



# Analysis of Luxury Marketing Strategy from the Perspective of New Media

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**Abstract.** The luxury market is usually inseparable from the objective economic situation. While China's economy flourished after the reform and opening up, it inevitably brought about the expansion of the luxury market at home. With the development of science and technology and the economy, the period of the savage growth of the luxury market in China has gradually passed. The current era of new media differs from the past era of word of mouth. Different marketing strategies spread through the Internet without time difference, and the impact of almost no buffer and fermentation, immediate results. Therefore, standing in this era, facing the red sea of luxury goods in China, an economic power, brands need not only to explore the source but also to make distinctive marketing strategies for customers in different periods. In order to achieve this, luxury brands should not only clarify the development of luxury goods in China but also deeply investigate the reasons for the changes and changes of luxury marketing in the new media era and make effective marketing strategies that conform to The Times.

**Keywords:** New media · Consumption concept · Electronic Commerce · Luxury marketing

## 1 Introduction

According to the Research on the Development Trend of China's Luxury Market and Future Investment Forecast Report (2023–2030) released by Anyan Report, in recent years, China's luxury consumption has witnessed rapid growth by benefiting from the continuous improvement of residents' income, the constant improvement of purchasing power and the continuous change of consumption channels. Currently, Chinese consumers are gradually becoming the primary consumer in the global luxury market. Data show that in 2021, the consumption of luxury goods increased from 356.7 billion yuan in 2013 to 823.6 billion yuan, with a compound annual growth rate of 11.03%. China has become the world's largest consumer of luxury goods. The comprehensive arrival of the consumer society has also brought about the accumulation of consumption culture. Consumption is not only a way of life chosen by people, but more importantly, it has become a guide to action for consumers and represents the recognition of the inner value of consumers. Therefore, luxury brands from all over the world have landed in China to establish their brand image, cultivate loyal customers of the brand, open the road of

brand promotion, form a beautiful atmosphere about the brand, and attract consumers' expectations. The new media age has brought new opportunities and challenges to the luxury industry. In this context, the marketing methods of brands must be adjusted, not only relying solely on the product itself but also from the perspective of customers to deliver product information to users by virtue of the advantages of new media technology. Based on the situation of new media, the brand must make adjustments, formulate new marketing strategies and marketing objectives, accurately connect with the target customer groups, and choose more reasonable marketing methods to quickly adapt to the market changes and improve the overall marketing level of the luxury industry.

This paper will concentrate on the luxury, luxury brands, as well as luxury industry, and the three different industry levels, according to the other characteristics of the luxury marketing strategy, insight into the new media environment for luxury brands' own brand publicity, and from the existing luxury brand marketing communication to find reference object, theoretical analysis to explore its feasible, thus the combination of luxury brand marketing communication with social media and reference recommendations.

In an era of new media and under perspective, this paper studies and analyzes the transformation of the luxury industry and the new integrated communication strategies of luxury brands. In the age of the information flood, how to maximize the brand benefits and brand value with the help of media, actively innovate in marketing communication strategies, and improve the competitiveness of the brand will be the specific research content of this paper.

## **2 Methods**

This paper first studies the consumption concept changes of Chinese luxury consumers, the communication characteristics of the digital media environment, and the business transformation of the luxury industry and makes an integrated macro analysis of the marketing communication focus and realization status of the whole luxury industry in the era of digital media. Simultaneously, it profoundly discusses the positive promotion of the diversity of media in the luxury industry and the feasible measures of brand-oriented integrated marketing communication in the era of endless emerging brands. Therefore, in view of the characteristics of the research object and research content of this paper, this paper will adopt the literature research method. This paper will study the characteristics of the digital media environment and the specific literature on the changes in the luxury industry, select luxury brands with reference and research value, and integrate the marketing communication strategies they using new media for product retail and brand publicity. In addition, by comparing the ways different luxury brands use new media for marketing communication, the positive advantages are analyzed so as to form a more comprehensive marketing communication methodology and increase the objectivity of marketing communication in the luxury industry in the context of digital media.

### **3 Change of Consumption Concept of Chinese Luxury Consumers**

Some domestic and foreign scholars and news media workers have a stereotype that Chinese consumers buy luxury goods. Their views on the motivation of Chinese consumers are relatively backward, and they still flaunt wealth, showing their status or herd mentality [1]. There is no denying that some Chinese consumers' willingness to consume luxury goods is indeed affected by the above factors, but it is too narrow to extend this stereotype to all Chinese luxury consumers.

With the development of the Chinese economy, Chinese luxury goods consumers are gradually growing up. Under the common baptism of Chinese and Western cultures, these consumers' understanding of luxury goods has gradually changed from an irrational state to a rational state. Nevertheless, some respondents still believe that luxury goods can demonstrate their noble status, which is an essential reason for their enthusiasm to buy luxury goods. However, it is no longer the only decisive factor. More and more consumers are more attracted to the quality and taste, and attitude of the brand.

With the mature development of the market, and the continuous improvement of people's living standards and standards, people's cultural level, people are increasingly mature and rational, no longer blindly consume for vanity, and their price is no longer the core factor of leading consumption behavior, but with their preferences as the main purchasing factor. Consumers in first tier cities such as Beijing, Shanghai, and Guangzhou are in a leading position in the rational consumption trend of pursuing cost-effectiveness and product comparison. With the continuous increase of national income, more and more second and third tier consumers will rationally and objectively treat luxury consumption. The development of luxury consumption behavior in China is no longer about past prices and vanity, but rather a comprehensive consideration of factors such as brand awareness, brand, price, and after-sales service.

## **4 Luxury Brand Marketing in the New Media Era**

### **4.1 What is New Media**

Newspapers, outdoor activities, radio, and television are important ways for people to obtain information, and are also traditional media. With the continuous progress of science and technology, new media that have emerged under the latest technological support system have also emerged in the public eye, known as the "fifth media". New media is a broad concept that provides information and entertainment services to users through channels such as the Internet, broadband local area networks, wireless communication networks, satellites, and computers using digital and network technologies, mobile phones, digital televisions, and other terminals. Strictly speaking, new media should be referred to as digital new media. On the other hand, new media platforms refer to traditional media platforms, which are emerging information dissemination platforms in the Internet era. To put it simply, people are exposed to new media in different ways every day, such as Tiktok, microblogging, posting news, watching live broadcast, and shopping on Taobao. These are the epitomes of new media.

## 4.2 The Consumer Groups of Luxury Brands Have the Internet Characteristics

Under the mode of information dissemination and circulation on the Internet, luxury brands have an effective way to obtain more accurate consumer positioning. The emergence of the Internet represents the arrival of the information society, the characteristics of the information society, one of which is that everyone is equal in access to information. This forms a different nature from the traditional use of traditional media in the conventional industrial society. Therefore, the functional division of consumer groups will also be updated with the significant changes in the information age created by the Internet. GWI2015 Millennial network behavior report shows that with the “millennials” in the luxury consumer market, “millennials” are more and more inclined to the digital platform, with the help of intelligent ports connected with the Internet, to achieve synchronous integration with the speed and direction of information transmission. Under the new media background, encourage traditional luxury brands to gradually modernize their communication content and channels to attract millennial consumers [2].

## 4.3 Changes of e-Commerce Development to Luxury Marketing Plans

With the development of e-commerce, mature product models and operation modes have been formed, and Alibaba and Jingdong have respectively become the two giants occupying half of the sky of online e-commerce in China. The two giants have huge consumer groups because of their different retail operation modes. Therefore, e-commerce, which was once resisted by luxury brands, has turned into a significant marketing strategy. Facebook Instagram, its photo-sharing service, has more than 500 million registered users. WeChat, owned by Chinese Internet giant — Tencent Group, has more than 1 billion daily activities. On the two powerful user use data, social media increasingly becomes the user dissemination information and information collection, analysis agency Gartner 12 report in 2020, China’s Tencent has a comprehensive and perfect platform ecosystem, WeChat has become the world’s foremost luxury brand cooperation vital platform to promote new media marketing, as of April 2019, 60 percent of luxury fashion brands and 51 percent of watch and jewelry brands had opened WeChat mini-program stores. In the second half of 2019, international luxury goods giant LVMH Burberry cooperated with Tencent to build an online social retail store. Behind this social retail store is the combination of Burberry’s profound brand culture and Tencent’s WeChat, with more than 300 million daily activities. At present, WeChat has popular social media, such as Weibo, Xiaohongshu, TikTok, etc. Gucci officially opened its brand number in Xiaohongshu on January 3, 2020. In order to better generate an emotional connection with young Chinese consumers, Gucci signed a strategic cooperation agreement with Tencent and presented the short series “Inspired Map of Gucci.” The video, which was officially broadcast on Tencent Video and Gucci’s official Chinese platform on Oct 11, has seen more than 64 million views and seen 2.1 billion trending topics discussed on Weibo. Dior has become the first luxury brand to enter TikTok, building a brand community in the form of short videos, forming a brand effect, and spreading the brand concept to establish a brand image.

The Luxury Digital Marketing Watch, released by McKinsey, Italian Luxury Association Fondazione Altgamma (2019), It is predicted that the market share of online

luxury goods sales will double to 12% in 2020 and 18% in 2025, making e-commerce the world's third largest luxury goods market after China and the United States. At present, more than 200 luxury brands have entered the Farfetch website of the JingDong platform. The Farfetch website adopts the consistent self-run mode of JingDong and takes the marketing road of luxury brand collection. Coach, an American light luxury brand that once withdrew from Tmall twice, entered Tmall again in September 2019, forming its retail strategy base in Alibaba's traffic pool. It is not difficult to find that in the online retail field, luxury brands must rely on mature e-commerce platforms to carry out the digital retail ports of brands. Under the huge flow of e-commerce platforms, they could open the digital retail road of luxury brands themselves [3].

## **5 Marketing Strategy of the Enterprise Market in the Era of New Media**

### **5.1 Marketing Mindset-Pay Attention to New Media Marketing**

Information technology has enriched the channels and ways in which people obtain information. Enterprises can not only provide products to consumers to the maximum extent, but consumers can also choose matching products and services based on their own needs [4]. In this context, enterprises must transform their marketing concepts, gradually introduce new media marketing into existing marketing, fully leverage the advantages of new media, and accurately present enterprise information to consumers. At the same time, enterprises should pay attention to increasing investment in new media marketing. Technology has brought new opportunities and challenges to the development of enterprises. In order to adapt to the current development, enterprises must carry out large-scale innovation and adjustment to help win more initiative in various aspects of marketing. Marketing is an essential part of the business process, and a good marketing environment can maximize profits for the enterprise. Based on this, enterprises should innovate their marketing models on the original basis [5]. Managers must recognize the importance of new media marketing, increase investment, choose more suitable marketing solutions for enterprises, improve current marketing models from the conceptual, technical, and content levels, and impress consumers through comprehensive upgrades and transformations. In addition, enterprises can also use new media to enhance their brand influence. On the one hand, consumers generally have a herd mentality. Once the brand is deeply rooted in the hearts of the people, it can attract a large number of consumers to buy and help enterprises to obtain more audience groups. Therefore, new media marketing can not only improve the product competitiveness of enterprises, but also enable them to quickly occupy the market. On the other hand, the enterprise brand is the best way to promote products, from the product efficiency, quality, and other aspects of a comprehensive analysis, to meet the actual needs of consumers. Establishing a brand image needs long-term development and accumulation, which requires enterprises to spend time and energy to build.

### **5.2 Marketing Content-Strengthen the Content Innovation of New Media**

Marketing is of great significance to enterprise development and is an important link between enterprise production and operation development. Therefore, enterprises need to

develop a feasible marketing development strategy according to their own development reality so as to win more significant development opportunities for enterprises. Enterprise managers must start from the existing development reality, and combine it with the current development background and the environment of The Times to make goals and choose strategies, choose the realistic, and conform to The Times so that enterprises can gain advantages in the market competition [6]. The brand is an intangible asset in the process of enterprise development. By enhancing the brand influence of enterprises, more consumers can be familiar with the products and choose the products, and help enterprises to obtain more value. For example, GUCCI 2023 Spring and Summer series Show, Louis Vuitton 2023 Spring and Summer Men's Anaya Show, PRADA 2023 Spring and Summer Women's Fashion Show, and other luxury shows have been successively launched in Tencent Ecology. In order to help the brand in the day through high potential energy media to maximize exposure, Tencent ecological provides brand including WeChat video number, Tencent video Mobile + PC + PAD + OTT four live scene support, and with the help of ecological product matrix pull quality exposure resources, in widely touch high-value people at the same time, with social + fashion together passes a "big show language."

Luxury goods have few highlights in the mass communication environment. Even the annual show can directly attract the attention of small groups, and it is difficult to radiate to the public circle. However, under the saturation exposure of the high-quality resources of Tencent ecology and the traffic of external social media, this originally niche topic will also explode rapidly in a short time. As the first luxury brand in the industry to use video account contact information streaming, PRADA successfully achieved short exposure and large exposure on the day of live streaming through WeChat video account. Contact points such as social media ads and WeChat Soso brand zones can help users access the live broadcast room of the show with just one click on the day of the performance. In addition to the immersive form of the live broadcast, the complementarity, and synergy in sound volume and experience [7].

### **5.3 Marketing Technology - To Improve by Diversified Means**

The market environment is becoming more and more changeable, posing new challenges to enterprises. If enterprises want to gain advantages in market competition, they must scientifically and accurately control the market environment and market trends and prevent and control the existing or potential risks in advance [8]. It must be based on the relevant departments of the enterprise market investigation, the development of the industry, the trend of competitors, and consumer demand has clear cognition on the basis of mastering the above information can combine with the enterprise development and marketing situation strategy change, Continuously solving problems in enterprise development can be based on the characteristics of new media. Enterprises in the process of marketing to master professional marketing skills, learning appropriate marketing strategy, can find the theory support to guide practice, and develop more feasible marketing planning and marketing objectives. However, the emergence of new media marketing does not necessarily mean the elimination of traditional media. In the process of enterprise development, both traditional and new media have their own value, and the integration of the two should be achieved to provide overall support for enterprise marketing. On the one

hand, The process of integrating old and new is not a simple superposition of content, but more needs to combine their development reality, choose the appropriate place of the two ways, around the existing marketing of the enterprise, to provide enterprises with more diverse and more scientific marketing mode. Enterprises, on the other hand, can also draw lessons from the combination of online marketing, can use new media promotion online discount activities, and can also through offline anniversary activities to attract consumers into the store to buy. Through big data technology, effective integration of information provides guidance and reference for late marketing planning to ensure that marketing activities can play an effect, really accepted by consumers and recognized, to increase the desire to buy products.

#### **5.4 Platform Construction-Build a Linkage Marketing System**

Due to the numerous types of new media platforms, enterprises must strive to prioritize and understand the customer groups of different platforms, and then conduct reasonable advertising and product placement to ensure the smooth completion of marketing work. The unique feature of new media publicity lies in its diversity and richness. It does not simply adopt a single traditional model but needs to choose the appropriate publicity methods according to the characteristics of different platforms. If the enterprise only focuses on a single platform, it is easy to be restricted to some extent, resulting in the product being difficult to be known to more people, which has a negative impact on the development of enterprise sales [9]. Therefore, in marketing, enterprises must have a clear understanding of their products, accurately connect with the target intention users, analyze the new media platform used by the target groups, and then put the products into the corresponding platform, and build a comprehensive and systematic new media publicity system. In the process of building an enterprise marketing and publicity system, it is necessary to achieve the dual integration and development of new and old platforms, so that publicity can play its due value [10].

In addition, if enterprises want to use new media to achieve their marketing goals, they must start from different levels. First, build their own product website. Enterprises must take enterprise development as the starting point, build a website that can reflect the product characteristics, show the relevant information in front of the public, and provide the target customer groups with opportunities to understand the characteristics of the product so that consumers can buy products on the basis of mastering a full range of product information. Second, enterprises should realize the importance of mobile clients and cooperate with significant information platforms to increase advertising so that consumers can learn product information anytime and anywhere. Enterprises can also establish their own App platforms based on their current technological advantages and introduce various preferential activities to attract consumers to download so that consumers can have precise positioning and control of enterprise products. Third, to carry out cooperation with the major e-commerce platforms. Enterprises should also make use of the current popular e-commerce platforms to sell their products, set up an internal live broadcasting platform, and carry out marketing on the Internet so that consumers can get a comprehensive understanding of the products without leaving home and increase the purchase demand of consumers. New media marketing has become one of the ways for enterprises to carry out marketing in the future. The platform must be

built with the development of the industry so as to ensure that enterprises maintain a high sensitivity to the market and provide a good guarantee for the development of enterprises through marketing.

## 6 Conclusion

This article provides a detailed analysis of luxury goods marketing strategies from the perspective of new media, and examines the changes in consumer psychology and behavior caused by the development of technology (such as communication media), economic and cultural development, as well as the impact of marketing strategy changes on the actual sales of luxury goods. Through the analysis of the above aspects, the conclusion drawn in this article is that only by operating digital thinking, integrating the cultural concepts of luxury brands, and through diversified media and integration, can luxury brands truly go further in the new media era.

Through theoretical research, this paper focuses on the Digital transformation of luxury brand marketing strategy under the development of technology, pays attention to the general environment of the new media era, and draws innovative conclusions on the development direction of some luxury brand marketing in the future. However, due to the involvement of multiple disciplines and fields, as well as the lack of human and material resources during the research process, this study has certain limitations.

Due to the fact that e-commerce is a product of the new era, the luxury goods industry has a low acceptance of new media, and digital marketing strategies based on technological means are difficult to reflect in brand marketing. Therefore, targeted in-depth analysis of specific samples cannot be conducted in case selection. Based on this, the author chose a multi brand case study to demonstrate the theoretical content of the article, but there is still room for further improvement in the depth of the case study.

The times have changed with the development of technology, and driven by the digital economy, the market environment and consumer behavior have changed. Brands need to cater to the characteristics of the new media era to adapt to the current fierce industry competition. However, digital marketing will also become the past tense in the future. The luxury brand marketing strategy proposed in this article, which is suitable for the new media era, may not be effective in the next stage of development. Therefore, luxury goods should firmly grasp the development trend, while maintaining a balance between brand inheritance and innovation, adjust marketing strategies according to changes in the times.

For luxury social e-commerce applications, although some platforms currently use big data digital technology, their level of intelligence is still far from enough. Especially for luxury consumers who have strict requirements for personal product quality, there is still a certain gap between the experience and on-site experience of online luxury consumption. This is also the direction that big data and the metaverse need to explore.

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