

Chanel's Brand Interaction and Consumer Behavior in the Digital Age

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Abstract:

This study delves into the consumer behavior patterns of the Chanel brand in the context of the digital age. Chanel often posts content on social media that has a lot of interaction with consumers. Usually attaches great importance to the connection between customers and the brand, a high interaction rate leads to a deeper connection with consumers. The way customers spend is also crucial for brands. The research is based on Kapferer and Bastien's luxury brand management strategies, as well as Schlosser's theories on the impact of digital technology on consumer experience. By employing both quantitative and qualitative methods to collect and analyze data, the study finds that Chanel has significant appeal among middle-aged consumers but needs to strengthen its attraction to the younger market. New product launches, brand storytelling, and celebrity endorsements are key marketing strategies for attracting consumers. The results indicate that while Chanel maintains interaction with its existing consumer network, it should focus on expanding into the younger market and online channels, as well as diversifying and personalizing content on social media.

Keywords: Digital Age; Consumer Behavior Patterns; Marketing Strategies; Luxury Brand Management Strategies.

1. Introduction

Under the impetus of the digital wave, the luxury industry is undergoing unprecedented changes. Consumer loyalty, as one of the key indicators of brand success, is particularly important during this period of transformation. Chanel, as a leading brand in the luxury sector, has become a subject of in-depth investigation regarding how it maintains and enhances consumer brand loyalty in the digital age.

Kapferer and Bastien have proposed a unique set of luxury brand management strategies, emphasizing the importance of brand storytelling, uniqueness, and exclusivity in luxury brand building [1]. Additionally, the authors discuss how to attract and retain consumer loyalty through innovation and maintaining brand value. Schlosser explores how digital technology alters consumers' experience and learning processes with products, pointing out that with the development of e-commerce and social media, consumers are in-

creasingly experiencing products virtually, which impacts their purchase decisions and brand loyalty [2]. Although the two studies focus on different aspects, they intersect in terms of brand building and consumer experience. Wang Nuan points out in her research that in the digital age, the retail industry faces unprecedented challenges, and customer loyalty has become a key factor in business competition [3].

This paper primarily investigates how Chanel enhances consumer interaction with its brand on social media through customized brand management strategies in the face of the digital wave, and how this interaction shapes brand loyalty and the degree of social media interaction with the Chanel brand.

2. Questionnaire Survey

This questionnaire survey primarily focuses on the consumer group aged 25 to 45. The questionnaire consists of seven questions in total, with most respondents being female, though there were a few males as well. The survey gathered a wide range of data from the respondents, including age distribution, purchase frequency, preferred purchase channels, social media engagement, and satisfaction with brand content. There are two main reasons

for selecting this demographic as the primary target of the survey. First, they have sufficient purchasing power and time. Second, most of them are either loyal customers of Chanel or have some experience in selling Chanel products, making the responses to the survey valid.

The questionnaires were distributed through various social media platforms or sent via private messages, with data collection taking three days. During this period, the questionnaires distributed via private messages were the most efficient, with relatively consistent response times. The respondents targeted through private messaging had all previously purchased from Chanel, which ensured the relevance of their responses compared to those collected from public social media platforms. The questionnaires were primarily published on social media platforms such as Xiaohongshu (Little Red Book) and Weibo. A total of 210 questionnaires were collected, and after careful screening, 131 valid questionnaires were retained. The screening criteria included age, whether the respondent had purchased from Chanel, and whether they followed Chanel's social media accounts.

3. Results

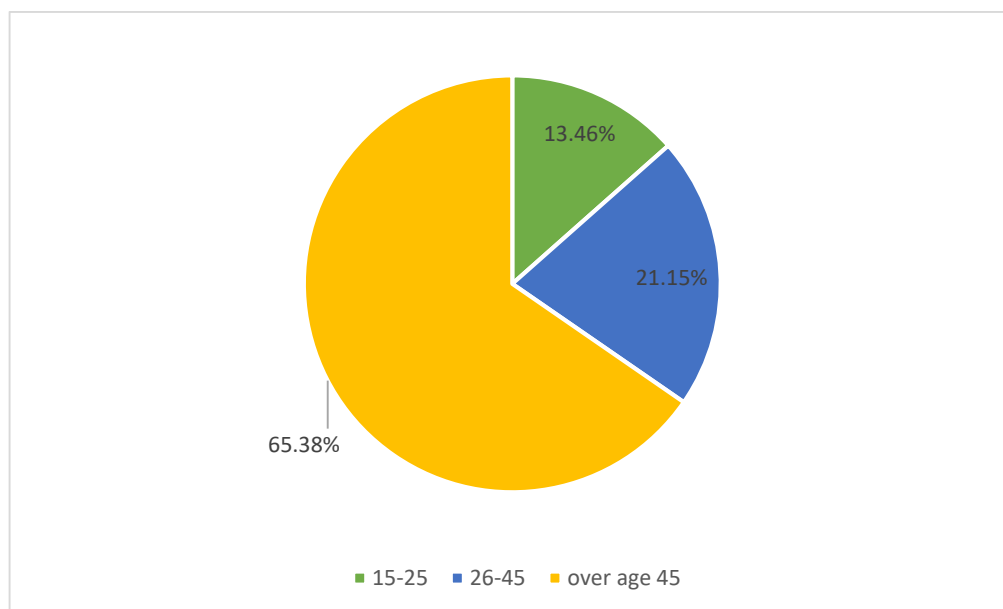


Fig. 1 Respondent age

Figure 1 Respondent Age shows that Chanel's primary consumer group is concentrated between the ages of 25 and 45, accounting for more than half of the respondents. This indicates that the Chanel brand has significant appeal among middle-aged consumers. However, the proportion

of younger consumers aged 15 to 25 is relatively low, suggesting that the brand may need to intensify its marketing efforts towards the younger market to attract more young consumers.

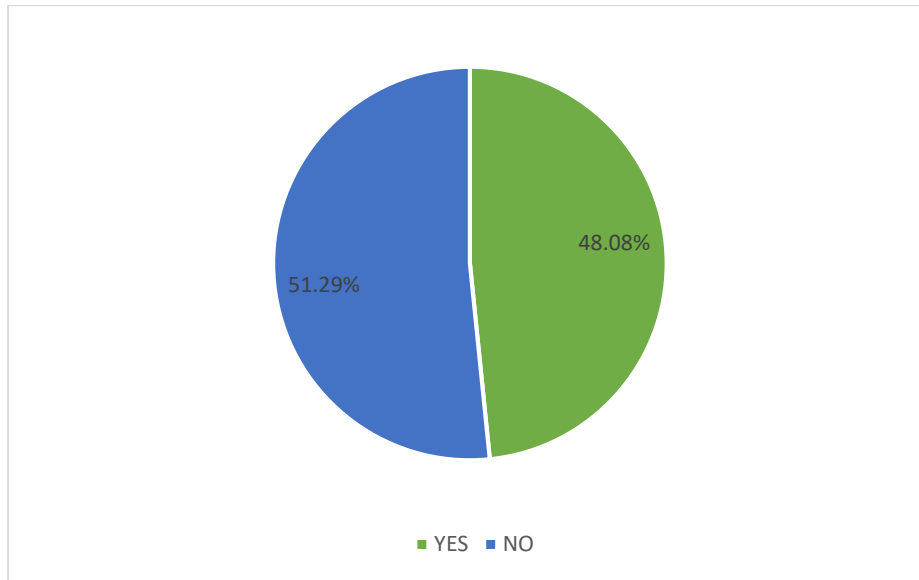


Fig. 2 Average purchase per year

Figure 2 illustrates that more than half of the respondents purchase Chanel products annually, indicating a certain level of customer loyalty. However, nearly half of the

respondents do not make annual purchases, which might imply that the brand needs to further enhance consumer purchasing motivation.

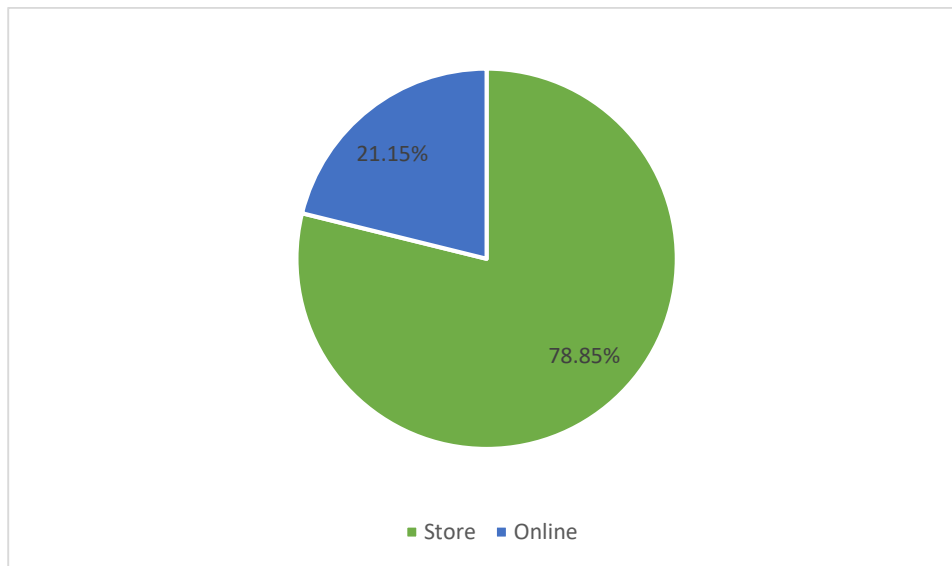


Fig. 3 Prefer to buy in a store or online

Figure 3 shows that the vast majority of respondents prefer to shop at physical stores, reflecting a preference for the offline shopping experience. Nevertheless, the proportion of online shopping cannot be ignored, suggesting that

the brand should consider an integrated retail strategy that combines both online and offline channels to cater to different consumer shopping habits.

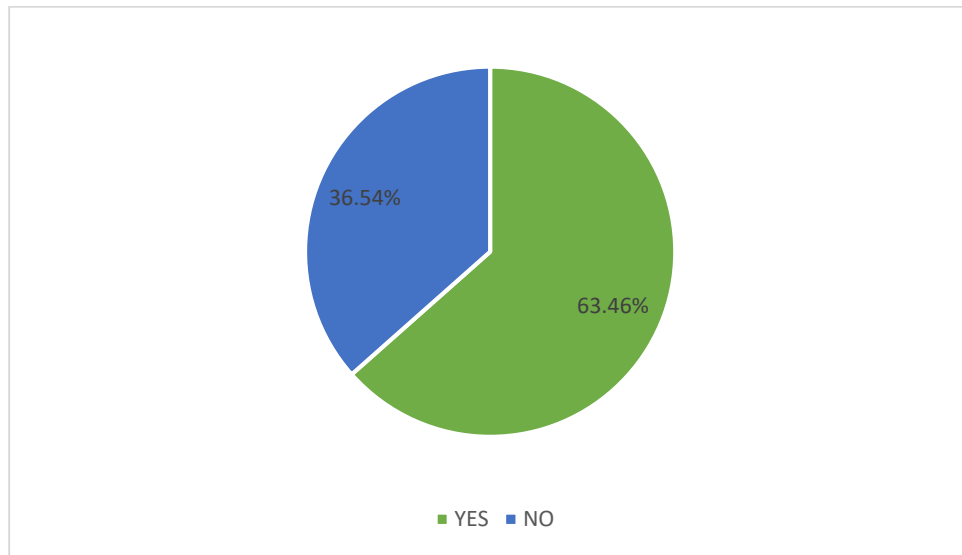


Fig. 4 Official social media follow

Figure 4 reveals that many respondents follow Chanel's social media accounts. Those who do not follow these accounts are mostly respondents around the age of 45 who

do not frequently use platforms like Weibo or Xiaohongshu. Over half of the respondents follow Chanel's official social media accounts.

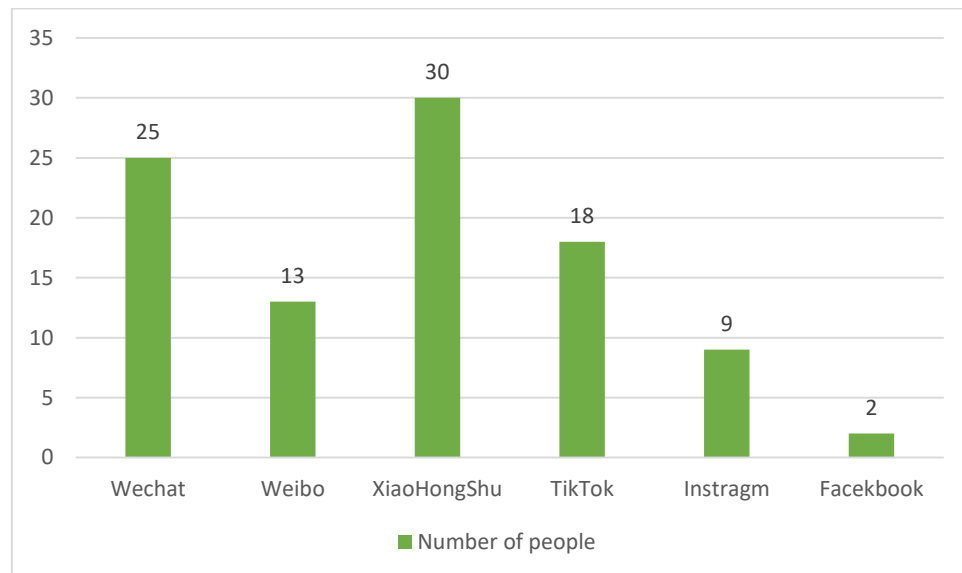


Fig. 5 Social media platforms

Social media plays a critical role as a modern marketing channel, a fact reflected in this study. Consumers engage with the brand across multiple platforms. Figure 5 shows that Xiaohongshu and Douyin are the most popular plat-

forms for interaction, likely due to the content formats and user base of these platforms. The brand should leverage the unique characteristics of these platforms to publish content that captures user attention.

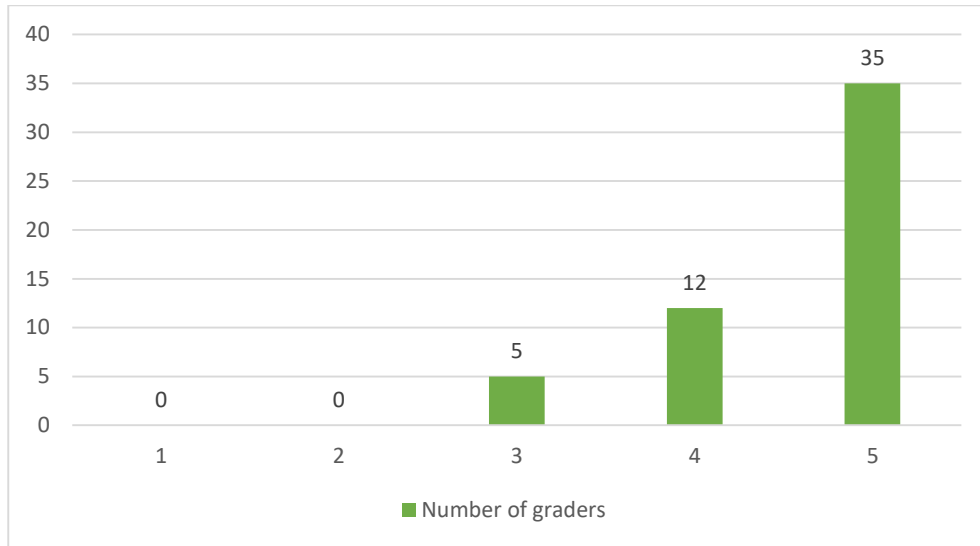


Fig. 6 Social platform satisfaction

In terms of content satisfaction, Figure 6 reveals that the majority of respondents gave high scores, indicating that Chanel’s content on social media is generally well-received. However, the presence of standard deviation and

variance suggests that there are variations in consumer satisfaction with the content. The brand needs to further understand the diverse needs of different consumers to provide more personalized content.

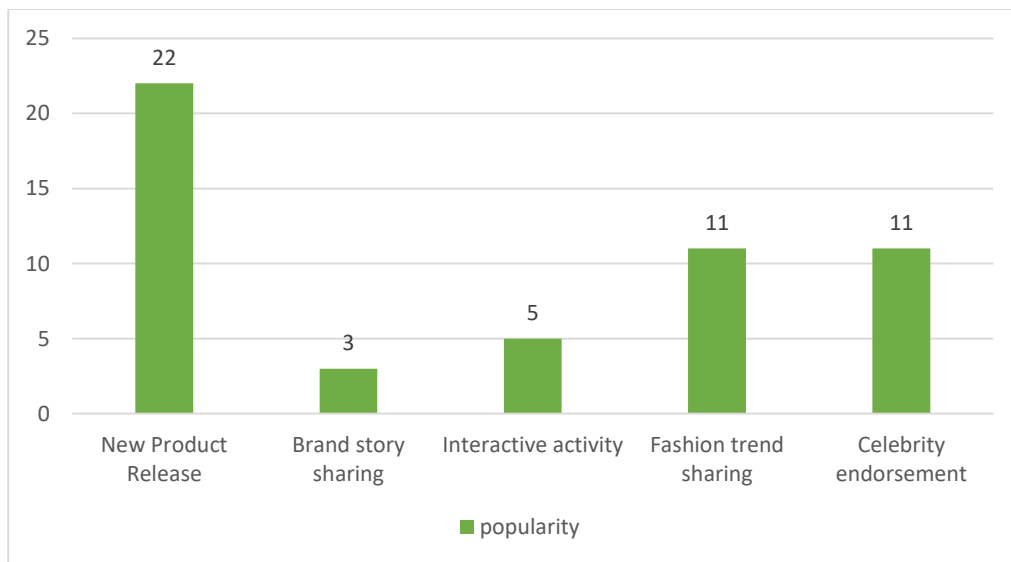


Fig. 7 The most attractive activity

Regarding activities on social media, Figure 7 shows that product launches are the most favored type of activity among consumers, indicating that consumers eagerly anticipate new products from Chanel. Brand storytelling and celebrity endorsements are also key ways to attract consumers, suggesting that the brand can strengthen emotional connections with consumers through these methods. From the survey results, it is evident that Chanel’s consumers exhibit high levels of interaction and engagement on social media, demonstrating that the brand has

achieved a degree of success in digital marketing. The high satisfaction with Chanel’s social media content reflects the brand’s excellence in content creation and user experience. However, the differences in satisfaction levels and the lower proportion of younger consumers suggest that Chanel needs to further optimize its brand communication strategy.

Chanel’s success on social media can be largely attributed to its precise content targeting and strong brand appeal. By publishing engaging content, such as product launches

and brand stories, Chanel has successfully established emotional connections with its target audience. However, the variation in consumer satisfaction with social media content may be related to the lack of personalization in the brand's content. Chanel could further segment its target audience and deliver more personalized content to meet the diverse needs of different consumers.

While Chanel's social media presence has been highly effective, there is still room for improvement. Chanel should continue to leverage its strengths in content creation and enhance its integrated online and offline marketing strategies to further increase consumer brand loyalty. In particular, the brand can attract consumers from different age groups by adopting more flexible social media activities and interaction methods, thereby further enhancing its brand image.

3.1 Data Conclusions and Findings

In summary, Chanel has successfully maintained its existing consumer loyalty in the digital era, yet there is still room for improvement. To stay ahead in a highly competitive market, Chanel needs to continue focusing on the middle-aged consumer segment and actively expand into the younger market and online channels. By adopting more flexible marketing strategies and innovative digital collectible marketing methods, Chanel can further enhance consumer engagement and satisfaction through the personalization and diversification of social media content. The study also indicates that if Chanel can encourage user-generated content (UGC), it will not only help increase the added value of its products but also strengthen the brand's influence.

3.2 Key Conclusions

This study reveals the strategies Chanel has employed to maintain consumer loyalty in the digital age and their effectiveness. The data show that the brand has a solid appeal in the middle-aged market but needs to strengthen its connection with younger consumers. There is a clear consumer preference for offline shopping experiences, though the growth potential of online channels cannot be ignored. Social media, as the core of brand communication, has a significant impact on brand loyalty through its content's appeal and interactivity. Han Hongmei mentioned in her article that in 2020, a year affected by the pandemic, the proportion of luxury brands' online sales significantly exceeded that of offline stores. Despite the continuous rise in online sales, brands have not overlooked the layout of physical stores. The integration of online and offline marketing activities for luxury brands has intensified [4].

3.3 Significance of the Study

The results of this study emphasize the critical role of digital technology in shaping modern consumer experiences, providing strategic insights for luxury brands, particularly in social media marketing and multi-channel integration. This helps brands to more accurately target the market and optimize consumer experiences, thereby maintaining a competitive edge in the luxury market. The authors offer several recommendations for improving customer loyalty, stressing that in a rapidly changing market environment, retailers need to continuously innovate and optimize the customer experience. Zhang Yuan et al. focused their research on the diversified trends of brand marketing in the "Metaverse" era, particularly the rise of NFTs in the digital art market [5]. Zou Yuchu pointed out that online shopping sales have now far exceeded those of offline stores, with the internet developing at a rapid pace. Luxury brands have embarked on a path of digital transformation targeting consumers [6].

3.4 Research Limitations and Future Research

Although this study provides in-depth insights into Chanel's brand loyalty, its limitations lie in the sample size and brand scope. Future research should expand the sample to include a broader range of consumer groups and brands to enhance the generalizability and depth of the conclusions. Additionally, exploring psychological factors such as brand identity and emotional connection will provide a richer perspective for understanding brand loyalty.

4. Conclusion

This study reveals the opportunities and challenges faced by luxury brands, such as Chanel, in maintaining consumer loyalty during the digital transformation era. The findings indicate that while Chanel has a strong appeal in the middle-aged market, there is still room for improvement in expanding the younger market and optimizing online channels. Chanel's consumers show a clear preference for offline shopping experiences, yet the potential of online channels cannot be overlooked. As a vital tool for brand communication, the appeal and interactivity of social media content significantly influence consumer brand loyalty. However, the personalized needs of some consumers for social media content have not been fully met, suggesting that the brand still needs to make further efforts in content customization.

This research provides strategic insights into how luxury brands can maintain and enhance consumer loyalty in the digital age, particularly in the areas of social media marketing and multi-channel integration. Chanel can further

solidify its market position by enhancing its online and offline integrated marketing strategies and strengthening interactions with younger consumers, thus maintaining its leading position in the competitive luxury market.

However, the limitations of this study, such as the sample size and the scope of brands considered, may affect the generalizability and applicability of the conclusions. Future research should expand the sample to include a broader range of consumer groups and luxury brands to enhance the comprehensiveness and depth of the study. Additionally, future studies could explore psychological factors such as brand identity and emotional connection, providing a more diverse perspective on luxury brand loyalty management.

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