Assessment And Analysis of Luxury Brands and Their E-Com Marketing Strategies in Indian Market

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Abstract:

Luxury e-commerce has increased rapidly during the past years, especially among younger generations. While some luxury firms were quick to endorse the idea of selling luxury online, others were more doubtful arguing that the characteristics of the internet are contradictory to the core dynamics of luxury brands. The experience in the physical shopping environment and online shopping experience are The purpose of this study was to discover whether and how luxury firms can be engaged in online sales without hurting the brand image and the differentiation strategy. To do so, four different research questions were formulated. This thesis first examines the question regarding how consumers today think about luxury consumption online and offline. A lot of time has passed since the first theories within the field of luxury brand management were developed and a more up-to-date investigation of luxury consumer behaviour was needed. We have also seen a surge in online luxury sales in recent years which raises the question regarding whether firms should rethink the way they look at their customers.

Despite this upward trend in luxury sales online, this analysis shows that a majority of young customers still prefer to buy luxury in a physical store. The main reason is to feel and try the product but also to get personal service and to get a specific experience that comes with the store visit. therefore examines how luxury firms create a luxury experience online. Since they are two different things and there is a risk that luxury brands follow the e-commerce trend without considering the potential risks and the potential damage that could be incurred on the brand image. Few studies have previously assessed the challenges that luxury brands are facing when they attempt to apply conventional luxury brand concepts in a digital environment as well as how firms can overcome these challenges.

Despite the challenges of transitioning into e-commerce, luxury brands are now embracing digital marketing strategies. However, it is essential to understand the assessment and analysis of luxury brands and their e-commerce marketing strategies. Therefore, the purpose of this research is to examine the factors that influence luxury brands' e-commerce strategies with a focus on the strategic adoption of e-commerce in luxury brand marketing.

Keywords: Luxury brand management, e-commerce, consumer behaviour, differentiation strategy, brand extension, marketing strategies, Indian market.

INTRODUCTION:

In recent years, luxury brands have increasingly entered the e-commerce market, recognising the potential for growth and increased revenue through online sales. However, the luxury brand market is unique and requires a specialised approach to e-commerce marketing. One of the challenges that luxury brands face in e-commerce marketing is maintaining the exclusivity and prestige that is associated with their brand. This requires a careful balance of making the brand accessible to a wider audience online while also maintaining a sense of luxury and exclusivity. For example, luxury brands may limit online retailers where their products are sold or limit their product offerings to maintain a sense of exclusivity.

Another challenge is ensuring that the online shopping experience reflects the luxury experience of shopping in a physical store. This can be achieved through sophisticated web design, high-quality product images and descriptions, and exceptional customer service, which may include 24/7 customer support, free shipping, and easy returns.

Luxury brands are also leveraging social media to engage with their customers and create a sense of community surrounding their brand. Platforms such as Instagram and Facebook provide an opportunity for luxury brands to showcase their products and connect with their customers in a visually appealing and interactive way.

In terms of digital marketing, luxury brands need to be strategic in their approach. Traditional advertising strategies may not be effective as luxury consumers tend to value a more personalised and exclusive experience. Therefore, luxury brands may focus on targeted advertising to specific demographics, influencer partnerships, and content marketing to create a unique and authentic brand story. Designed as a two-part study, the current study systematically evaluates the e-service quality performance of luxury fashion websites (Study 1) and investigates actual shoppers' perceptions and evaluations of the e-service quality of luxury fashion websites and their influence on e-satisfaction and e-loyalty (Study 2). This study further examines the moderating role of luxury online shoppers' income levels in the relationship among perceptions and evaluations of e-service quality, e-satisfaction, and e-loyalty. The results of the study confirm a preliminary stage of e-commerce development for luxury fashion websites, revealing a large gap between online and offline experiences.

FUTURE PROSPECTS
THE LUXURY GOODS MARKET IN INDIA
IS FORECAST TO GROW TO
$8.4 BILLION BY 2024
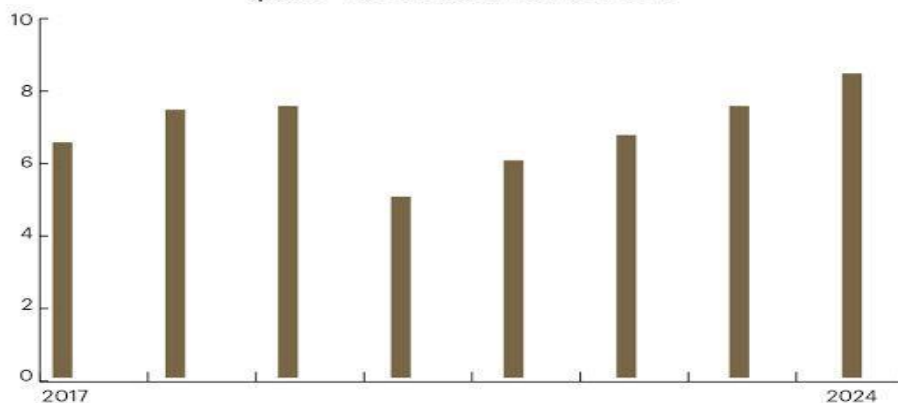
ALL FIGURES IN $ BILLION; FIGURES FOR 2021-2024 ARE FORECASTS
SOURCE: EUROMONITOR INTERNATIONAL

This section includes theories explaining how consumers make purchase decisions and how the consumer demand for some products might change in certain circumstances. AIDA is a classic marketing model initially introduced in the late nineteenth century by St. Elmo Lewis, intending to help salesmen to trade successfully by understanding the customers' buying process (Barry & Howard, 1990, cited in Wijaya, 2012). AIDA is an acronym of Attention, Interest, Desire, and Action, four parts that together constitute the steps preceding a purchase, the purchase moment included. Attention signifies that the product catches the consumer's attention, and he or she becomes aware of the product's existence. In the next steps, the customer becomes interested, and eventually feels a desire for the product. Finally, the consumer acts, in other words, makes a purchase. Sometimes an S for Satisfaction is added as the last step to show that the customer's evaluation of the product also is part of the buying process.

In conclusion, luxury brands are increasingly entering the e-commerce market, but this requires a specialised approach to marketing that maintains the exclusivity and prestige associated with the brand. Effective e-commerce marketing for luxury brands requires sophisticated web design, a high level of customer service, targeted advertising, and leveraging social media to create a unique and authentic brand story.

Profile of sample unit

1. Targeted Advertising: Luxury brands in India often advertise in premium magazines, newspapers, online media or use celebrity endorsements to appeal to their target audience. This ensures that their products reach the desired customers.
2. Exclusivity: Indian luxury brands use limited edition runs, customisation or bespoke services to enhance exclusivity and create an aura of luxury around their products. This strategy results in a sense of exclusiveness and status for the customer, enhancing the brand value and loyalty.
3. Customer Experience: Indian luxury brands focus on creating a unique and personalised shopping experience to impress their customers. This could include special events, product demonstrations, personal shoppers, or customised after-sales services that cater to the specific needs of clients.
4. Social Media Marketing: Indian luxury brands use social media platforms to showcase their products and lifestyle aesthetics. They create engaging content highlighting the luxury lifestyle, behind the scenes glimpses, collaborations or tie-ups, providing deeper insights into their brand story.
5. Localisation: By focusing on Indian cultural values, luxury brands aim to find local relevance within their designs or imagery. Paying homage to Indian heritage, tradition and history resonates strongly with the local audience and creates a sense of pride in ownership.

REVIEW OF LITERATURE:

Buying behaviour of luxury brand consumers:

The purchasing of luxury goods by consumers recognises two major psychological perspectives based on social and personal factors. Socially-oriented behaviour refers to the desire to impress others in order to improve one's own self-concept. Personality-oriented behaviour, on the other hand, is motivated by feelings and emotions and focuses on self-reward and self-fulfilment.

Brand image and reputation:

The symbolic value of luxury brands helps customers communicate their current or ideal self-status, or it can act as a stimulus for consumers to define their self-perception by purchasing and using the respective product. The symbolic value is a collection of luxury brand characteristics such as quality and aesthetic

that all consumers must understand and correctly interpret. In this context, brand image provides orientation for consumers to recognise a brand's symbolic value during the purchasing process.

Pricing strategy of luxury brands:

Traditional strategy of luxury goods aims to maximise profits, from a financial perspective the luxury industry rather focuses on enhancing brand value through the artificial price barrier, distribution becomes more selective and the inaccessibility increases the brand attractiveness. Therefore, the degree of luxury brand awareness has to be higher than the level of accessibility to create special desire.

E-commerce platforms and luxury brands:

Luxury goods manufacturers have been hesitant in selling goods online and to adopt the internet as a channel of distribution. The concept of exclusivity of a luxury brand appears to be incompatible with the widespread accessibility afforded by the mass medium online. Few studies were conducted and the result was that online access to luxury products has no effect on customer perceived scarcity and thus has no effect on brand appeal. Selling products on e-commerce has expanded their market and has increased the reach of their products. Customers are provided with options and are provided with more information and a convenient feedback process too.

Although there are leading e-business brands like Burberry, most of the luxury brands have been passive in the transition to e-retailing. However, COVID-19 is pushing the luxury brands' back to jump into e-commerce. Kering, which owns brands including Gucci and Saint Laurent, said on July 28 that e-commerce accounted for 13% of its total retail sales in the first half of 2020, up from just 6% during the same period last (Kering, 2020). CFO Jean-Marc Duplaix pointed out on a call with investors that even as stores have reopened around China and Europe, digital growth continued to accelerate (Bain, 2020). LVMH—the world's largest luxury group and owner of brands such as Louis Vuitton and Dior—said it saw strong performance across its own e-commerce channels, as opposed to online sales through other retailers, which have tended to dominate online luxury sales.

Many of the efforts taken by luxury brands in reaction to the coronavirus epidemic are commendable.

First and foremost, it is critical to transmit the brand image and execute the appropriate brand communication as soon as possible.

Second, employees cause marketing to increase brand affinity. During this unique time, several major luxury fashion businesses have shown their support through donations and volunteer work. Improving the brand image, as well as shortening and increasing the position in the thoughts of consumers, is favourable to developing brand loyalty.

Third, keep your business going using online marketing techniques and activities. Luxury businesses grabbed clients through digital activities at COVID-19.

Fourth, boosting prices during the crisis is both immediate and long term advantageous. In the short term, rising prices can encourage consumers to order prior to the price increase, increasing brand cash flow. In the long run, it can boost earnings and compensate for brand revenue lost during the outbreak.

This research indicates that social media platforms such as Instagram, Facebook, and Snapchat provide a unique opportunity for luxury brands to engage with their customers and build an emotional connection with them. By creating compelling content that aligns with their brand values and resonates with their target audience, luxury brands can drive engagement, loyalty and, ultimately, sales.

1.Influence of social media marketing on luxury brand equity:

The first study on the use of social media from a marketing perspective was that of Kim and Ko (2010) who investigated: the properties of luxury brands' social media marketing, how each property affects customer relationships (intimacy and trust) and purchase intentions and, finally, whether a relation exists between the customer relationship and purchase intention. The authors used self-administered questionnaires with visual stimuli of Louis Vuitton's activity on Facebook and Twitter to gather data from luxury customers in the Seoul area.

2.Heine and Berghaus (2014) provide a classification of eight digital luxury brand-customer touch-points by suggesting corresponding working areas for luxury brand managers. These are:

- luxury brand website (representing the first source in searching for information);
o   Social media marketing in luxury brands
o   search engine optimisation (to increase the luxury brand's website traffic);
o   direct mailing (for customer relationship management purposes);
o   online advertising (for customer acquisition);
o   brand communities (to share content with customers);
o   social campaigns (for storing and sharing content);
o   phone and tablet apps; and e-commerce.

The paper further describes how Lancôme set up its Rose Beauty Community to communicate and interact efficiently with Chinese customers and this community became one of the top online beauty communities in China.

A review paper on luxury apparel industry

In India, the present scenario is its scope and challenges describing the Indian luxury market. As some of the unique motivations of Indian consumers to buy luxury brands are as follows (Bhanot, 2013):
Firstly, India has always been a hierarchical society. It went from being a caste-based society (which was abolished) to being a class-based society (Bhanot, 2013). Indian consumers are thus motivated to buy luxury products because these products act as a symbol of status that Indian consumers like to display (Chadha & Husband, 2006). Indian tradition likes to give meanings to objects, thus creating more traditions and symbols (Bhanot, 2013). Therefore, luxury brands get further symbolised by this aspect of Indian culture. However, luxury retail players should keep in mind certain considerations while dealing with the Indian Luxury retail sector. They need to focus on the Indian consumer and behave according to local flavour and body structure (Mishra, 2010)

STATEMENT OF PROBLEM

Luxury brands' e-commerce strategies are shaped by various critical factors. The brand image is a crucial factor that determines e-commerce strategies in the luxury industry. Hence, luxury brands must ensure that their e-commerce platforms embody their brand values, aspirations and appeal to their core customers. Moreover, luxury brands' exclusivity and intrinsic value could impact the strategic adoption of e-commerce in their marketing. Luxury brands often fear that e-commerce could dilute their exclusive brand status, leading to loss of sales, hence the cautious approach to online sales. However, the study shows that the strategic adoption of e-commerce could lead to an increase in brand loyalty and customer experience.

Additionally, customer experience is significant, and luxury brands need to focus on creating online shopping experiences that reflect the brand's image.

OBJECTIVES OF STUDY

The assessment and analysis of luxury brands and their e-commerce marketing strategies have been a subject of research in the last decade. The research aims to understand the impact of online shopping and digital marketing on luxury brands, and how these brands can leverage e-commerce to improve their overall business performance.

SCOPE OF STUDY

This study suggests that luxury brands should embrace the digital medium as a tool to exhibit their brand essence and communicate a consistent brand message throughout all touch-points of the customer journey. Moreover, the study highlights the importance of implementing customised digital marketing strategies, considering the unique characteristics of luxury goods and target customer segments.

METHODOLOGY

To study the "ASSESSMENT AND ANALYSIS OF LUXURY BRANDS AND THEIR ECOM MARKETING STRATEGIES IN INDIAN MARKET"

The research methodology involved a comprehensive literature review of existing research on luxury brands and their e-commerce strategies. The literature review process was based on the preferred reporting items for systematic reviews and meta-analyses (PRISMA) guidelines. The articles were evaluated based on their relevance and quality of evidence to the research question, online questionnaires were developed by using Google forms. The prepared questionnaire link was sent to students via e-mails, WhatsApp, Facebook and Twitter for an online survey. The link of the online survey was email verified to avoid multiple responses by a single respondent. The data collected from the online survey was used for further analysis.

RESEARCH METHODOLOGY APPLIED:

This research was done through a Google Form survey where the respondents were people belonging from the age group of 18-21 years who generally indulge in Online shopping.

Data analysis and interpretations
Table 1

SL.NO	NAME OF THE SAMPLE UNIT	QUESTIONNAIRE SENT	RESPONSE RECEIVED
1.	YOUNGSTERS	30	18
2.	COLLEGE STUDENTS	15	13
3.	PARENT	5	-
	TOTAL	50	34

Table 2
Age of the respondents

SL.NO	NAME OF THE SAMPLE UNIT	RESPONSE RECEIVED	%
1.	<20 YEARS	10	29.4
2.	20 TO 22 YEARS	20	58.8
3.	>22 YEARS	4	11.8
	TOTAL	34	100

(Source: primary data)

Table 2 and fig1 disclose the age-wise classification of respondents selected for the study.
It knows that a maximum of 10 respondents (29.4%) belonged to the age of < 20 years
Followed by 20 respondents (58.8%) belonging to the age of 20 to 22 years and only 4 respondents being
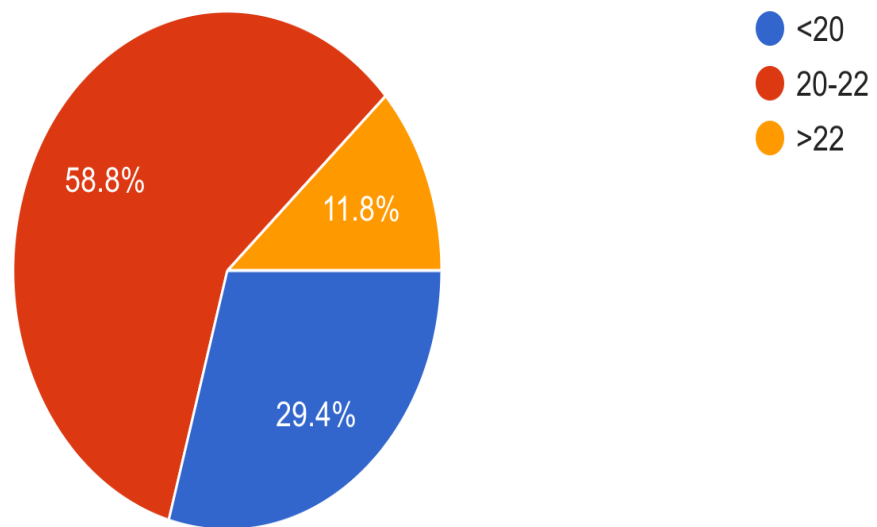to the age of >22 years.
  Fig1:

34 responses

Table 3:
GENDER OF THE RESPONDENTS

SL.NO	GENDER OF RESPONDENTS	RESPONSE RECEIVED	%
1.	MALE	18	52.9
2.	FEMALE	16	47.1
	TOTAL	34	100

Table 3 reveals the gender-wise classification of the respondents selected for the study. It is understood that more than one half (52.9per cent) of the respondents are male whereas 16 (47.1 per cent) of the respondents are female.
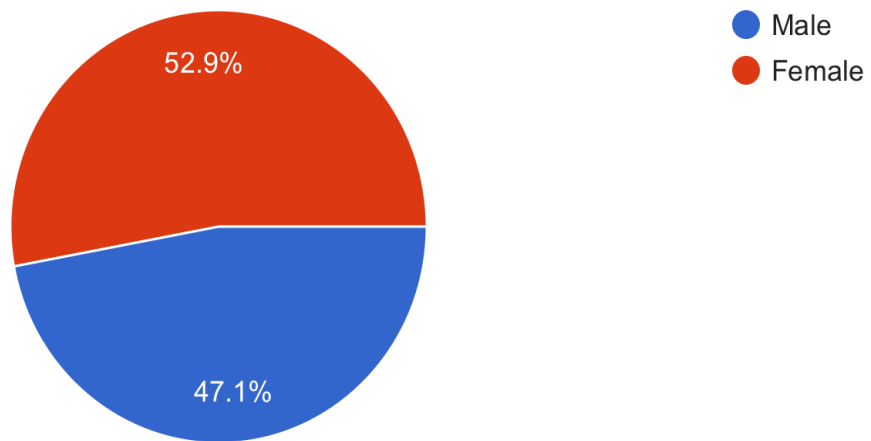
Fig.2

Gender

34 responses

- Male
- Female

Table 4

Site Wise Classification

SL.NO	SITE WISE CLASSIFICATION	RESPONSE RECEIVED	%
1.	AJIO LUXE	4	11.8
2.	TATA CLIQ LUX	9	26.5
3.	LUXEPOLIS	4	11.8
4.	BRANDS OFFICIAL WEBSITE`	17	50
	TOTAL	34	100

(Source: Primary Data)

Table 4 portrays the Site Wise Classification of respondents. It shows is noticed that a maximum of 17 respondents (50%) prefer the Brand's official website for their purchase, 9 respondents (26,5%) prefer Tata Cliq Luxe, the other 8 prefer AJIO Lux and Luxepolis equally

Table 5

Reliability of E-commerce websites

SL.NO	RELIABILITY OF E-COM WEBSITES	RESPONSE RECEIVED	%
1.	YES	21	61.8
2.	NO	13	38.2
	TOTAL	34	100

(Source: Primary Data)

Table 5 specifies whether or not Online E-commerce websites are reliable for shopping luxury Goods. It is understood that a maximum of 21 respondents (61.8%) think that it is reliable to shop Luxury goods online and 13 respondents (38.2%) think it is not reliable to shop luxury good from e-commerce websites.

Table 6

Preference to purchase luxury items

| SL.NO	PREFERENCE TO BUY LUXURY ITEMS	RESPONSE RECEIVED	%
1.	ONLINE WEBSITE	6	17.6
2.	OFFLINE STORES	28	82.4
	TOTAL	34	100

(Source: Primary Source)

Table 6 reveals the preference to buy luxury items. It shows that a maximum of 28 respondents (82.4%) prefer to purchase luxury items from a physical store while the remaining 6 respondents (17.6%) prefer Online websites to shop.

Table 7

Factors to be considered when making a luxury purchase

SI. No	Factors	Number of Respondents	Percentage
1.	Price	2	5.9
2.	Quality	8	23.5
3.	Necessity	3	8.8
4.	All of the above	21	61.8
	Total	34	100

(Source: Primary Data)
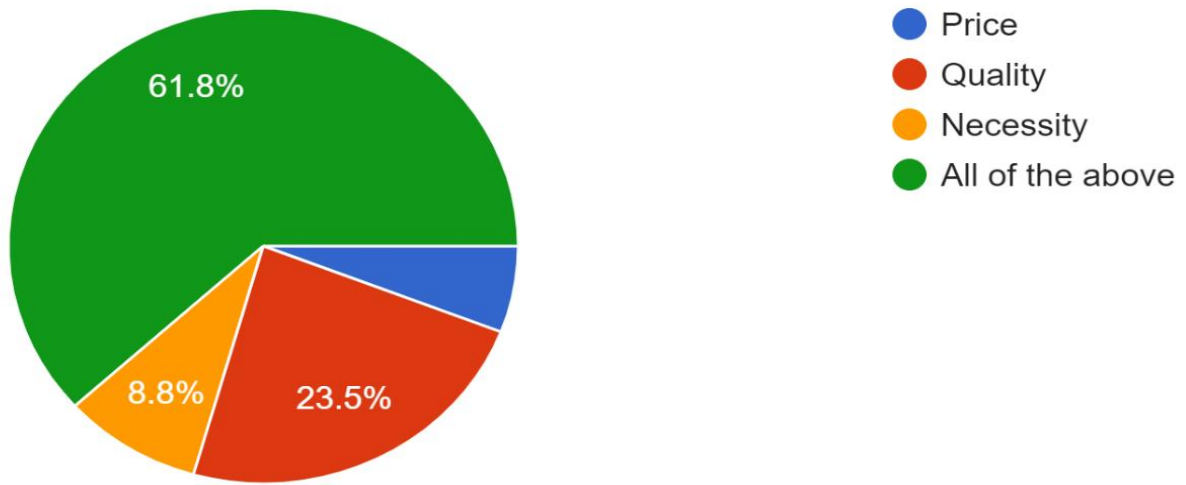
The data in table 7 is based on the survey conducted among a sample of respondents. The respondents were asked to select the most important factors that should be considered when making a luxury item purchase. This table represents four different factors, which were: Price, Quality, Necessity and All of the above. The results indicate that the majority of respondents, 61.8%, consider all of the factors when making a luxury purchase. Quality was also an important consideration for 23.5% of respondents, followed by price and necessity, which were chosen by 5.9% and 8.8% of respondents, respectively. The table provides valuable insights into the factors that influence consumers' luxury purchasing decisions, which can be useful for luxury brands in developing marketing strategies and pricing policies.

Table 8

Favourite Luxury Brand

| SI. No	Brands	Number of Respondents	Percentage
1.	Chanel	2	5.5
2.	Dior	2	5.5
3.	Gucci	9	25
4.	Armani	1	2.8
5.	YSL	1	2.8
6	LV	8	22.22
7	Others	13	36.18
	Total	36	100

(Source: Primary Data)

Table 8 offers a fascinating insight into the luxury brand preferences of the respondents. It's interesting to note that Gucci was the clear winner, with 25% of respondents selecting it as their favourite brand, closely followed by LV, with 22.22% of respondents choosing it. It's worth mentioning that Chanel and Dior both received the same percentage of 5.5% of the votes, indicating a similar level of popularity. On the other hand, it's surprising to see that only 2.8% of respondents chose Armani and YSL, despite being prominent luxury brands. The remaining 36.18% of respondents selected other luxury brands, which shows that there are many other high-end brands that people love but aren't included in this study. This table offers an exciting glimpse into the current fashion trends and the luxury brands that are in vogue among the respondents. The table presents a clear overview of the popularity of luxury brands among the respondents, giving readers a better understanding of the current trend and preference in luxury fashion.

Table 9

Site you would choose to purchase luxury items

SI. No	Sites	Number of Respondents	Percentage
1.	Ajio Luxe	4	11.8
2.	Tata Cliq Lux	9	26.5
3.	Luxepolis	4	11
4.	Brands official website	17	50
	Total	34	100

(Source: Primary Data)
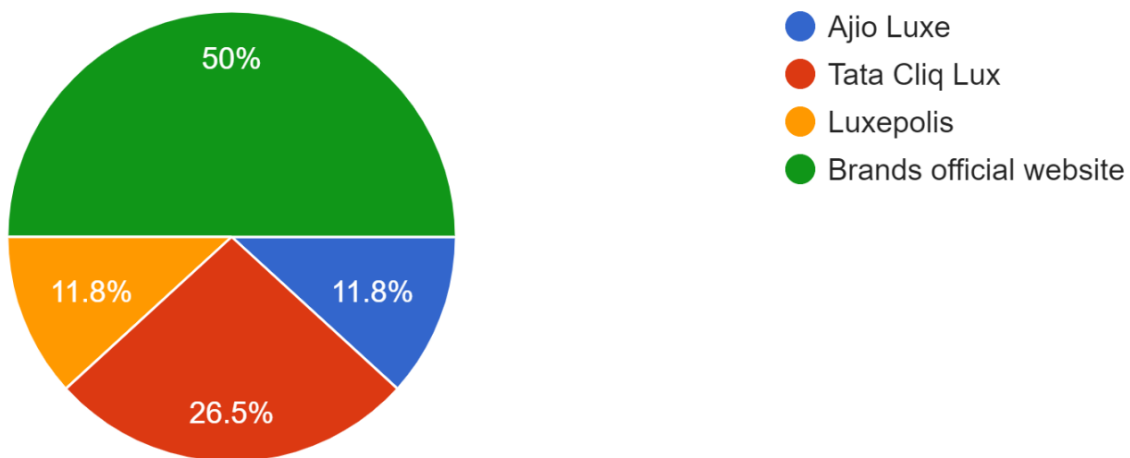
The respondents' favourite online retailers for luxury goods are shown in the table of the fashion research paper. Four websites are shown in the table: Ajio Luxe, Tata Cliq, Luxepolis, and the main website of the brand. Out of the 34 respondents, 11.8% (4 respondents) selected Ajio Luxe, 26.5% (9 respondents) Tata

Cliq, 11% (4 respondents) Luxepolis, and the greatest proportion of 50% (17 respondents) selected the brand's own website as their favourite site to buy luxury goods. The chart makes it easy to comprehend how respondents' choices were distributed and emphasises the significance of the brand's official website as the most favoured location for purchasing luxury goods. Fashion businesses may utilise this data to better understand customer behaviour and assist in making defensible judgements regarding their online sales tactics.
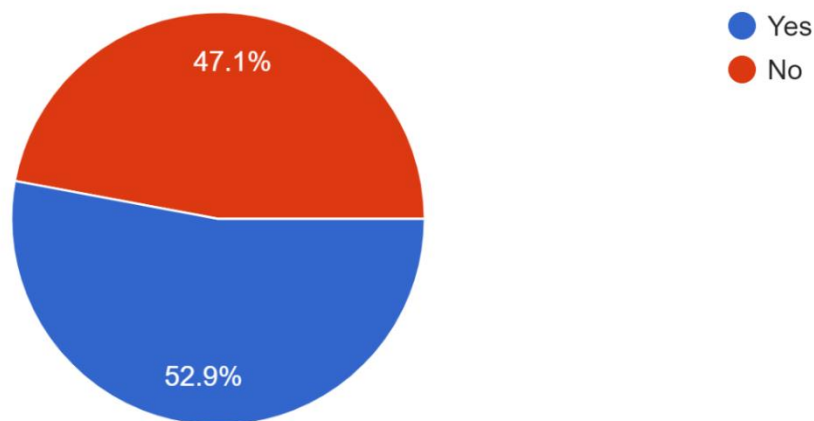
Table 10

Engagement with Luxury brands on social media platforms?

SI. No	Sites	Number of Respondents	Percentage
1.	Yes	18	52.9
2.	No	16	47.1

(Source: Primary Data)

Have you ever engaged with Luxury brands on social media platforms?
34 responses

An informative analysis of the data gathered from a survey on the involvement of luxury brands is shown in the table and pie chart. 34 people responded to the poll, which was designed to find out how often people interact with luxury companies on social media channels. 18 of the respondents from this group said they had interacted with luxury companies on social media, while 16 said they hadn't. 52.9% of the participants engaged with luxury companies on social media, whereas 47.1% did not, according to the pie chart. The reader's comprehension of the difference between those who connected with luxury companies on social media platforms and those who did not is improved by the data's graphic display. These findings may be useful to marketers, academics, and stakeholders in the luxury fashion sector since they shed light on customer preferences and behaviour in relation to social media marketing.

Findings:

➢ Table 2 and fig1 disclose the age-wise classification of respondents selected for the study.
It knows that a maximum of 10 respondents (29.4%) belonged to the age of < 20 years
Followed by 20 respondents (58.8%) belonging to the age of 20 to 22 years and only 4 respondents being to the age of >22 years.

➢ Table 3 reveals the gender-wise classification of the respondents selected for the study. It is understood that more than one half (52.9per cent) of the respondents are male whereas 16 (47.1 per cent) of the respondents are female.

➢ Table 4 portrays the Site Wise Classification of respondents. It is noticed that a maximum of 17 respondents (50%) prefer the Brand's official website for their purchase, 9 respondents (26,5%) prefer Tata Cliq Luxe, the other 8 prefer AJIO Lux and Luxepolis equally.

➢ Table 5 specifies that a maximum of 21 respondents (61.8%) think that it is reliable to shop Luxury goods online and 13 respondents (38.2%) think it is not reliable to shop luxury goods from e-commerce websites.

➢ Table 6 reveals the preference to buy luxury items. It shows that a maximum of 28 respondents (82.4%) prefer to purchase luxury items from a physical store while the remaining 6 respondents (17.6%) prefer Online websites to shop.

➢ Table 7 represents four different factors, which were: Price, Quality, Necessity and All of the above. The results indicate that the majority of respondents, 61.8%, consider all of the factors when making a luxury purchase. Quality was also an important consideration for 23.5% of respondents, followed by price and necessity, which were chosen by 5.9% and 8.8% of respondents, respectively.

➢ In table 8, 25% of respondents selected Gucci as their favourite brand, closely followed by LV, with 22.22% of respondents choosing it. Chanel and Dior both received the same percentage of 5.5% of the votes, indicating a similar level of popularity. On the other hand, it's surprising to see that only 2.8% of respondents chose Armani and YSL, despite being prominent luxury brands. The remaining 36.18% of respondents selected other luxury brands, which shows that there are many other high-end brands that people love but aren't included in this study.

➢ Table 9 shows that Out of the 34 respondents, 11.8% (4 respondents) selected Ajio Luxe, 26.5% (9 respondents) Tata Cliq, 11% (4 respondents) Luxepolis, and the greatest proportion of 50% (17 respondents) selected the brand's own website as their favourite site to buy luxury goods.

➢ From table 10 we find that 18 of the respondents from this group said they had interacted with luxury companies on social media, while 16 said they hadn't. 52.9% of the participants engaged with luxury companies on social media, whereas 47.1% did not, according to the pie chart

Suggestions

1. It's important to place a strong focus on smartphones and tablets, as this is precisely where 50% of luxury goods searches are conducted.

2. Luxury brands need to provide a unique customer experience and exclusive offers are essential for strong customer loyalty and increased sales.

3. A tailored customer journey is just as much a focus as the increased visibility of products and the increase in sales worldwide. Like this, you allow your "luxury" customers to buy your products anywhere and at any time, and on any sales channel and any end device.

4. With the growing appetite of Indian consumers, high-end brands should introduce India-exclusive collections to create a deeper connection with the Indian luxury brand consumers.

2. One of the major advantages to having an online presence for luxury brands, you can allow your customers with multiple delivery options that results in a better and unique customer service experience.

3. Today's youth are super-connected, super demanding, super savvy customers, and technology has revolutionised the way young connect with several luxury products that include fashion apparel and accessories, jewellery, cosmetics and watches over multi-brand sites.

Conclusion:

The purpose of this study was to discover whether and how luxury firms can be engaged in online sales without hurting the brand image and the differentiation strategy. This thesis first examines the question regarding how consumers today think about luxury consumption online and offline. A lot of time has passed since the first theories within the field of luxury brand management were developed and a more up-to-date investigation of luxury consumer behaviour was needed. We have also seen a surge in online luxury sales in recent years which raises the question regarding whether firms should rethink the way they look at their customers. Despite this upward trend in luxury sales online, our analysis shows that a majority of young customers still prefer to buy luxury in a physical store. The main reason is to feel and try the product but also to get personal service and to get a specific experience that comes with the store visit. therefore, examines how luxury firms create a luxury experience online.

The research findings reveal that luxury brands' e-commerce strategies are shaped by various critical factors. The brand image is a crucial factor that determines e-commerce strategies in the luxury industry. Hence, luxury brands must ensure that their e-commerce platforms embody their brand values, aspirations and appeal to their core customers. Moreover, luxury brands' exclusivity and intrinsic value could impact the strategic adoption of e-commerce in their marketing. Luxury brands often fear that e-commerce could dilute their exclusive brand status, leading to loss of sales, hence the cautious approach to online sales. However, the study shows that the strategic adoption of e-commerce could lead to an increase in brand loyalty and customer experience. Additionally, customer experience is significant, and luxury brands need to focus on creating online shopping experiences that reflect the brand's image.

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