



MEMOIRE DE RECHERCHE

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**SUJET DU
MEMOIRE**

TOPIC: The presence of Luxury brands on Social Media

RESEARCH QUESTION: Does the use of Social Media have a positive impact on brand image, brand awareness and purchase intention of luxury brands? If so, how can luxury companies take advantage of Social Media?

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CONFIDENTIEL

Non Oui



The presence of Luxury brands on Social Media

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Abstract:

Social Media is available to everyone and each one that creates an account can have access to it yet on the other hand, luxury brands are exclusive and only reachable to a certain target. So we can see a paradox. The purpose of this study is to investigate the effects of the presence of a luxury brand on Social Media on their brand awareness, their brand image and the purchase intention of consumers. Afterwards, if it is beneficial for these companies, explore how can luxury brands take advantage of Social Media: which kind of content should they use on social networks, if they should use bloggers as influencers and finally if they should embrace e-commerce.

To conduct this research, a brand was selected: Michael Kors. Additionally, an online survey was made amongst 148 females, from 18-50 years old that were familiar with the fashion luxury industry and Social Media. This thesis presents the results of this questionnaire that were statistically analyzed. These results suggested that it is beneficial for this type of companies to take advantage of Social Media as it increases their brand awareness and brand image. Moreover, we concluded that the use of informative content on their posts, the use of bloggers as influencers and the use of e-commerce bring also benefits for this companies and therefore we suggested that they apply it.

Key words: Luxury, Social Media, Brand Awareness, Brand Image, Purchase Intention, Bloggers, E-commerce.