Luxury Brands Aura Reconstituted for the Digital Age

Abstract：

As the Internet has risen in prominence, it has become one of the essential brand management tools. As such, luxury brands are increasingly using digital strategies. Yet, because the luxury brand has unique characteristics compared to other brands, their brand aura has been gradually undermined by these digital initiatives. As pandemic has been worldwide, the luxury brand needs to find a new way for its brand development in the future. This research aims to explore a new strategy for luxury brands basing on digital platform technology. Previous research demonstrates that luxury brands have developed websites but use them primarily for brand image development rather than sales. Thus, there is a need for research on how luxury brands can increase digital sales without diluting their brand image, or aura, as can happen on third-party sales platforms such as Tmall. Thus, this study has focused on how luxury brands can develop their internet sales presence while retaining their aura and offers insights into building a digital strategy and reconstituting brand aura in digital spaces. It has adopted qualitative to collect all customers' negative feedback from Burberry flagship store in Tmall to do content analysis and explore how the luxury brand aura has been affected by this sales place. In conclusion, luxury brands collaborate with online retail is a trend under the economic rescission situation. As a luxury brand, it could use a proper way to work with the Internet and make its digital strategy simultaneously.

Keywords: aura, luxury brands' cultural value, digital promotion strategy, e-commerce (online) sales strategy

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