compete for keywords according to their respective bids.

Step six, search engine optimization: In order to increase the search ranking of your own brand, you need not only to buy keywords, but also to optimize the webpage, including the optimization of website content, the optimization of webpage design and layout, and so on.

Its ultimate goal is to be able to drive more consumers to the brand company's website and stay on the brand website for a longer period of time, thereby achieving a higher percentage of sales conversion.

1.2 Related concepts of digital omni-channel marketing

Omni comes from the word Omnis, which can mean all or universal.

What is omnichannel? Omni-channel means that in order to meet consumers' purchase needs at any time, any place, and in any way, enterprises use physical channels, e-commerce channels and mobile e-commerce channels to sell goods or services and provide customers with an undifferentiated purchase experience.

Consumers have gradually shifted from a purely offline shopping experience to an online shopping experience. Consumers are using technology more than ever to interact with brands, whether it's browsing or buying.

As consumers, we are constantly connected to various digital platforms, and brands need to take advantage of this.

The purpose of omni-channel is to connect all shopping channels so as to be able to track consumers across all channels and make it easier for consumers to move from one channel to another.

In other words, marketers now need to provide a seamless experience regardless of channel or device. Consumers can now interact with companies through physical stores, online websites or mobile apps, catalogs or social media.

They can access products and services by calling a company, using apps on mobile smartphones, tablets, laptops, or desktop computers. Every consumer experience should be consistent and complementary.

Let's compare Multi-channel and Omni-channel marketing. Both are adjectives that often involve business technology or operating methods, and both include countless communication channels between the company and customers (or potential customers).

Multichannel is an earlier term that originally referred to a marketing campaign that integrated print advertisements (newspapers and magazines), TV advertisements, radio advertisements, and even sales calls.

The popularity of the channel goes up and down, some stand out, and some decline. People began to use text messages more and less radio and print media. A large number of digital channels were opened up, first e-mail, then instant messaging and real-time chat, and then social media.

The rise and decline of these channels spanned several overlapping years, which of course include smartphones, tablets, smart devices, and the recent growth of new technologies such as the Internet of Things (interconnected smart devices).

Omni-channel will not change the nature of the technology or method called multi-channel. Omni-channel marketing has improved multi-channel marketing. Although companies that use multi-channel marketing combine independent channels with their

own messaging, company representatives are also working hard to fill any gaps when customers switch channels.

The goal of omni-channel marketing is to create a unified and consistent experience regardless of what channel customers choose or how often they switch.

Ideally, all channels are included—from phone calls and text messages to email, real-time chat, social media, instant messaging, and potentially the Internet of Things.

Customers have begun to expect the company to provide increasingly personalized services.

This expectation can be traced back a long time ago. The company deployed innovative technologies to meet this expectation, such as the use of neural networks, machine learning, and natural language processing to generate artificial intelligence assistants, predictive searches, personalized recommendations, and so on.

Omni-channel marketing is the next stage of multi-channel marketing. The term "omni-channel" applies to manufacturing, supply chain, warehousing, distribution, and physical retail environments as well as customer experience.

An omni-directional approach to the production stage is often the domain of enterprise resource planning (ERP) solutions. Omni-channel marketing pays more attention to customer experience, that is-use integrated solutions to personalize and optimize customer experience: use collection and classification of customer data, Help salespeople build customer relationships based on very specific personal criteria, thereby accelerating a personalized customer experience.

For example, omni-channel marketing involves email marketing and SMS marketing based on transaction history, website visits, email tracking, and so on. It allows customers to choose to enter information related to the products they are close at hand in the store based on their known online tastes when they are in a physical store.

When brands consider customer experience, they need to consider the customer experience in a comprehensive manner.

With the increasing use of Near Field Communication (NFC) and personal devices in stores, brands need to realize that the days when they can enjoy data closure and discounts only in their own brand stores are rapidly changing.

If a brand wants to start thinking about omnichannels, then they need to be open and involved to make the customer experience more consistent and universal.

Customer service requests can start with social media customer support and switch to any channel the customer likes without losing information or conversation leads, even if the support agent changes.

The customer support environment has largely changed to customer participation, which is more in line with the expectations of authorized customers.

Considering the huge amount of data that needs to be personally involved with each customer (the customer service department may want to manage it manually), this type of omnichannel marketing data-driven customer contact is more standardized than ever.

To accurately understand consumers' online behaviors and improve brand marketing strategies accordingly, it is necessary to conduct scientific and effective analysis on the collected consumer online behavior data. This is also what brand companies have

achieved by defeating their opponents in the current fiercely competitive market. One of the essential factors for success.

The analysis of these consumer behavior data, especially the in-depth multi-dimensional analysis, enables companies to obtain extremely important real-time insights about consumers, and can even provide personalized services to brand customers.

With reasonable analysis tools, an online retail company can easily map out the consumer behavior path of its customers, and use these insights to optimize the company's overall operations and improve overall brand performance.

These valuable insights are also an important part of a company's decision-making. In order to maximize benefits, companies must also realize that these insights need to be implanted into the company's daily operations, and these data must be collected and analyzed in real time without delay.

Companies can use different methods and tools to collect online behavior data of their users.

For example, companies can use monitoring tools like Google Analytics to comprehensively monitor website traffic, page bounces and other consumer behavior data, and directly generate data reports.

Companies can then make brand management decisions based on these data reports.

However, in reality, although most companies that implement online marketing use online data analysis tools to analyze consumer behavior, few companies can really make good use of these complex and diverse online data to make systematic decisions.

Most companies still rely solely on experience or intuition to make judgments. This is a point that companies must improve.

1.3 Related concepts of luxury brands

According to the American Marketing Association, a brand is a name, design, logo, or any other feature used to distinguish products from other competing sellers.

The legal term for a brand is a trademark, which can identify one or a group of goods of the seller. Kotler & Armstrong (2008) pointed out that in a strong brand, consumers can not only identify the brand image or logo, but also gain reference and loyalty, and even pass on from generation to generation. [3]

The luxury goods industry relies heavily on brands as a core competitiveness and differentiation from competitors. Brand identity is developed through brand personality and brand image.

According to the research of Aaker & Joachimsthaler (2009), brand personality can make a brand memorable and stimulate brand building, such as youthfulness. The brand image is the consumer's interpretation of the corporate brand personality.

According to the research of Okonkwo (2007), brand awareness is formed by consumers' knowledge and recognition of the brand in the market, which means that consumers have a certain degree of cognition of the brand in the subconscious mind.

The process of building brand awareness is through marketing and communication tools such as advertising and promotional activities.

However, while gaining high visibility, luxury brands also face an additional challenge, which is to maintain their exclusivity.

"Luxury" refers to an unnecessary but desirable item that is either expensive or difficult to buy (Oxford Dictionary 2012).

The origin of this noun comes from the Latin word "luxuria" (Danziger 2005). According to the definition of Heine (2011), luxury brands can be defined as images in the minds of consumers.

These images are associated with high price, high quality, aesthetics, uniqueness and other non-functional features.

Danziger (2005) emphasized a more perceptual definition of luxury. The key factor of luxury is the brand's performance in the realization of emotional fantasy, not material reality. [4]

Therefore, these attributes distinguish luxury brands from non-luxury brands, and distinguish between brands that convey the feeling of luxury to consumers.

Heine (2011) defines luxury goods as products with more characteristics. Compared with similar products, luxury goods include six characteristics defined by consumers: high price, high quality, beauty, distinctiveness, extraordinary and symbolic. [5]

Luxury goods must meet three criteria: first, strong artistic content; second, excellent craftsmanship; third, international. These three standards were proposed by Chevalier and Mazzalovo (2008). They agreed with Danziger's view that consumers want to buy aesthetic objects that can establish emotional relationships.

The products of these brands are mass-produced, such as ready-to-wear and luxury fashion, but they are still sold by hand.

Consumers tend to think that they are buying products designed by Giorgio Armani, rather than products produced in automated factories. If you want to build a strong brand, it is important to gain a foothold in the most fashionable city in the world.

The marketing of luxury goods is different from traditional marketing activities.

Bernard Dubois pointed out the characteristics of luxury marketing: high prices and high manufacturing costs, limited distribution channels, products are marketed through ingenious craftsmanship, the target of promotional activities is selective, and there is no clear strategy template for the implementation of advertising.

These factors can be realized in luxury goods, if the whole process is created under a niche marketing strategy-the product or brand must be well-known, expensive, or even a little out of reach. Luxury marketing strategies also require strong and recognizable aesthetic concepts.

According to the theory of Danziger (2005), we can see how the concept of luxury goods came into being.

First, luxury brands are introduced to the rich. The products used by the elite create desires for the public and strengthen the brand image. When ready-to-wear and entry-level products are presented to the public through advertising campaigns, luxury goods become mainstream. Products consumed by people in the upper class will eventually be imitated by the masses who want to climb the social ladder.

However, Danziger also pointed out that for luxury brands, the most important thing is the experience of people getting the product, not the product itself or its characteristics.

Regardless of whether the major brands are ready, the digital age is happening fast and powerfully. It makes new products and services possible.

It provides the opportunity to create personalized services, and provide customized services to more customers, and communicate with consumers online in a market where the brand does not have a store.

But not all brands do it. In fact, luxury goods lag behind other consumer sectors in understanding and applying digital technology.

For many luxury brands, the speed of technological development is endangering their current business models and is sweeping the entire market at an alarming rate.

Luxury brands are facing difficult growth challenges. In the past decade, their growth has been about consumer spending and new store openings in emerging markets—especially in China.

But today, the number of luxury stores in China has exceeded consumer demand, and consumer spending has cooled. Consumers in other countries cannot make up for the lack of growth rates.

The result: Luxury brands must find new sources of growth—especially in consumer groups that they usually never reach. In terms of the ability to reach and retain such customers, digital marketing can bring revolutionary changes.

Today, the way people find, try and buy luxury goods and services is very different from the past. Consumers expect efficient e-commerce, engaging and exciting interactions on social media, and multiple channels for interacting with brands.

But for many luxury goods companies, digitalization is a difficult new reality.

They have no control over the content, time, and way consumers talk about their brands on social media. They are relatively helpless about the ubiquitous information and the instant prices it brings.

They must face the new tension between the traditional exclusive world and the online world accessible to everyone. In addition, brands cannot delay the process of more virtualized interactions with consumers. Although consumers still want to interact with luxury goods physically, they view virtual experiences as a way to obtain more direct satisfaction.

Therefore, brands should also attach importance to digital technology as a way to extend and personalize services far beyond physical stores.

In addition, digitalization is changing the shape and composition of the luxury goods industry. It has given birth to new products, new business models and new channels. Apple Watch Hermès is a good example of the new partnership brought about by digital products.

Net-a-Porter created a global online luxury retailer and fashion magazine to illustrate how digitalization is reshaping distribution channels.

Such initiatives, as well as a series of innovative digital initiatives in the wider consumer product and retail brand sectors with which consumers interact every day, are rapidly raising consumer expectations.

Near-instant feedback, fast and convenient online ordering capabilities, and faster and faster delivery speeds-these are all factors that affect today's consumer purchasing decisions.

The expectations of luxury consumers are particularly high, and those brands that cannot meet the needs of consumers will soon lose their competitive advantage. Gone are the days when luxury goods relied on traditional marketing and face-to-face interaction.

Today, the luxury goods business not only includes e-commerce and social media, but also requires the brand's executive team to ensure more integration between the once independent departments of a brand.

To know how urgently luxury brands need to move to digital, just look at demographic data. Millennials (roughly defined as those born after 1984) are rapidly becoming a huge consumer group—more than 2.3 billion people, or about 32% of the world's population. [6]

Since millennials and other young consumers will be the luxury consumers of the future, it is important to track their attitudes and behaviors. There is no doubt that these consumers have distinctly different values from their parents and grandparents.

The Boston Consulting Group's research shows that they value experience much more than objects—this reinforces the idea that brands must think beyond products.

Young consumers believe that the Internet is part of their shopping behavior, 60% of them share their views on products online, 60% will upload brand-related products and services to the Internet, 45% of them check prices via mobile devices (even in stores).

But it is not only young consumers who are pushing luxury brands to digitally transform. Among non-millennials who buy luxury goods, 75% said they are ready to accept all-round interactions, compared with 86% of millennials.

In some markets—especially Japan and Russia—Boston Consulting has found that the elderly are the group that buys the most luxury goods and services online. In fact, digitalization now affects all consumer groups.

Overall, more than 40% of consumers want to be able to interact with the brand in two ways—at least to share feedback and opinions, and to communicate with online service representatives if necessary, and get answers to their questions immediately.

The impact on brands is that they can no longer rely solely on "push" marketing, but must use digital means to "attract" consumers' attention with a variety of fresh gameplay.

[7]

In the future, luxury goods consumption will be more and more concentrated on mobile consumption, and time cost will become the cost that users most care about. It will also be the focus of competition between various application software and major third-party platforms. [8]

Convenient and fast, with many choices, and high-quality services. Any digital application with these characteristics can attract users to use it. Any consumer will not download multiple digital applications of a single brand just because they want to buy products from multiple luxury brands.

The opportunity for luxury brands lies in focusing on the construction of online and offline service systems, using Internet technology to open up the integrated service model of online platforms and offline stores, or cooperating with third-party platforms with high-quality customers to connect with customers The service system interface serves

luxury consumers who pay more attention to efficiency in a more convenient way and a better consumer experience.

Summary

With the continuous development of the times, science and technology are constantly changing people's living habits. At the same time, people's consumption concepts and behaviors are undergoing profound changes. Especially since the birth of the Internet for more than 40 years, the Internet has completely changed all aspects of our human life, and therefore has affected and changed the methods and models of companies managing their brands. Although many scholars have conducted research on brand marketing management, there is still a lack of research on the digitalization of luxury brands and omni-channel marketing strategies. But there is no doubt that digital omni-channel marketing is the only way for luxury brands, and a good brand marketing can enhance the brand's market position.

2 ANALYSIS OF DIGITAL MARKETING USAGE FOR LUXURY BRANDS

2.1 Reasons for the rise of digital brand marketing

To analyze the reasons behind the rise of digital marketing, the Chinese market is definitely a good example. If we divide China's consumer market development in the past 30 years into three stages, then we can classify these three stages into the "consumption popularization" stage; the "consumption upgrade" stage, and the "consumption grading" stage. The term "consumption classification" is very precise, and it reflects the characteristics of China's current consumer market.

In the "consumption popularization" stage, what consumers lack is quality, information and convenience. First, quality is scarce. The reason for the existence of a brand is to make consumers believe that the brand is quality assurance, and the existence of a brand is to reduce the cost of consumer choice. Second, information is scarce. At that time, it was difficult to find brand information. Consumers had a single channel for obtaining information. TV media was the absolute mainstream source of brand information. Unlike today, consumers can search Baidu to find the corresponding brand. In the past, they basically used TV advertisements to understand brand information. Third, convenience is scarce. In that era, the cost of time consumers spent on transportation accounted for almost 50% of every consumer purchase. Therefore, a large channel presents many high-quality brands to consumers and reduces transaction costs. This is the rationality of the channel.

Therefore, in the era of "consumption popularization", there are big brands, big media, and big channels. However, in today's era of "consumption grading", this method is no

longer useless. We need to have an in-depth understanding and insight into the lifestyles and behaviors of current consumers. This also reasonably and clearly explains why digital media will rise in the era of "consumption upgrade" and "consumption classification".

2.1.1 Acquisition of information

In the age of consumer classification, information is no longer scarce, on the contrary, information has become pervasive. Because the popularity of the Internet has completely changed the way consumers obtain and expect to obtain information. Especially with the advent of the mobile Internet era, its explosive growth has profoundly changed the mode of information distribution.

Now, when we want to know something, we only need to press a few buttons, click a few mouse clicks, or access video news from all over the world. It is completely independent of geographical restrictions and time constraints, and we can get events from all over the world. And the comments and opinions of various people on a certain thing. Technology has improved the convenience of obtaining information, but at the same time, information has become extremely fragmented.

Therefore, if luxury brands want to speak out in modern information channels, they must adapt to the current information environment to attract suitable consumer groups. Social media is an extremely typical example. What the brand needs to do is how to aggregate the scattered information, whether it can find the laws behind the data, and dig out the characteristics of brand users, so as to achieve precise reach to these consumers. Brands not only need to find ways to aggregate the scattered information, how to

distribute and deliver information to these consumers more effectively and accurately is also what luxury brands have to put in a lot of energy.

2.1.2 Quality content

In the era of information explosion, consumers need more authentic content. Good quality content is scarce. Today the trust of the media is drastically depreciating.

For example, Sanlu milk powder, which was once vigorously promoted in TV commercials, but then the melamine incident occurred, and consumer confidence collapsed instantly. We used to believe that Baidu's search was trustworthy. For a while, Baidu's value was very high, until it broke. After the Wei Zexi incident, public opinion was in an uproar; later on Weibo, we felt that Internet celebrities were very cute, and they brought goods more sincere than celebrities. We later discovered that most of their fans are zombie fans.

In the modern Internet information environment where it is increasingly difficult to distinguish the authenticity of information, it is vital that consumers feel the authenticity of brand content. Compared with the traditional media in the past, digital media is more interactive and more transparent.

With the advent of the age of consumer classification, some big brands are also facing the impact of small brands and the dilution of market share. Compared with ten years ago, the market share of some big brands has almost dropped by half, and the market that originally belonged to big brands has been occupied by small brands.

Therefore, big brands have to follow changes in the consumer market and change their marketing strategies. But a big brand is like a super aircraft carrier. Compared with the

small brands in the market, the brand's market strategy transformation is much slower. It is difficult to keep up with the rapid changes in consumer behavior and habits. Therefore, large companies like this are being marketed. The various small brands on the Internet and domestic brands have eroded market share.

In the stage of "consumption popularization", brand marketing is very passive, it is an industrialized marketing method. Many big brands shoot two or three advertisements a year, and then put them in major media, and then establish a good relationship with offline retailers. In fact, it can survive well. The purpose of most advertisements is to maintain market share. This is not a positive way of thinking in marketing.

We have now come to the era of "consumption classification". Too fast market changes have brought huge challenges to enterprises, and marketing must be very active. Uncertainty marketing can no longer be an industrialized way of assembly line operation. In some fashion luxury companies, the content marketing team makes a marketing plan, not once a quarter, not once a month, but a week, and there will be new content every day. This places extremely high demands on the person in charge of the brand. Another point is very important, that is-only insight into human nature can make good content.

2.1.3 Personalized experience

When quality, information and convenience are no longer scarce, what we lack is personalized content and experience. Personalized experience means that the brand provides personalized products and customized suggestions based on the needs and needs of specific consumers. In the Internet environment that is constantly scoured by the ocean

of information, customer needs change rapidly. They hope to match and understand their needs and habits, and provide them with personalized products and experiences.

Modern consumers don't distinguish between shopping on a brand's e-commerce website and physical stores—what they want is a coherent experience, no matter where they touch the brand. Customers want a seamless experience across channels.

Moreover, especially for luxury brands, whether online or in stores, customers want more than just products, they want to feel the lifestyle and experience they are pursuing. In today's environment, consumers expect a deeper level of personalization.

Similarly, from the perspective of brand marketing, in the past "consumption popularization" era, the efficiency of traditional media was extremely high, because most consumers only obtained information from one or two mainstream media channels. Today, people no longer concentrate on obtaining information on a certain traditional media, but are scattered in various social media.

The cost of traditional media is much higher than that of social media. Using mass media, it is difficult to accurately reach a certain segment of the population. And for all kinds of brands, the promotion cost of traditional media is relatively high. In this case, brands have to follow the trend and seek more efficient and economical marketing channels, such as social media. Luxury brands are no exception.

2.2 The relationship between omni-channel marketing and luxury brands

2.2.1 Millennials have become the main consumer of luxury goods

Millennials are defined as the demographic group born from the early 1980s to the early 2000s. This generation is significantly different from the previous group, because

the millennial generation's concept of communication is convenient and instant. Therefore, time or geographical barriers will not affect communication at all. With the advent of the Internet, global borders no longer exist, extending a common ground to millennials, triggering homogenized consumer behavior.

Despite regional or cultural differences, mass media networks worldwide connect millennials through comparable consumption and behavior. The interaction of the millennial generation parallels the development of the Internet, and this generation is described as digital natives. Compared with other generations, this group is unique in the way of virtual communication and the attention to public events and characters and a series of behaviors that follow.

Twenge et al. (2012) divided this generation into the communist interest group "our generation", responding to social and environmental responsibilities, and individualistic "my generation" whose materialistic qualities and flashy behavior have shaped Public image. Millennials hope to communicate their consumption, activities and lifestyle through social media, a global medium. [9]

People of this age have become accustomed to the content provided by this media, including instant and direct access to the brand. Millennials have gone beyond technological adaptation. Instead, technology is deeply intertwined as a basic daily event. Staying in touch with real-time events is a potential motivation for millennials to seek social media, and brands use interactive technology to directly contact millennials.

Through trust, loyalty and commitment, brand customers' repeated contact may evolve into emotional interactions, thereby enhancing brand value and symbolically

affecting millennials' perception of the brand. In addition, millennials have a latent tendency to use social media. They regard the pure Internet connection in the past as the use of social networking sites driven by personal motives (such as self-promotion).

As consumers continue to rely on the network that social media caters to, the relevance of social media is expected to only continue to grow, and the new discoveries of brands in the global delivery of unified information will also continue to develop. These characteristics prove the value of social media as a phenomenon worth exploring.

2.2.2 Word-of-mouth marketing promotes the development of brand online communities

In the transitional phase of social adoption of virtual technology, companies are facing untouched areas. Although social media is still widely accepted by millennials as a superior communication tool, marketers have gradually realized that their survival depends on their acceptance of the ever-changing environment manipulated by consumers today. Competence, social media is seen as an important part of the marketing agenda for acquiring and reaching customers. [10]

Organizations have to modernize their methods to attract new types of consumers by combining traditional external marketing with interactive inbound marketing, that is, responding to consumers through social media.

Traditional marketing methods can no longer meet the needs of brands. Brands have begun to use informal social media promotion to initiate and support more conservative offline marketing methods. Social media allows real-time news to spread on a larger scale and at a faster speed. Brands benefit from the spread of social media, because the initial

brand awareness and interaction may form brand customer relationships and become part of the brand community.

When contact goes beyond physical contact points and becomes a global virtual platform that encourages the exchange of resources, information, trust, and vision between brands and customers, marketers have developed a new perspective on customer relationships.

The unrestricted and free flow of social media allows user-generated knowledge about rich things to circulate on the Internet. Before social media provides global services to any user, marketers believe in word-of-mouth communication and brand messaging.

This indirect promotion allows brands to penetrate the market by cleverly inciting conversations between target audiences. Word of mouth (WOM) is an offline description of viral marketing commonly used today, and it has long played an important role in generating brand reputation. [11] Word of mouth is defined as the transmission of product or brand information between consumers (Kaplan, 2010). [12]

A brand implements a promotion strategy, initially hoping to generate word of mouth, so as to successfully promote the information to a wider audience. Marketing messages create primary visibility among consumers, who in turn put their experience on their own networks. Word of mouth is then considered to be the degree of brand advertising multiplied by word of mouth through a chain reaction. Although the organization may not have complete supervision of word-of-mouth, marketers must be aware of the importance of chain reaction.

Therefore, marketers are responsible for generating an accumulation and experience, encouraging individuals receiving information to become senders, and sharing feedback with others, thereby expanding the impact of word-of-mouth. Marketers should also extend the word-of-mouth marketing chain by providing experiences and settings, encouraging even passive recipients to re-spread the brand message.

The development of consumer behavior has prompted companies to expand products/services that generate online conversations and drive sales. In a study on the transformation of word-of-mouth to online channels, the evolution process of word-of-mouth in market changes was emphasized. These three models consist of an influence model between organic consumers, including direct consumer-to-consumer communication without interference from marketers.

The second linear marketer influence model considers the influence of marketers on opinion leaders and the indirect influence of opinion leaders on receiving consumers. The third model is the network cooperative production model, which is consistent with the development of the Internet and reflects the spread of word of mouth allowed by the existence of the Internet.

Although these three models may coexist, it is the responsibility of marketers to alternately exert influence to monitor the consensus between offline and online channels that represent a brand. As companies realize the global reach of Electronic Word of Mouth (e WOM) that can be obtained through social media channels, maintaining proper brand reputation circulation is critical to brand image.

Baker, Donthu and Kumar (2015) studied the attributes of word-of-mouth in measuring consumers' purchase intention and re-dissemination intention. Purchasing intention is defined by purchasing motivation and viewed from the actual advantages of physical brand consumption. [13] On the contrary, re-communication intention is described as the motivation to spread word-of-mouth, which depends on the social benefits that word-of-mouth can provide.

Some findings of this study show the importance of negative word-of-mouth in influencing consumers' purchase intentions, while emphasizing the tendency of positive word-of-mouth to be re-spread as part of consumers' re-communication intentions. As the company gains intelligence on understanding the personal motives that drive consumers to create brand promotions, brands can gain an advantage in this area and maintain the vigor of word-of-mouth.

The public nature of social media ensures that any post has a wide range of influence, which makes the personal motivation behind consumers willing to share or redistribute e WOM important. Hartman et al. (2008) discussed the existence of social interaction in marketing communications. The study considers the social spillover effect, which is described as the impression that a marketing action may leave on the individual's network through social interaction. [14]

e WOM is considered to be a form of modern social interaction. While it penetrates the follow-up network of users around the world, it also provides marketers with great potential for acquiring target users. Word-of-mouth has long been a marketing phenomenon recognized by various industries around the world. By emphasizing word-

of-mouth and e WOM's brand influence, as well as acknowledging that consumers share the social benefits behind e WOM, and strengthening personal motivation, e WOM has restored consumer interaction capabilities The importance of.

The transparent circulation of e WOM makes online communication among millennials more social, which promotes the rise of online communities and the development of interpersonal relationships. The initial social contact may start with the purchase evaluation intention, and then develop into a deep-rooted motivation to maintain community relations.

Social media allows connections to evolve from pure brand-customer communication to a broader customer-customer brand community. Brands cultivate communities, engage consumers in experiences and relationships, and provide consumers with a platform to symbolically unite through knowledge and alliances. The commonality cultivated among community members has produced a group of supporters dedicated to a particular brand.

The shift from brand communities to social media has prolonged the interaction time between brands and customers, because accessibility is no longer an obstacle through the Internet. An online society is established between brands and many consumers. It continues an alluring atmosphere of endless interaction, participation, relationship enhancement, and ultimately customer trust and loyalty.

The immediacy of social media strengthens the interaction between brands and customers, and promotes satisfaction, trust, and commitment among community members. The community culture generated by the brand and member exchanges in the community strengthens the brand image, creates a true brand environment, and encourages purchase

intentions. Wirtz et al. (2013) explored the use of online brand communities from the perspectives of consumers and companies, and found the key criteria to outline online brand communities:

First, brand positioning considers the society's attention to the brand itself. The brand inhabits a complete mind, and the meaning of the community as a whole lies in this. The stronger the follower's sense of identity with the brand, the higher their loyalty to the community.

Second, the use of the Internet involves online and offline brand communities. This emphasizes the advantages and disadvantages of any continuum, instead of using offline and online methods to contribute the greatest success to the brand when building a community.

Third, funding and management consider the brand's investment in community participation. This may take the form of monetary funds, such as a budget plan allocated to promote the agenda within the brand community. In addition, this may involve the depth of the brand in guiding community interactions. [15]

Online brand communities are characterized by openness. In a study that considered consumers' responses to online brand communities, Simon and Tossan (2018) used the brand hosting community's consumer impressions of consumers and brands. The research includes four dimensions of satisfaction: brand intimacy, brand individual recognition, brand influence, and brand community belonging. [16]

Social media has produced two kinds of dialogues, these dialogues enhance the understanding of community members, but also enhance the intimate relationship

between the two parties. The communication between the brand and the customer has developed into a kind of feedback provided by the consumer, and the brand acknowledges the participation of the consumer in return. This promotes the development of interdependence as a basis for further enhancing the sense of belonging in the community.

Such an online platform can help brands produce a series of products that consumers can pass through, from the initial brand exposure to a remarkable progress point of affinity. The brand spreads through many channels of consumer social networks, generating a group of admirers who further support the brand.

Community members promote their own brand connections through their networks, allowing brands to gain a competitive advantage because content circulation is multiplied through rich network connections. Long-term interaction strengthens the consumer's response to the brand, because the longer consumers participate in a community, the stronger their participation and willingness to buy.

2.2.3 Challenges of omni-channel marketing for luxury brands

Luxury brands need to understand the experience consumers are looking for and provide them with that experience. Consumers want to experience the integrity and consistency of the brand through all channels. As a luxury brand, consumers have higher expectations. Digitization is not just a new marketing or distribution channel, it is a new dimension in our lives that must cross companies. Luxury brands should provide high-quality content on all platforms and be able to maintain their first-class image.

In order to control this image as much as possible, luxury brands need to use online channels. When it comes to omni-channel retail, brands need to provide personalized

services. By tracking all channels of consumers, brands can understand consumers and respond to their personal needs. This considers the possibility of increasing sales, because the brand will recommend specific products and their preferences for each customer based on their purchase history, making them more likely to buy.

Despite the digital gold rush, major parts of luxury brands have not yet fully entered the digital world. Their views increasingly shift from "Do we need to be online?" and more complex questions such as "How can we really do it well?" and "How can we make better use of digital opportunities?" In other words, Luxury brands are still afraid of the challenges of adopting an omni-channel approach in the online age.

Digital tools and technologies are revolutionizing sales and marketing in the luxury goods market. The online market is one of the fastest growing opportunities in the global luxury goods market, and its growth rate is the third fastest in the entire industry.

As Sohrab Ghotbi, Gucci's global media digital director, explained: "We want people to enter channels, discover our brand, research our products, and let them buy online or in physical stores."

Generally speaking, digital tools are more of a sales support channel for luxury brands than a channel for direct transactions. Many luxury consumers still refuse to buy such an expensive product online, they want to be able to feel and see it. Online tools are used for research purposes, compare prices and options, and get inspiration.

Each digital platform has its own audience and goals, and it is very important for brands to understand the use of each platform. Luxury marketers need to be familiar with

the marketing environment of each platform and ensure that each piece of information is tailored specifically to that platform and audience.

When it comes to e-commerce, luxury brands tend to take advantage of this in a different way than other organizations. This is a channel used to communicate between brands and their products, not just for sales purposes. In their e-commerce, luxury brands should try to display more product information than stores. Consumers will search online, they need to be able to find all the product details and information, otherwise they may turn to another brand and lose a potential sale.

Digital integration comes from both top-down (internal) and bottom-up (external), and brands are forced to have a complete understanding of online and offline marketing and distribution. Especially in today's globalization, consumers from Asia have done a survey before buying luxury bags in Europe. Consumers know the price, model and color of the products, and store staff must be able to inform consumers of all their products and services. This means that luxury consumers are already comprehensive, and brands should invest more efforts to meet consumer expectations.

Although online platforms provide opportunities for luxury brands, they also pose the greatest threat. One of the most important challenges in entering omnichannel retail is the need to create a seamless experience on all platforms-which means that in stores, online platforms, mobile platforms, all of which must provide instant and accurate information about their products. Luxury brands need to coordinate high-quality content across all platforms.

In the future, a true omni-channel brand will be able to identify consumers across all channels, provide their transaction history, and give the same product recommendations. Consumers expect their favorite luxury brands to recognize them and understand their latest preferences for products and even payment methods.

When luxury brands go online, another risk is price transparency. This is more likely to affect brands that have many sub-brands and are distributed across many sales channels (flagship stores, e-shops, luxury department stores, etc.).

Price changes that are not so obvious in the real world are too obvious online. Higher transparency leads to more fierce competition between channels, not only in terms of price, but also in visual effects presented online.

Traditionally, most multi-channel retailers have adopted a silo structure, where the physical store department and the online store department operate independently of each other. Luxury brands should adopt a new business model, under this model, integration will enter the next stage.

The silo structure can cause a disconnect between the brand and the buyer. This is contrary to the omnichannel approach, which allows consumers to search, purchase, exchange or simply manage the relationship with the brand at any time and through any channel.

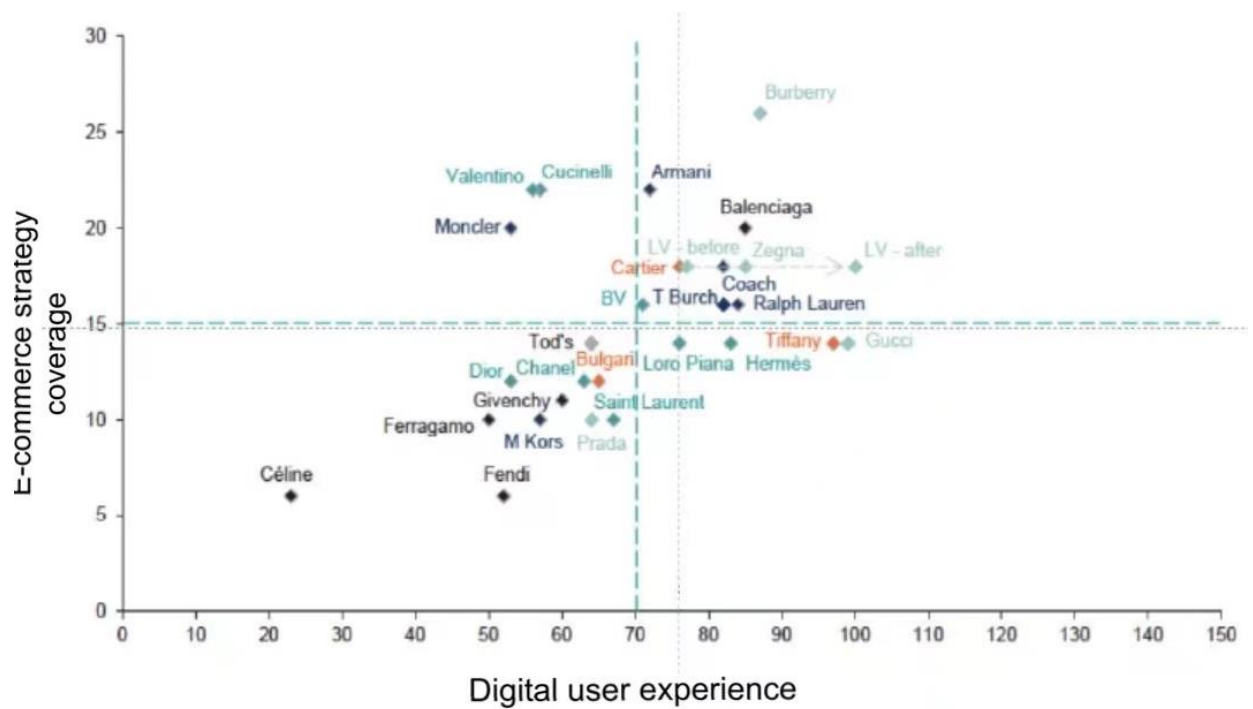
The Internet is the biggest challenge facing luxury brands. On the one hand, the Internet has expanded brand awareness. It allows people to enter a brand to participate in a fashion show, or dig deep into its luxury history. This is as wonderful as a mobile phone

or computer. However, if everything is sold on the Internet, through e-commerce or related channels, these are two different things. This is a real risk.

Therefore, although luxury brands can build brand awareness through online channels, these channels also open up distribution channels in an unpopular way. Luxury brand organizations must maintain a fragile balance between high exposure and high awareness, but they must control sales levels to maintain their dream value and avoid the risk of convergence.

With the opening of distribution, the ensuing challenge is how to coordinate their customer orders. They must integrate inventory across all channels, whether customers are shopping in stores, online shopping, or "click and pick up" (online payment, pick up in stores), the company needs to ensure their inventory. If a customer buys a product and it ends up being sold out, that is unacceptable.

According to a new report issued by Exane BNP Paribas, in this report, they created a tool called "Digital Competition Map of the Luxury Goods Industry" (according to Figure 2.1), which considers: first, product Provide depth and breadth; second, convenient navigation and high-quality website experience; third, delivery, service and return policy/performance; fourth, cross-channel integration.



Picture 2. 1–The digital strategic competition matrix of luxury brands (Source: BNP Paribas Securities Department; Time: July 2014)

Traditionally, most multi-channel retailers have adopted a silo structure. The physical store department and the online store department are independent of each other among all luxury brands. Gucci ranks first in the digital customer experience, followed by Louis Vuitton. (Louis Vuitton), Tiffany (Tiffany), Cartier (Cartier) and Ralph Lauren (Ralph Lauren). However, Burberry ranks first in terms of e-commerce strategic coverage, which takes into account the geographic coverage of e-commerce, the language on the website, and the number of products sold on the website. Internet pioneers such as Burberry seem to have made a huge digital contribution to sales.

Mobile platforms seem to be the best way to reach customers, mainly because we tend to spend more time on mobile phones than other digital devices. In order to support sales strategies that can have a significant impact on the brand's overall turnover, digital content

strategies are increasingly used to encourage customer loyalty. Every purchase experience, whether online or offline, is a touchpoint that must be used to build customer loyalty.

Although luxury brands initially refused to adopt online channels, they have realized that they need to stand on the consumer's side, and at this moment, consumers are part of the digital community. Nowadays, luxury brands have been digitized. The next important consideration is customer expectations. This includes website layout, navigation convenience, functions, content, and brand influence.

The boundaries between marketing, distribution and CRM have never been so blurred. Consumer participation is the top priority of luxury brands. They should ensure that they provide the right information at the right time on the platform where the customer exists. The ultimate goal is to integrate digital technologies and adopt an omni-channel strategy.

Obviously, the delay in adopting digital means is the result of major challenges faced by luxury brands in deciding to adopt this strategy. It is not easy to create a comprehensive experience for the brand, and they may not be sure how to solve these problems at the beginning.

Some of the most important risks include coordinating information across all channels (offline, online, mobile, etc.), comprehensive price transparency, shifting from a single business model to an integrated business model, excessive exposure and exposure to the wrong audience , And finally have to deal with proper inventory management.

Although there are many challenges in online promotion, luxury brands need to follow in the footsteps of customers. They have fallen behind because consumers have now

reached a full range of channels. They will interact with the brand through multiple channels, and most of these channels are digital. Luxury brands are aware of this and see the potential in this area (the growth rate is three times that of other areas of the luxury industry).

Therefore, luxury brands should prioritize investment in their online platforms and participation. The digital success of a luxury brand will come from the understanding that online and offline revolutions must occur at the same time, so as to create real value for consumers who exist in both worlds at the same time.

2.3 The goal of omni-channel marketing for luxury brands-seamless experience

The key word of luxury is experience. Experience is the life and feeling at every point in contact with the brand, and retail channels play an important role in it. To put it more simply, retail channels constitute distribution, and distribution is communication.

In order to successfully communicate with customers, luxury brands will carefully choose where their brands are displayed and sold to customers. Unlike non-luxury brands, they are often located on the most expensive streets in the largest cities in the world. Once a brand has a global influence, distribution is also the trickiest part of daily management. When you are in a country with a completely different culture and economy, you must ensure continuity and strategic rigor while maintaining profitability. This requires management The layer puts a lot of energy into it.

In addition, distribution is often entrusted to local partners, which actually boils down to entrusting customer service and customer experience to them. With the introduction of digital channels, distribution decisions have become more complex. Having said that, the

transformation to the digital world will have the most important impact on the retail industry. The problem is not where to put the brand's stores, but that they will decide which online platforms to open stores on, websites, e-commerce, blogs, social networks, etc.

2.3.1 Integration of luxury goods distribution channels

For luxury brands, distribution has always played an important role, which can be reflected by the locations of luxury stores around the world. They tend to be concentrated on the most expensive and convenient streets in large cities. Distribution enables brands to implicitly communicate with consumers by providing first-class services that reflect their prices and reputation, but with the emergence of online distribution channels, brands are also facing many challenges.

Although luxury brands worry about not being able to maintain high-quality online services, they must be able to reach affluent consumers. In order to gain greater competitive advantage, luxury brands must blur the line between offline and online distribution.

One of the jobs of the distribution channel is to communicate the price level without having to say it explicitly. Luxury consumers are wealthy, so they do not need to look at the price tag before deciding to buy, so luxury brands do not directly communicate prices. This is where the retail channel comes into play.

The channel must reflect the price level of the brand. Do everything well, and make suggestions on the price level of the product in terms of store appearance and customer

relationship management. These "luxury" are reflected in their location-"luxury street"; their architecture and interior design; the style of sales staff and so on.

Today, both online and offline channels should follow this rule. Offline channels have traditionally focused on providing first-class services through store atmosphere and personnel, while online channels have focused on publishing high-quality content to drive consumers to shop for consumption.

Luxury companies always prefer offline channels because they are easier to manage and they have more control over their presentation and the services they provide. However, online channels have a wider range of influence, and marketing costs are also cheaper.

Offline, luxury brands train personnel to reflect brand culture and enhance customer shopping experience. When customers walk through the window, luxury brands will carefully display the latest collection of clothing in a complicated way to communicate with customers. Offline channels have the huge advantage of being able to touch and feel the products. Customers who pay for such an expensive item want to know how the product feels and what it looks like after wearing it.

Offline retailers control the price level by ensuring full control of all aspects. However, online channels challenge this notion. One major disadvantage of a purely offline strategy is that it will not follow consumers into a digitally enhanced world. By ignoring these channels, they missed sales opportunities.

Luxury companies are not only worried about losing control, but also worried about not being able to reproduce such an elite image online, mainly because many factors that

make them luxury goods occur offline. Luxury goods companies worry that they will lose control of their brands if they go online. In fact, the opposite is true.

If you don't build an online presence, your consumers will do it for you. Going online means that brands will no longer be able to control everything about them. The Internet gives everyone the freedom to share their opinions and comments on any topic they want. Rather than blindly leaving the brand image in the hands of the audience, it is better to create a website online so that consumers can communicate with the brand.

On the Internet, brands need to be able to convey a luxury price level simply by displaying good content. From the layout of e-commerce, the convenience of navigation, the quality of pictures to the characteristic content of each social network, there is no exception. The biggest advantage of online channels is that wealthy consumers are now online. They are more inclined to use digital tools for research, comparison, and shopping than ever before.

In addition, online channels allow consumers to access luxury brands anytime, anywhere. Although for luxury goods companies, the offline channel seems to be the easiest to manage, it cannot meet the needs of consumers. On the other hand, when consumers purchase luxury goods, online channels cannot provide the tactile and sensation they appreciate. According to a Google study, 65% of luxury goods buyers said they want to touch and feel the product before buying. Although offline and online channels have their own advantages, luxury brands are taking a comprehensive approach to blur the line between online and offline and create a seamless experience.

Customers now have countless online and offline options to research and purchase new products and services, and everything is at their fingertips 24 hours a day, 7 days a week. In this case, digital channels no longer just represent "a cheaper way" to interact with customers. They are essential for executing promotions, stimulating sales and increasing market share.

Channel integration is defined as the degree of interaction between different channels. In omni-channel retail, there are a large number of channels that can provide opportunities for luxury brands. These channels include physical stores (flagship stores or in-store stores), showrooms, public relations events, fashion shows, e-commerce sites, mobile sites, social networks, e-retailers, blogs, emails, etc.

Their customers will often use their phones in stores to show them the exact model they want to buy. With such a high level of cross-promotion, it is important for them to be able to display a unified product in the store. This points out that it is time for channels to enter a relationship in which they share the same hopes and dreams: otherwise the relationship will fail.

2.3.2 Use online trends to create the best seamless experience

It is not enough to blur the line between offline and online: luxury brands should go a step further and understand how to use online trends to produce the best results for a seamless experience. The solution is to strike the right balance between online product offering, customer experience, and customer service (both online and offline).

Focusing on optimizing the online customer experience is more important than ever. Due to the emergence of countless new online platforms, the original e-commerce website

has now developed into social networks, blogs, applications, and so on. These things exist because of digital consumers.

Our habit of constant contact forces marketers to follow us into the digital realm and come up with new ways to communicate with us. As our requirements are getting higher and higher, there are more and more platforms. However, luxury brands should be careful not to deal with all these platforms at the same time. Companies that make digital investments wisely, based on their unique brand prototypes and categories, will see better results and create more value.

Data shows that mobile phones are the best way to reach affluent consumers. The popularity of smartphones has fueled the "digital passion" of luxury consumers. Luxury brands must ensure that their mobile website is functioning properly and that the loading time is not too long. It is also important to stay relevant. For example, Hermès has developed a software that allows consumers to watch videos of wearing a scarf in different ways, allowing non-consumers to use the app and therefore have greater influence.

The importance of search cannot be ignored. Consumers now know all the product specifications when they enter the luxury store. They did research on the Internet in advance to help them make purchasing decisions. Therefore, it is necessary to train staff to understand the needs of consumers.

According to Ipsos survey data, 75% of wealthy shoppers conduct online surveys before buying, and 72% of new market shoppers conduct online surveys and then go to the store to shop. In other words, luxury brands need to provide all relevant information

online to help consumers make decisions, otherwise they may lose potential sales to other brands.

In addition, social media has created more than 55% of brand reputation. Although wealthy consumers don't seem to post their personal opinions about luxury brands online, nor do they care about others' opinions, content on social media platforms is indeed the most likely to cause a sensation.

Content can be attractive. Luxury consumers still prefer to buy luxury goods in physical stores. Therefore, the goal of luxury marketing is to attract customers by publishing good content online. Digital attraction strategies must be designed and measured in a way that is specific to the platform, audience, and strategic goals.

Customers will buy a high-value item, so a simple blog is not enough. You should focus on developing content strategies that meet customer needs and allow them to visit the website continuously throughout the purchase decision process.

Understand the behavior of digital luxury goods consumers-without digital consumers, there will be no digital luxury goods. This is why it is important to understand the behavior of luxury consumers and what they expect from the online shopping experience. Luxury brands should strive to understand the habits and preferences of these consumers when purchasing luxury goods. Digital consumers have become more complex in many ways, which may affect their online behavior.

Because of the accessibility of the Internet and the content and social networks created by online consumers, they are more knowledgeable. Consumers understand information better than before. More demanding is that consumers redefine what value means to them.

For example, consumers who are pressed for time are paying more and more attention to convenience.

We also need to give consumers more authorization, because consumers follow their unique needs and increasingly pursue self-service and multi-channel options. As customers increasingly bring their own devices, applications, and other tools from outside the service provider's ecosystem, they increasingly decide not only what they want to consume, but exactly how they want to consume it. , The collaboration is getting stronger.

2.3.3 The new crown epidemic accelerates the integration of online and offline

During the new crown pneumonia epidemic, many luxury brand brands have a backlog of offline inventory. When their store reopened, they wanted their store to make customers happy, which meant shipping all the inventory to the store, but not many customers came to patronize. At this time, major brands began to think about how to make better use of inventory.

They hope to integrate products from offline stores into flagship products. JD.com has been very active in two months to integrate the offline inventory of luxury brands into their online stores on JD.com through omni-channel solutions (previously, these channels were only open to FMCG partners).

The difference with this solution is that packaging and shipping will be handled by the brand. The beauty of this model is that it can provide consumers with a wider range of choices, especially for some brand series that can only be purchased in their offline stores. Now, consumers can access all these products online.

Secondly, many consumers notice that products are shipped directly from physical stores, and consumers are always concerned about authenticity. Now, as products roll off the flagship store and more expensive products are on sale, brands can integrate their JD inventory with offline inventory and other e-commerce inventory, and can choose to deliver from different locations, whether offline. The store is still a centralized warehouse.

JD's data services are nationwide, and branded products are available all over China, but they also rely on the brand's own store network. If the brand has a very extensive store network, they will be able to integrate their national footprint, or the brand can decide which stores they want to use.

Next, JD.com will also use location-based services so that when consumers browse a particular brand, they can also see an open store near him. So, when a customer places an order, it will be delivered to the customer within an hour.

At present, all brands pay close attention to China's e-commerce market, and all major brands are in full control of their websites, Weibo, Xiaohongshu and WeChat applets. Major brands are increasingly aware that in order to enter the Chinese e-commerce market, they need to enter the dominant platform within a very close time frame.

Clothing and shoes are the fastest growing category of luxury goods. In the past, consumers bought more standardized products, such as bags. Nowadays, consumers are more accustomed to buying clothing and shoes online. They know that even if the size is wrong or the fit is not suitable, they don't have to worry about not returning them.

This is the best case in which Chinese Internet companies help luxury brands integrate online and offline sales. The new crown epidemic has accelerated this trend, especially

when the epidemic abroad cannot be effectively controlled. During the quarantine period, luxury brands have to adopt offline merchandise online sales to reduce inventory in order to survive.

In the next two to three years, the sales potential of luxury brands on China's e-commerce platforms is very huge, and the market demand is super strong. JD.com can well meet the needs of luxury brands to reach high-spending online customers. JD.com is expected to become a luxury brand retail in China. An important part of strategy.

Summary

Explosive sources of information make us more eager to have a personalized experience. Millennials have become the main consumer of luxury goods and word-of-mouth marketing has promoted the development of brand online communities, making omni-channel marketing an unavoidable problem for luxury brands. Important challenge. There are still many imperfections in the practice of omni-channel marketing for luxury brands, but digital omni-channel marketing for luxury brands is inevitable. The goal of omni-channel marketing for luxury brands should be to provide better services so that customers can get a 100% sense of experience no matter which way they consume.

3 RECOMMENDATIONS ON CREATING DIGITAL OMNI-CHANNEL MARKETING STRATEGY OF LUXURY BRANDS

In order to better understand how luxury brands can provide an all-round experience to meet customer expectations, so as to realize how luxury brands integrate digital channels and create an omni-channel experience for consumers, I made a questionnaire.

3.1 Questionnaire design

In order to better understand the development of digital omni-channel marketing for luxury brands, and to understand luxury consumers' views on luxury brand online strategies, I will design an online questionnaire containing qualitative and quantitative questions.

Questionnaires provided to luxury consumers are published online through social networks (such as WeChat and QQ). The network-based model provides many advantages that cannot be replicated with pen and paper. The audience of the questionnaire ranged from 18 to 60 years old. This not only helps to understand how current luxury consumers use online channels to interact with luxury brands, but also helps to gain insight into the behavior of future generations of luxury consumers.

Collect quantitative data from a series of questions to understand the initial behavior of luxury consumers online, including whether they have ever purchased products online, and why they are reluctant to buy online for various reasons. In order to understand the various online platforms, consumers are asked whether they use different channels and the purpose of using these channels.

Qualitative questions include thinking about the future online strategies of luxury brands, through consumers' reflection on the issues raised by luxury brands, and proposing next steps to improve strategies.

Starting from a luxury brand, the first step is to list the top luxury brands. The selected brands are: 17 (Burberry, Louis Vuitton, Gucci, Prada, Prada, Bottega Venetta, Chanel, Brunello Cucinelli, Hermes, Dior, Loro Piano, Valentino, Saint Laurent, Balenciaga, Ferragamo, Givenchy, Fendi, Celine). This prerequisite will first be informed to the people who took the questionnaire.

3.2 A complete questionnaire

1. What is your gender?

Male

Female

2. Which age group do you belong to?

20-30 years old

30-40 years old

40-50 years old

Over 50 years old

3. Your education level?

Senior high school or vocational high school or below

Associate degree

Bachelor degree

Master degree or above

4. Your disposable monthly income?

- Below 1000 yuan
- 1000-3000 yuan
- 3000-5000 yuan
- 5000-7000 yuan
- More than 7000 yuan

5. How much do you spend on luxury goods every year?

- 0-5000 yuan
- 5000-20000 yuan
- 20000-50000 yuan
- More than 50000 yuan

6. Do you compare similar luxury items online? Do you compare similar luxury items online before going to offline stores?

- Yes
- No

7. Have you ever purchased luxury goods online?

- Yes
- No

8. Do you prefer to buy luxury goods online or offline?

- Online
- Offline
- It doesn't matter

Depends on what product you want to buy

9. What is preventing you from buying luxury goods online?(Multiple choice)

Lack of real product touch and experience

I like to get the product immediately after payment

Need help from sales staff

Worried about the difficulty of returning the product if you are not satisfied

Like offline shopping experience

The brand does not have an online store

10. Do you use digital tools or interact with a luxury brand through online platforms?

(Including online search for shop address and contact information)

Yes

No

11. Are you generally satisfied with the online experience of your favorite luxury brand?

satisfaction

Satisfied most of the time

Sometimes satisfied

Dissatisfied

12. If you choose "not satisfied", can you give me a reason?

13. What improvements do you hope for online luxury goods channels?

3.3 Data analysis of questionnaire results

This section will analyze all the results of the 142 valid questionnaires. It includes the description of the sample, the research model involved in this study, data verification and analysis.

This research uses the network questionnaire survey method. Because this study has no special requirements for samples, convenience sampling is used to conduct the survey. The questionnaire is distributed in the form of a link to the questionnaire on the network platform, and the research purpose and main purpose are explained. The questionnaire editing software has set up a mandatory answer mode for each question and a page turning mode that is more suitable for readers to read, and all questions are reasonably distributed. Data collection started in March 2021 and ended in April. The survey samples filled out questionnaires based on their true feelings. A total of 142 questionnaires were collected, of which 142 were valid complete questionnaires after screening, and the efficiency of the questionnaire survey was 100 %. The following Table 3.1 shows the demographic characteristics of valid sample data, which was collected from the results of question 1-4:

Table 3.1 – Demographic characteristics of the sample

Demographic variables	Variable level	Quantity	Percentage
Gender	male	47	33.10 %
	female	95	66.90 %

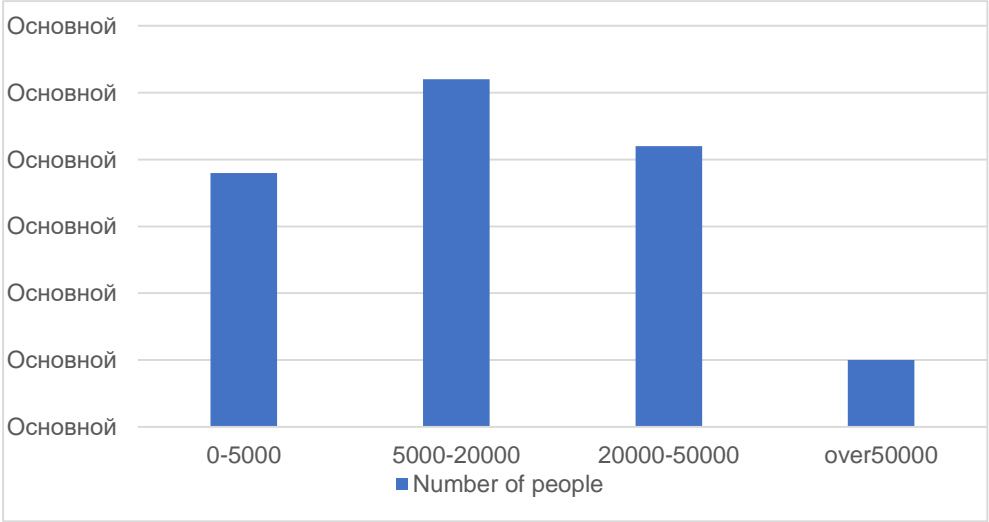
End of table 3.1

Age	20-30 years old	60	59.86 %
	30-40 years old	37	26.06 %
	40-50 years old	14	9.86 %
	Over 50 years old	6	4.22 %
Education level	senior high school or vocational high school or below	0	0.00 %
	associate degree	26	18.31 %
	bachelor degree	82	57.75 %
	master degree or above	34	23.94 %
Disposable monthly income	below 1000 yuan	10	7.04 %
	1000-3000 yuan	30	21.13 %
	3000-5000 yuan	65	45.77 %
	5000-7000 yuan	28	19.72 %
	more than 7000 yuan	9	6.34 %

From this table we can see that More than 59% of the respondents are 20-30 years old, followed by 26% 30-40 years old, 10% 40-50 years old, and only 4% over 50 years old. Women accounted for two thirds and men accounted for one third. Therefore, these results may be biased towards the younger generation.

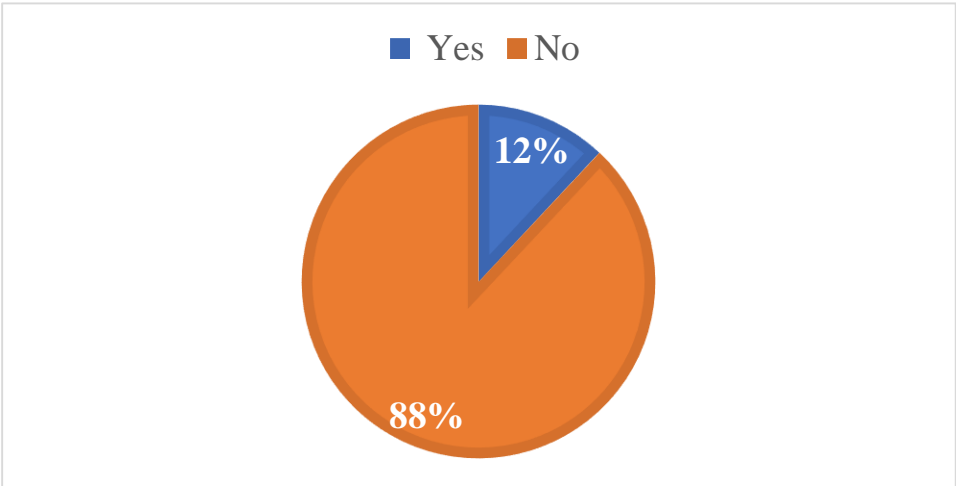
As millennials quickly become the largest population generation, many of them achieve higher levels of wealth and affect the way luxury brands approach their

consumers. At the same time, we can also see that most of the audiences of luxury brands are people with higher literacy and higher Disposable monthly income.



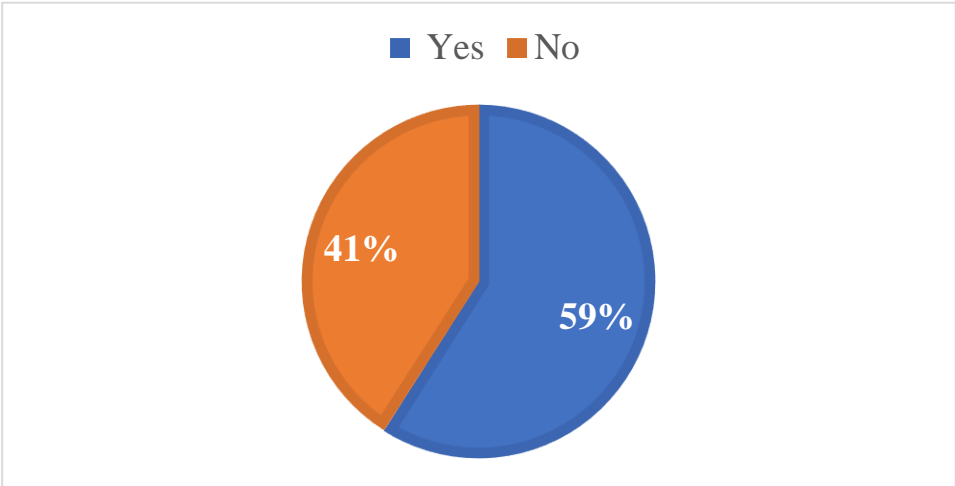
Picture 3.1 – How much do you spend on luxury goods every year?

In accordance with Picture 3.2, We can see that more than 66% of people spend between 5,000 yuan and 50,000 yuan each year on luxury brands, which is not a small amount. Thus we can also see that the Chinese people's pursuit of luxury brands is still very high.



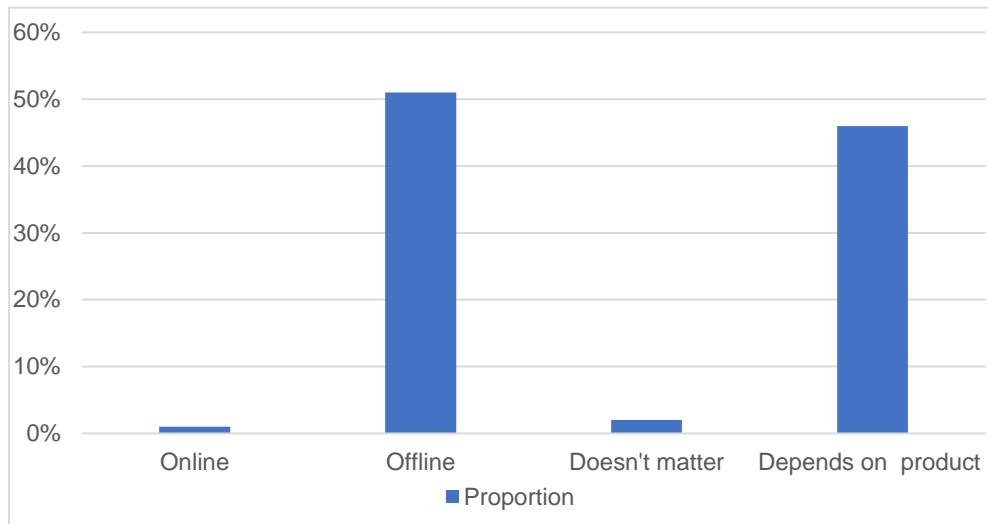
Picture 3.2 – Do you compare similar luxury items online?

From Picture 3.2, we can see that almost all consumers (regardless of age) use digital channels to interact with luxury brands. When they want to buy a luxury brand, 88% of people will choose to compare similar luxury goods online first.



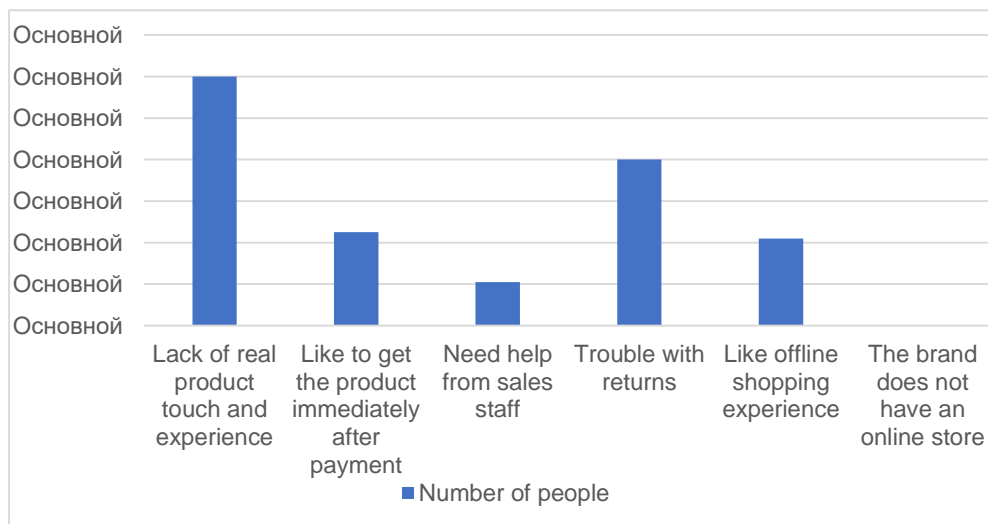
Picture 3.3 – Have you ever purchased luxury goods online?

In accordance with Picture 3.3, we can see that 59% of people will choose to buy luxury brands online, while the rest will not. This is very different from the data of Picture 3.2. Nearly 90% of people will compare the data online before buying. So what makes these people give up online shopping and finally choose to buy in physical stores? This is a problem worthy of our deep consideration, and it is also a problem that will be analyzed and resolved later in this article.



Picture 3.4 – Have you ever purchased luxury goods online?

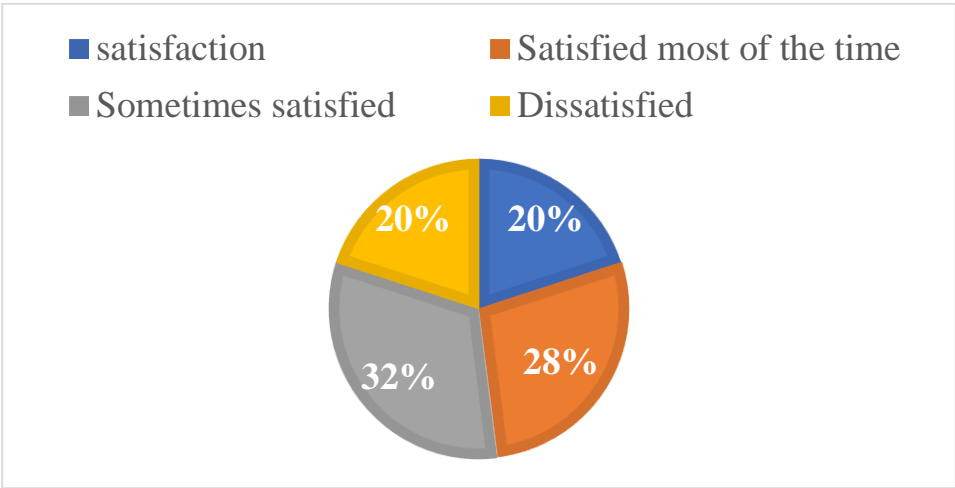
From Picture 3.4, it can be seen that only 1% of people said they prefer to buy luxury goods through online channels. 2% of people think it doesn't matter. 51% of people will choose to buy in physical stores. The remaining 46% of respondents stated that their preference for different channels (online or offline) depends on the type of product they intend to buy. Considering that more than half of people still say they prefer offline shopping, it is important to understand why.



Picture 3.5 – What is preventing you from buying luxury goods online?

In accordance with Picture 3.5, we can see that the survey mentioned 6 common reasons why consumers do not shop online. The survey results show that the most common reason consumers are reluctant to shop online is "lack of tactile experience". 120 people chose this option, indicating that in the face of higher-priced luxury brands, people prefer to use their own personal contacts. Go shopping.

The second reason people are reluctant to buy luxury brands online is because they are worried about the inconvenience of returning goods. 80 people chose this option. Therefore, solving the difficulty of online shopping returns is also one of the problems that luxury brands must solve on the road of omni-channel marketing.



Picture 3.5 – Are you generally satisfied with the online experience of your favorite luxury brand?

From Picture 3.5, it can be seen that about 20% of respondents are still dissatisfied with the online experience. Incorporating the last set of open-ended questions (why are you dissatisfied with the online experience of luxury brands and what improvements do you want online luxury channels to do) is to allow respondents to share their views on the

overall experience provided by luxury brands on the Internet , And get ideas for improvement or future development.

Many consumers say they believe that luxury brands cannot provide luxury services online. Many luxury products can only be provided offline: brands should try to consider other ways to provide online luxury services. Many people mentioned that the interior and exterior design of the store is very important for luxury services and the assistance of sales staff. Smaller details such as smell, appearance, and cleanliness also help to create a luxurious experience.

"Online shopping does not have the elements you can have in a store. For example, architecture, salesperson's attention, music (or quiet), cleanliness, etc." (one of the interviewees)

"I think the in-store experience of luxury brands is part of the overall brand experience. For example, a flagship store with good design and architecture makes the purchase more distinctive-this is difficult for online stores to provide." (one of the interviewees)

Another important reason for consumers' dissatisfaction with the online experience is the lack of channel integration: this is crucial because omnichannel is about being able to create a seamless experience. Many people believe that some luxury brands still don't offer a "click to pick up" option, or even check whether a particular store has such a product.

This shows that although brands want to adopt an omni-channel approach, they have not succeeded in combining online and offline processes to provide such services. "There

is still a lack of channel integration, such as buying online and then picking up the goods in a store, or checking inventory in a nearby store." (one of the interviewees)

For several interviewees, lack of information is a problem. They explained that some information is missing on the website, such as prices. This further proves that some luxury brands do not have high transparency and the range of products is limited, so consumers cannot obtain this information. The Internet is mainly used to collect information about these products and make comparisons. Some shoppers pointed out that if brands cannot provide all the details, they cannot make comparisons, so they are more likely to be excluded from consideration.

The survey also shows that satisfaction depends on the brand itself. Although some brands have done a good job of providing luxury online experiences (Burberry is one of the most mentioned brands), others have not been able to adapt to this channel.

Compared with non-luxury brands, respondents seem to think it is difficult to distinguish luxury and non-luxury brands online. There is no real difference between the two, which is very dangerous for luxury brands. They don't want to compete with these brands, especially online, where consumers can check and compare prices and services (because most non-luxury brands provide good online services and competitive prices).

Compared with non-luxury brands, the online experience of luxury brands is not outstanding. Perhaps in this case, a more personalized service will help. This also affects consumers' satisfaction with the online experience. If a luxury brand is already using e-commerce, they should try to provide a wider range of products. Consumers have

expressed why they are dissatisfied with the online experience, so I want to see what improvements they can suggest to solve these problems.

Some interviewees mentioned that several companies can conduct online chats, and some interviewees also suggested providing more product information, especially about prices and sizes (including clothes, bags and accessories). While supplementing the information, people also want to see more detailed product pictures/videos to see if it is appropriate.

Some people mentioned that luxury clothing brands can provide runway videos, people can see the product on the body (and the size of the model compared to its own size), and online luxury brands should provide better and relevant size guides -Complain that they often face the problem of choosing the right size.

Another idea related to size is to create your own virtual image to check the size.

Other improvements include more channel integration, more personalized service and more flexible delivery. So far, the most important thing is improved customer service, which requires more personalized customer service, especially with regard to details and dimensions.

3.4 Development and recommendations

Based on the analysis of the above chart, it is not difficult to see that there are still many problems in the digital marketing of luxury brands. To make the digital omni-channel marketing of luxury brands achieve further development, brands need to make more efforts. Next, I will combine some literature materials, summarize and generalize them, and give suggestions on the realization of digital omni-channel marketing for

luxury brands from three aspects. They are: use social media to tell brand stories, use online communities to develop the "omni-channel" relationship between brands and customers, and carry out technological innovation.

3.4.1 Use social media to tell a good brand story

The emergence of social media in the 21st century has greatly changed the communication between companies and consumers. For a long time, because luxury brands themselves tend to be conservative from a cultural perspective, the luxury industry has been very resistant to social media, and there is little interest in starting to use social media as a communication and marketing channel. [18] Luxury brands are facing challenges in the digital world, because many gameplays of digital channels are essentially contrary to the unique tonality of luxury brands.

Gradually, however, luxury brands are discovering that social media can make it easier for brands to reach new classes and new generations of consumers. From the beginning when luxury brands were more cautious about cooperation with third-party platforms, to luxury brands began to take a positive and optimistic attitude towards digital platforms, and invested a lot of manpower and material resources. Predictions are different. Social media did not damage the brand's positive reputation. Instead, it interacted with customers through social media sites such as WeChat and Weibo. Luxury brands actually helped consumers build friendly attention and even emotions about their brands, and stimulated customers' luxury. Desire for the product.

Social media is a dialogue platform, a platform that allows companies to reach target consumers and makes these consumers willing to spend some time online interacting with

brands. Social media has become an important tool for brand companies' online marketing. Social media is an important carrier for companies to do market research. Here, the corporate brand image is passed on from word of mouth, because here users can spread brand information on their own networks. Therefore, social media also allows market researchers to get closer to real consumers and collect the most valuable information.

Generally, brands will attract and retain more consumers through ambassadors. In terms of cultivating consumer loyalty and communication effects, this method is more effective than direct brand-related promotion initiated by the brand, because the brand Ambassadors are usually more affinity and can make the brand more trustworthy. Brands establish longer-term brand relationships with consumers through ambassadors and have deeper emotional connections.

Social media marketing plays a vital role in corporate branding. Early research (Matthiesen & Phau 2010) pointed out that if the brand image and communication methods are inconsistent, the opportunity to use social media may become risky in terms of branding. [19]

Therefore, social media brands should consistently use the right methods to interact with target audiences on the right social media platforms. All social media marketing activities should always be based on a true brand identity, and the marketing team should focus on producing content that meets the organization's long-term brand and marketing goals.

The brand image and identity of luxury brands must first be exclusive, concealed and sustainable.

Brands can focus on macro themes and shift their core values to content. Therefore, they are able to convey a clear brand identity. After all, the foundation of social media marketing is loyalty to the core elements of the brand.

Social media can have a huge impact on the reputation of luxury brands. The emergence of the new Internet platform provides a unique opportunity for brands to enter this huge market composed of hundreds of millions of people around the world. The Internet has also narrowed the information gap, and now consumers all over the world have the same awareness of products and services.

Luxury brands use social media platforms to better reach their customers, maintain consumer loyalty to the corporate brand, and develop brand personality and presence in the global luxury industry.

In social media interactions, luxury brands can strengthen existing consumer relationships, thereby gaining more exposure and wider visibility. At the same time, social media is also a new marketing and advertising platform that allows users to connect with each other and build a brand community.

The most important element of luxury brands on social media is their ability to talk about products and brand heritage, not the number of posts on social media. Storytelling not only tells the story behind the brand, but also includes the creative process or the story behind the designer.

The success concept of social media in brand marketing strategy is to tell a great story, thereby attracting the audience's attention to a certain extent and creating a sense of

participation. Social media is an excellent platform for telling stories and expressing brand emotions in innovative ways.

Luxury brands often display their brand history and stories to help enhance the sense of craftsmanship. They provide social media users with a story about what makes the brand special, which makes the purchase decision more attractive and persuasive.

In the current market, brands have the opportunity to focus on their history. Instead of pushing consumers to buy products, they spread legends related to the brand, insisting on the basic brand values that make them a luxury brand, and giving their customers a reason to The brand has a deeper level of contact.

Luxury brands need to uphold excellent traditional spirit while embracing digitalization. Traditional brands need tradition to convey and maintain their premium value. However, companies have to build a tradition within a period of time, and let it grow organically with the brand. The challenge is that in our fast-paced society, when most aspects of our lives are dominated by a speed of self-destruction, patience becomes a virtue, which many startups cannot support .

In China, interconnected consumers have rewritten trading rules, and a paradox is crushing various Western traditional brands. According to the study of McKinsey China Luxury Report in 2019 (Mc Kinsey China Luxury Report), young Chinese luxury consumers do not have so nuanced understanding of the traditional transaction basis of the luxury market. [20]

Basically, these digitally participating groups do not fully understand that the core of traditional philosophy is the complete slowdown of patience and communication. In

addition, young Chinese consumers need to be exposed to the digital field, but this universality undermines the uniqueness of the brand.

Considering the complexity of the market, many international brands have failed in China. Some fail because they have become too empirical, while others have maintained their high-class appeal without opening up to the public.

But some traditional brands, such as Hermes and Dior, have found a balance between exclusivity and universality by adopting traditional marketing strategies.

In fact, Patrick Thomas, the former chief executive of Hermes, sees things like this: "The luxury goods industry is built on a paradox: the more popular the brand, the greater the sales, but the greater the sales, the less attractive. ."

Indeed, this contradiction dictates the rules of engagement. Therefore, without overly exposing the brand in the digital field, spreading the brand's legacy has become an ongoing struggle. For younger Chinese consumers, the understanding and consumption of luxury goods is achieved through digital technology.

Luxury groups such as Kering and LVMH use high technology to convey their heritage, aesthetics, craftsmanship and history. Combining augmented reality, virtual reality and data-supported strategies does not mean that we will ignore traditional features. Instead, these modern communication technologies are used to convey the successful qualities of a brand.

As mentioned above, if luxury brands want to establish long-term relationships with their consumer groups, they need to convey their legacy. Obviously, the digital world

provides tools for establishing cooperation. Brands such as Hermes, Dior, Gucci and Louis Vuitton have performed very well in China.

Not only that, they use digital stories to convey their skills and value, but they also develop engaging experiences that connect online and offline channels. In other words, a successful traditional marketing strategy needs to strengthen brand equity, and this is achieved by making full use of the power of social media platforms.

In addition, successful luxury brands use digital technology to establish cultural connections with their audiences. Basically, these companies are not reinventing new marketing strategies, but building on the basis of cultural heritage and re-delivering information to local audiences.

For example, Cha Ling, funded by LVMH, has done a good job combining the traditions and know-how of French luxury goods groups with Chinese values and professional skills. Therefore, Chinese consumers believe that Cha Ling is a brand that promotes its own quality (including inheritance components) by recognizing oriental cultural values.

In addition, Cha Ling and LVMH have never laughed at Chinese values through a subordinate relationship, in which European heritage and craftsmanship become the main assets, but instead respect China's rich history and turn it into the company's greatest asset.

In contrast, Dolce & Gabbana's "Eating with Chopsticks" campaign proved that a European brand that paid too much attention to its own history, Italianita promoted by Dolce & Gabbana became extremely rigid in its marketing strategy, unable to accept and understand foreign cultural elements.

An unwise marketing campaign to a luxury audience may have disastrous consequences. This applies especially to China, a country with a unique and rich culture, history and philosophy. In addition, this universal marketing approach dilutes the host culture while stifling any form of dialogue and contact with local consumers.

Brands that understand the importance of Chinese tradition and heritage will keep consumers engaged. The growth rate of China's luxury goods industry far exceeds that of other non-luxury industries, such as the fast-moving consumer goods industry, fast fashion industry and so on. Those brands that have not kept up with the average growth rate of the luxury goods industry, in a sense, must have failed to tell their brand stories well.

Luxury brands need to be very clear about their core positioning and how they differ from other brands. They need to be able to do this throughout the entire communication process with customers. Brands are only talking about themselves, but fail to translate this information into real consumer benefits. This kind of mistake is very common.

Many luxury brands are talking about craftsmanship, experience, design, customization, and excellent service. It sounds good, but it's too vague. Instead, they need to tell their customers what unique value they have created for them through what they have done particularly well. In the luxury goods industry, the key is "them" (customer-centric), not "us" (internal capabilities).

Only when there is a clear difference between other luxury brands, and this difference can be expressed in the value proposition of the customer, outstanding craftsmanship can create value. When we help customers create new brands or make existing brands better,

we always define the value proposition of the brand from the customer's perspective. Especially for millennials and Gen Z consumers, this is what they look forward to most.

In order to create a value proposition, brands need to provide a rational and emotional benefit. Both are important and need to be a consistent part of the brand story. However, few brands know their emotional core, goals, and how to motivate customers.

What I often see is that they express as their emotional positioning and create dreams. The problem is that unless this dream is clearly defined, it will hardly create any customer value, nor will it make the brand unique. Need higher precision.

We usually find that some brands talk to themselves in an imprecise way, and the difference from competitors is not obvious enough. All brands seem to be doing what others are doing. Obviously, this is not the way to create a sustainable competitive advantage, which explains why so many luxury brands are struggling.

It is worth noting that in China, millennials are very obsessed with brands, and they expect a clear and meaningful brand story more than the Western world. Among the possible reasons why many Western brands fail in the Chinese market, failing to hit the target is one of them.

The next hidden danger facing luxury brands is that the accuracy of the story will further decline during the customer's journey. Few brands can consistently tell their brand story on every touch point. When you consider staying in a hotel, the customer's journey is predictable. Unexpected things rarely happen. This is why so many experiences have become "category experiences" instead of "brand experiences", which undermines value and weakens the brand.

Emotional experience depends on the quality and training of sales staff, and needs to be specific. In addition, many brands do not have enough digital tools to support sales staff's insight into specific customers and create a personalized digital customer journey. In today's world, proper digital support infrastructure is no longer optional, but necessary.

If the brand is done right, it can create great value. Value is created through the brand and its story. Products are part of the brand value delivery system, and they will not create additional luxury value by themselves. This is why it is dangerous for luxury brands not to tell the story well. The importance of optimizing the brand story cannot be overemphasized. This is an important opportunity for revenue and profit growth.

3.4.2 Use online communities to develop an "omni-channel" relationship between brands and customers

Technological development has led to the emergence of consumer brands and become part of the consumer identity culture, because it has become easier and cheaper for companies to reach consumers. Brand communities are different from traditional communities. Their core focus is on branded goods or services. Their community members are usually interested in or admirers of a brand.

Although each brand community has a unique purpose, they are generally regarded as a marketing investment for companies to develop and maintain long-term relationships with current and potential consumers and achieve good brand results (Goward, 2016). [29]

The brand community was originally a simple text forum where consumers share ideas and questions about the brand, but it has evolved to provide a unique interactive brand experience.

There are currently two main types of online intermediaries: online communities and product channels. The obvious difference between the two is that product channels are mostly information sites and are not used for interactive purposes, while online communities promote mutual communication between multiple parties.

Companies seek to create online platforms to provide product channel information and interactive communication to reduce the uncertainty in consumer purchasing decisions. Business sales benefit from the use of these two intermediaries, but lack an understanding of how online communities can benefit the company's brand image.

Customer participation in online brand communities is very important for improving brand relationship performance and creating value in such communities. Carlson et al. (2018) proposed a model that describes how customer participation in the virtual brand community in the retail field enables customers to co-create functional value, emotional value, relationship value, and substantive value. Affect their brand relationship performance. [30]

Through social media, the benefits of customers' motivation to participate in online brand community-driven functions include: first, to solve problems; second, to send specific queries; third, to find brand-related information to strengthen learning; fourth, to benefit from pre-purchasing The result; Fifth, get promoted transactions.

This kind of active participation allows consumers to control the brand consumption experience they are pursuing to a certain extent, thereby having a greater opportunity to obtain higher functional value, and they generate greater emotional value from the retail consumption experience. Personalized brand communication and participation in daily

brand activities are key elements of online brand community relations. This shows that when consumers

When they feel that their interaction with the brand has been personalized according to their personal preferences, the consumer experience will be enhanced. This interaction is to promote the willingness of virtual community users to share their personal brand experience with others, while bringing benefits to themselves and others.

The study by Carlson et al. showed the different characteristics of an online community and how its online activities, especially the buying experience, affect consumers' perceptions of the value it brings to them. However, it is equally important to understand what mechanism allows consumers to become part of the community based purely on non-purchase activities.

The research proposes a framework to determine how companies can create customer loyalty in online brand communities. The model shows that the quality of information; required social capital; critical quality of emotion and perception will affect the relationship between customer satisfaction and commitment, and ultimately affect the loyalty of participants in online communities.

Companies must ensure that they provide sticky product information online for consumers to access in online communities, because this is one of the main activities of online customers during the purchase process.

This confirms that companies can increase their perceived community value by allowing consumers to contact other consumers. These consumers can benefit companies

in various ways, including information sharing and grouping with individuals based on relationship reasons.

Companies must consider the non-financial motivations of consumers to participate in online communities, thereby providing a balanced argument that information quality and online activities are equally important for influencing consumer loyalty in online brands. As far as information quality is concerned, completeness, credibility, timeliness and amount of information will affect customer satisfaction and relationship commitment. Online social capital can increase customer satisfaction with sellers, which in turn affects consumer loyalty to the company.

The advancement of Internet technology and its commercialization have redefined brand communities and how consumers interact and build attractive experiences, making it easier to share information and communicate with each other. Some researchers have turned their attention to the role of consumers in these communities, especially the individual's sense of belonging and community identity to the community.

The research on virtual communities by Dholakia et al. (2004) shows that a higher level of perceived value leads to stronger community identity. From a personal point of view, belonging to a brand has a unique meaning because it means an emotional group participation, which leads to attachment or commitment to the community and the brand. [31] The research of other researchers focused on the connection between consumer members and identified a "we" culture in which all users have a common sense of belonging, which distinguishes them from users of other brands . This is stronger than the relationship between the company and the consumer. Co-creation of brand value is a form

of customer brand participation, which is driven by customer brand ownership and restricted by customer cultural value orientation.

The research results show that individualism, collectivism and power distance indirectly affect brand responsibility and self-improvement in the relationship between brand ownership and customer brand participation behavior. It can be considered that the attractiveness of a brand to consumers is a source of support for online community recognition. It can motivate individuals to actively participate as a member of the brand community and maintain relationships with other members. However, even with a self-created identity, the attractiveness of a brand to consumers does not mean that consumers have self-motivated to show active participation in the brand's online community. The existence of the virtual brand community does not guarantee that the company will establish a continuous relationship with the brand's consumers. Therefore, the brand should pay attention to this relationship network, expand and deepen the co-creation between the brand and the consumer, in order to lay a more solid consumption for the brand the foundation of the person.

The research of Essamri, Mc Kechnie, and Winklhofer (2018) emphasized the importance of maintaining the social negotiation process in brand recognition and co-creation with the brand community. They introduced a model that visualizes the background of corporate management's participation in brand recognition, and at the same time maintains "bridges" and "ties" with online community members. [32]

This model illustrates the relationship between brand identity and the long-term social and cultural process of various stakeholders (such as brand communities), and

recognizes that brand "fans" and consumers continue to reflect and verify their perception of brand identity. This shows that the attractiveness of the brand to consumers alone is not enough to maintain the online participation of the brand community. The number of members will be effective only when it can maintain a relatively high level of interaction.

e Marketer (2018) identified six motivations for consumers to participate in market research online communities (MROCs) initiated by companies: knowledge, utilitarianism, value expression, self-defense, social interaction and helping the company. The author found that the participation of online members in such a community enhances the member's sense of identity, at first makes them feel that they have a say in a sponsored company, and increases the possibility of continued participation in MROCs. [33]

When companies try to improve their services, they are critical to how to attract consumers to provide their understanding of the company's views and feedback. Therefore, despite the importance of brands to online communities, community members can generate perceived value in the interactions generated by the enterprise and influence the active participation of consumers in the interactions between consumers and between brands and consumers.

As mentioned earlier, the existence of virtual community pages does not guarantee that companies will encourage consumers to establish connections with brands online. Community member relationships and interactions between consumers are the key to attracting and maintaining interactions.

In addition, if a brand can provide consumers with appropriate economic benefits, the participants' perception and credibility of the brand will be enhanced. But not all

consumers have economic or promotional motives. Therefore, it is important to understand what kind of dialogue can make the brand's community image and sales win-win. In addition, it is also important to understand whether trust is developed through positive word-of-mouth before or after active participation, and how interactions in brand communities encourage consumers to form relationships in online brand communities.

Conversely, brands that are primarily based on experience or products in the luxury or fashion industry are more likely to need to consider how online communities generate relationships between companies and consumers. Luxury and experience brands are often associated with consumers' image and consumer's emotional value, which can be connected with online social identities. Extensive networks connected to such brands often prompt consumers to join the community to improve their online image and relationships.

Although compared with mass market products, some online brands may not have a large target market, but the size of the market segment does not equal the number of followers that the brand will gain in a community. Therefore, understanding what factors attract consumers to participate in online communities is particularly important for brands.

3.4.3 Carry out technological innovation

In order to achieve complete online and offline integration, brands must first provide online integration. Luxury brands appear on 6 social networks on average. One reason why luxury brands must connect all platforms is to create "the same universe." Otherwise, consumers may feel that they are experiencing different worlds online. Some websites are supported by external partners, such as YOOX.

YOOX is a global Internet retail partner focusing on luxury e-commerce and customer service. This gives luxury brands an advantage because YOOX has many years of professional experience in the digital field, unlike most brands that have only recently appeared online. Many brands choose to cooperate with YOOX because it can help them provide top-notch services around customer needs (for example, a joint venture between Kering and YOOX).

Through the joint venture, YOOX can customize the luxury e-commerce technology platform for luxury brands and provide its global and local expertise to achieve the best e-commerce experience, including web design, user experience, digital production, customer service, online marketing, etc. . However, there are many brands that are still doing well without this supplier. Some people may think that luxury brands will lose control when they delegate the responsibility of customer care to external forces.

Whether a website is adaptable or responsive will also play an important role in the consumer evaluation experience. Luxury brands use adaptive layouts to improve the consumer experience on all types of devices. It is not enough for a website to be displayed on a small screen, because it may be difficult to read or take too long to load. On the contrary, these brands have modified the format and content to provide the best experience for smartphones, tablets and laptops.

The gap between different touch points will have a negative impact on the overall consumer experience, thereby affecting brand equity. Luxury brands can build brand awareness through websites, and luxury brands need to be more differentiated. The common perception among consumers is that it is impossible to distinguish luxury

websites from non-luxury websites. This can cause huge confusion in the minds of consumers. This also means that they can easily be compared to high-end brands that do the same online.

Luxury brands do not want to compete with non-luxury brands, especially considering the convenience of online price comparison. After browsing the websites of luxury brands, people obviously tend to keep the pages concise and clean. Brands such as Louis Vuitton and Hermes have adopted a different approach, trying to enable consumers to truly integrate into their world by providing instant music, video and interactive content when consumers visit a website. All luxury brands already have excellent content, so it is important for consumers to remember what the brand is (branding).

The overall user experience is also very important in a website. Luxury brands should pay more attention to functionality and usability to create a better user experience. Combining music and experience is the beginning, and there are videos that appeal to consumers (not just clean, high-quality photos). As for improving the user experience, one possibility is that luxury brands acquire external suppliers whose expertise will make the website more functional and usable.

Luxury brand websites are not only a channel for consumers to find information, but also a place for consumers to express their commitment to the brand by logging in repeatedly after purchasing a product. Consumers may wish to be directed to different touch points to share their experiences, express dissatisfaction or seek after-sales service.

As consumers have expressed, due to the lack of personalization, there is a gap in creating brand loyalty. This gives luxury brands an opportunity to use their website to make their experience more memorable. If luxury brands can track the latest search results of their consumers on the website, or their purchase behavior, then next time they visit the website, they can open a suggestion page specifically for that consumer. Similarly, they can ask some questions about consumers' preferences for styles, colors, or patterns, and make some suggestions accordingly.

The key here is to be able to identify what consumers want and like, help them choose from the collection, and make it easier for them to make purchases, just like a salesperson in a store. Bridging the gap between different touch points is just the beginning of a "seamless" experience provided by luxury brands. These brands need to ensure full online and offline integration throughout the consumer decision-making process.

To begin to understand how digital touchpoints can improve the overall experience, it is necessary to consider the consumer's decision-making process. From the analysis and consumer-based brand equity model, here I designed a new consumer decision-making journey. First, it is a linear model, and then it becomes a cyclic, uninterrupted model, because it is more like a journey. Based on the research results and analysis, a linear model was established to show the role of online touchpoints in the decision-making process. It should be noted that online channels may play a role at multiple points in the entire decision-making process. Most consumers interact with both offline and online brands before making a purchase.

72% of wealthy shoppers collect information on online and offline channels before purchasing, and then purchase through offline channels (Bosomworth, 2014). [34]Therefore, the integration of online touchpoints and offline touchpoints to create an omnichannel experience becomes the key. The steps in the consumer decision-making process are very similar to brand equity. First, consumers will develop a demand. Because in luxury goods, there is no real demand for necessities. It is more about creating a dream and making consumers desire a product. Consumers can learn about a range of luxury brands by visiting websites, advertising campaigns on various applications, magazines and posters, etc. In the process of consideration, consumers can collect information and view favorite pictures through the website, or enter the physical store to view the available products. Then, they will start to evaluate the product by comparing online prices or reading reviews, while visiting the store to feel the texture and size of the product. After making a decision, consumers can either offline, online or "click to pick up" (online purchase, store pick up). After purchasing, consumers share the products they experience offline and online to their circle of friends. Finally, consumers of luxury brands will be invited to join the loyalty program. This represents the second cycle in the model, the loyalty cycle. Once consumers enter the loyalty cycle, they can use luxury brand apps to decide whether to connect more with the brand, or if the brand is aware of consumer loyalty, they may be invited to participate in exclusive events or performances. The last step is publicity. Consumers will become a "brand representative", which is usually secondary communication through word of mouth.

When luxury brands adopt an omni-channel approach, one thing is very important, and that is social customer relationship management (SCRM).

SCRM is the use of social media networks to attract consumers to manage customer relationships. The benefit of social customer relationship management is that brands can interact with consumers in an all-round retail environment. Social customer relationship management allows brands to communicate directly with consumers. Luxury brands need to be able to track and manage consumer activity, whether online or offline, to increase customer satisfaction and thereby increase brand equity.

In general, to fully improve the consumer experience of luxury brands, first luxury brands need to ensure that all touch points share the same information. This will make it easier for consumers to evaluate alternatives.

For example, a Dior bag should have the same price online (in single and multi-brand e-commerce), and in stores, the same applies. Nowadays, consumers conduct a lot of research before purchasing products, so luxury brands need to be more transparent (in terms of product range and price) in order to be considered during the evaluation phase.

The next step is to buy, which is where luxury brands need to work hard to provide a "seamless" experience. Luxury brands have to integrate their offline and online stores, and can no longer divide them into separate processes, and consumers are no longer satisfied with this.

Consumers expect a higher level of online services from luxury brands, which means they need to consider providing the same online sales assistance as offline. There is a "live chat" option to help achieve this. Most importantly, luxury brands should provide a

"click to pick up" option and allow consumers to check the inventory of the nearest store online. The latter two improvements require luxury brands to integrate inventory management.

Consumers need to have a good post-purchase experience after purchasing. The services provided should reflect the reputation of luxury brands. They need to monitor online reviews of brands and respond to their reviews, especially negative reviews. At the same time, they need to provide offline sales support through a call center or store. Once consumers enter the loyalty circle, luxury brands need to track these consumers to reward their loyalty. Services need to be personalized, such as providing a homepage when visiting a website tailored to a specific customer.

They also need to provide other ways for consumers to express their loyalty, such as apps or adding special updates to their email lists. This means that they should be invited to special events, follow them on social media to see if they represent the brand correctly, and make sure that their relationship with the brand is recognized.

The key to adopting an omnichannel approach is that luxury brands must ensure that both online and offline follow the same standards. More importantly, this means that the service levels of the two channels should reflect each other. Luxury brands must adopt a comprehensive retail strategy to provide a "seamless" shopping experience, which will lead to higher customer satisfaction and ultimately higher brand equity.

Once fully integrated, luxury brands will be able to focus on innovating processes and using new digital means to continuously improve the shopping experience of consumers. Consumers are always ready for the next digital invention, so luxury brands

should also be ready. Regarding future figures, there are three new trends: first, location-based promotion of marketing; second, creating "360-degree" customer profiles; third, virtual reality. The first two questions will be discussed with reference to the open questions in the consumer survey.

Push notifications have become a common practice for non-luxury brands, so it will be interesting to see if it has the potential to become a marketing strategy for luxury brands. Push notifications are useful because the communication is automatically from the brand, not from the consumer.

It works by sending notifications to phones and tablets, even if the device is locked, the message will still appear. As for creating a complete customer service, I want to expand on what these brands are already doing. Luxury brands already have their own customer profiles. However, digital innovation can have a significant impact on customer profiles by making it easier to track and track their shopping behavior (online and offline).

Finally, due to the latest development of virtual reality simulation tools and its early applications in the luxury retail sector, virtual reality is also taken into consideration. Although this technology is already available, many luxury brands do not realize its role in creating a better shopping experience.

Many people view location-based push notifications as a strategy for non-luxury brands, but it has the potential to provide more personalized services. As we have seen, personalization is the key to providing online luxury services and creating a seamless experience. These push notifications allow brands to maintain continuous interaction with consumers, thereby improving customer relationship management and brand loyalty.

Sending personalized information to consumers will strengthen this relationship: by reminding them, let them feel that the brand is providing services based on their experience. Opinions about receiving these notifications are very complicated, and more than two-thirds of people still think it is annoying or does not respect privacy. However, many companies are already using this location-based tool to inform consumers of current promotions, so luxury brands are worth a try.

If consumers are notified when they are near the store, shopping becomes easier. This service should adapt to luxury expectations rather than promotions and focus more on providing new collections that customers may like. Similarly, the content should not be too "strong".

They must personally inform consumers of their preferences, and they should be relevant when sent, otherwise they will not pay attention. The frequency of these notifications should also be kept under control. Too many notifications are likely to annoy shoppers and uninstall the service.

For example, consumers will only be notified when there are goods suitable for them in a nearby store, otherwise they will not be able to provide high-quality services, and will only take up consumers' time, rather than provide them with goods. Many respondents expressed the need to be able to decide when these notifications can be sent. If consumers are given the illusion that they can control the content and frequency of the information being pushed, then luxury brands can take advantage of this. By allowing consumers to receive these notifications on "their terms", it is possible for them to reach consumers via mobile phones. Luxury brands have established customer profiles to keep

up with their preferences and shopping habits and make services more personalized. Offline, this idea is a useful tool for CRM and improving customer experience.

The problem is that this service has not been provided to the same extent online, and when consumers shop online, their detailed information will be saved, and the system will not have their past purchases and detailed information in hand. One of the reasons why this is not done often is the risk of information being hacked or misused: this issue mainly concerns secure payments. As technology advances, luxury brands should invest in a security system that makes such intrusions impossible.

Luxury brands need to segment consumers to provide personalized information for marketing purposes (send appropriate push notifications). If consumers are using social networks, they can follow their online reviews of the brand and ensure that they respond in a timely manner. Such social network activities should also be included in their personal data. Digital tools help luxury brands understand the needs of their individual customers, and by creating a complete profile, they will be able to improve relationships to maintain consumer loyalty.

For luxury brands, the next major innovation to enhance the consumer experience is virtual reality or augmented reality. Interestingly, with its rich visual effects, VR has already followed the standard of luxury image. Although VR has initially become attractive, there is still a need for luxury brands to develop their mainstream applications.

Dior's haute couture studio is famous for its superb quality craftsmanship. Dior designed the "Dior Eye", which is an ultra-immersive virtual reality headset that uses the most advanced technology. The headset is equipped with high-definition image resolution

and integrated full stereo audio to create a 3D immersion in the backstage of the fashion show, including a 360-degree visual experience, allowing visitors to move in the virtual world.

Virtual reality technology will significantly improve the user experience, especially online (mobile and website) to help consumers visualize. In fact, consumers are already expecting luxury brands to use this. One of the suggestions is to provide their avatars on e-commerce to better understand how well the clothes fit. If consumers can view products in 3D, and can view products on their own virtual models, while still playing with clothing and accessories to create a complete look, then it will mimic the feel of an offline shopping experience.

This feeling brings higher sales potential, because consumers will be able to see their personal image after wearing a certain outfit, making it more attractive. Once again, this overall improvement in customer satisfaction will lead to brand loyalty and increased brand equity.

VR may be used in stores. For example, a luxury brand can install a screen in the dressing room, where consumers can choose different clothes, and can also use a call button to let sales staff try on these clothes. Therefore, luxury brands should increase research investment and find useful applications of VR in all channels.

In the near future, the huge challenge facing luxury brands is the speed of digital innovation: that is, being able to accept and accept digital means to enhance the consumer experience. Luxury brands need to invest more time, talents and funds to try to develop new technology applications, mainly for the first to be able to fully integrate offline and

online channels (in terms of design, distribution, sales and support) to create a comprehensive experience .

When it comes to improving customer relationships, luxury brands should not be afraid to use digital technology for social customer relationship management (SCRM), especially when they need to catch up with omnichannel consumers. If a luxury brand can see the potential to integrate more digitization into the shopping experience, then they can improve customer relationships by reaching out to customers anytime, anywhere.

For luxury brands, planning ahead is the key. Although few people are preparing for digital innovation, this is not acceptable. Luxury consumers want the best service from these brands, and if they are lagging behind in the digital field, satisfaction will decline. One of the most reasonable strategies is to use virtual reality. This can provide numerous improvements for creating an omnichannel shopping experience through the integration of physical stores and online stores. The overall goal of creating a great shopping experience is to turn consumers who don't know the brand into consumers who know the brand, from consumers who know the brand to the actual consumers of the brand, and finally from the consumer of the brand to the advocacy of the brand. -To ensure a long-term customer relationship and the value of the company.

CONCLUSION

Based on the current widespread popularity of digital media and the continuous challenge of traditional channel marketing strategies, this article also studies how luxury brands can do digital brand marketing and omni-channel marketing based on the natural resistance of luxury brands to digital media. , In particular, the development of omni-channel marketing and marketing status of luxury brands have been studied in depth, and suggestions for optimization of their marketing strategies have been given. The main research conclusions of this article are summarized in the following four aspects:

First, the reasons for the rise of digital brand marketing mainly come from: firstly, the acquisition of information is more convenient; secondly, because of the explosion of information, high-quality content becomes more and more scarce; thirdly, when quality, information and convenience are no longer scarce, we More and more want to have a personalized experience.

Second, because millennials have become the main consumer of luxury goods (online channels are the main channels for millennials to understand brands) and word-of-mouth marketing has promoted the development of brand online communities, omni-channel marketing has become a problem for luxury brands an important challenge that cannot be avoided. However, there are still many imperfections in the practice of omni-channel marketing for luxury brands. These imperfections include: the online and offline service levels are inconsistent, and the standards are far apart; the failure to successfully integrate the online and offline processes to achieve a seamless connection; and the inability to provide personalized services.

Third, in the context of the irresistible digital age, from the brand marketing level, luxury brands should make good use of unique digital communication methods and communication characteristics, and make good use of social media to convey the core values of luxury brands. Use digital marketing to "tell the brand story", create and maintain a good online community of luxury brands, do a good job in the "relationship marketing" between brands and customers, and enhance the brand equity of luxury brands.

Fourth, in terms of consumer purchase experience, in order to do well in omni-channel marketing, luxury brands not only need to grasp the methods of digital marketing management, but also need to open up digital communication channels and traditional offline channels to achieve online + offline integration. Luxury brands need to be able to track and manage consumer activities. Consumers can feel the value and experience of luxury brands in every aspect of contact with luxury brands, and this experience must be consistent. After achieving full integration, luxury brands must understand every touch point in the consumer brand journey, manage every touch point, and find the best way to interact with consumers. At the same time, it uses cutting-edge technology such as location-based promotion of marketing; creation of 360-degree customer profiles and virtual reality (VR) technology to better enhance the customer's full-process consumption experience and increase the long-term value of the brand.

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