



## EFFECTS OF INFLUENCER MARKETING ON LUXURY FASHION AND THE PURCHASING BEHAVIOUR OF GENERATION Z

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*Fashion*  
*Luxury industry*  
*Content creators*  
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*Generation Z*  
*Influencers*

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### ABSTRACT

*This study aims to analyse how luxury fashion brands are adapting their digital communication to the new demands arising from Generation Z, and more specifically, how they are implementing influencer marketing in their communication strategies and the effect this has on the behaviour of Generation Z consumers.*

*Based on methodological triangulation, a survey of a sample of consumers, interviews with luxury fashion industry experts and a content analysis applied to the publications of luxury fashion influencers and a selection of luxury brands have been implemented.*

*The results provide a comprehensive view of the main challenges faced by companies in this sector, what strategies they are implementing, with special emphasis on influencer marketing, and what actions should be taken to connect with the Generation Z audience.*

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## 1. Introduction

Luxury fashion symbolises an industry that has had a significant economic and cultural impact since its inception. Its survival is due to its constant evolution and innovative nature, which has allowed it to remain relevant in a highly competitive market. In this wave of change, the luxury fashion sector has undergone a significant transformation in recent decades, driven largely by the growing influence of social media. The emergence of the Internet and new digital tools have revolutionised the world of communication, and the fashion industry has not been immune to this transformation. "ICTs have made a strong impact on both social spheres and business behaviour, transforming many sectors, including the world of fashion" (Morales Rodríguez, 2017, p.12).

Furthermore, in this context, Generation Z has emerged as a new demographic segment in the luxury fashion consumption landscape, with preferences, perceptions and consumption behaviour that differ from traditional ones. Luxury fashion brands, historically associated with exclusivity, prestige and craftsmanship, must remain relevant to a generation that not only seeks high-quality products, but also demands an emotional connection and symbolic consumerism that aligns with their values and personality and is characterised by its connection to technology and social media.

It is in this context that social media has transformed the way consumers interact with brands, with influencer marketing emerging as a powerful digital strategy that leverages social media personalities to promote brands and products to engaged audiences (Chen, 2023; Singh y Gollapalli, 2023). The two-way nature of these platforms allows consumers not only to receive messages, but also to interact with influencers and brands, which enhances social influence. Studies show that it is often perceived as more reliable and appealing than traditional advertising, partly because influencers are perceived as more authentic (Chen, 2023; Konstantopoulou et al., 2019; Prasetya et al., 2021; Rahman, 2023; Singh y Gollapalli, 2023). This trust translates into increased purchase intentions, as consumers feel more confident in their choices when influenced by someone they admire or relate to.

Generation Z, with its penchant for authenticity, diversity and exclusivity, looks to content creators who reflect their values and tastes. This is especially true in niche markets such as luxury goods. The effectiveness of influencer marketing is underscored by its ability to shape consumer perceptions and behaviours. The ability of content creators to build compelling narratives, showcase desirable lifestyles and provide product recommendations has altered the traditional dynamics of luxury fashion marketing, revolutionising the sector.

The effectiveness of this marketing approach is largely attributed to the perception of authenticity and closeness of influencers, who often act as reliable sources of information for their followers. Brands are leveraging the reach and credibility of these individuals to influence consumer behaviour.

The characteristics of new consumers who purchase luxury goods highlight the importance of targeted influencer marketing strategies. Research suggests that younger consumers, particularly millennials and Generation Z, are more susceptible to influencer marketing due to their frequent use of social media platforms (Firmanza y Artanti, 2022; Miah et al., 2022). By aligning influencer partnerships with the values and preferences of these consumers, brands can effectively drive purchasing decisions.

This alignment between influencer messages and Gen Z consumer values can lead to higher conversion rates, as Gen Z consumers are more likely to purchase products that match their personal beliefs and lifestyles.

### ***1.1. Influencer marketing and purchasing behaviour***

The impact of influencer marketing goes beyond its ability to increase brand visibility. The consumer decision-making process is complex and influenced by a combination of cognitive, emotional, and social factors.

Research indicates that influencer marketing positively influences consumer behaviour, affecting brand awareness, subject knowledge, brand preference and purchasing decisions (Chopra et al., 2020; Kumar y Kumar, 2022; Satpathy et al., 2022).

Key factors influencing its effectiveness include the type of product promoted, the demographics of the influencer's audience, the product-influencer fit, the number of followers, and experience (Chopra et al., 2020; Rahman, 2023). Attitudes towards influencers, perceived behavioural control, personal relevance, inspiration, and trust have been found to positively influence consumer behaviour (Chopra et al., 2020; Kumar y Kumar, 2022).

Influencers contribute to brand awareness, image and word-of-mouth marketing, improving brand visibility and fostering a sense of trust among potential buyers (Evania et al., 2023; Hidayah, 2023; Yusiana, 2023), which in turn affects consumers' purchasing decisions (Mandiri et al., 2022). However, the effectiveness of influencer marketing depends on several factors. The authenticity and reliability of influencers, along with the ego needs of followers, significantly influence purchase intentions, as do the consistency, quality, and interactivity of content (Daimi and Tolunay, 2021). Consumers often verify influencers' recommendations through reviews, product comparisons, and price checks before making their purchases (Satpathy et al., 2022). Although paid promotions can reduce influence, properly implemented influencer strategies can have a positive impact on brands (Mandiri et al., 2022; Satpathy et al., 2022).

According to studies, the fit between the product and the influencer, as well as the congruence between the influencer's values and those of the brand, are factors that enhance the effectiveness of campaigns (Kumar and Kumar, 2022; Satpathy et al., 2022). Trust and authenticity are also essential, as consumers are more willing to purchase products recommended by influencers they consider credible (Ohanian, 1990).

Research indicates that influencer marketing can significantly influence purchasing decisions by increasing brand visibility and credibility.

### ***1.2 Luxury fashion and influencer marketing***

Luxury fashion has been a key sector in the global economy, representing not only a consumer segment but also a cultural and social phenomenon. With the advancement of digital technologies and the rise of social media, luxury brands have begun to adopt new marketing strategies, notably the use of influencers.

The convergence between luxury fashion and influencer marketing represents a significant transformation in brand communication strategies. Traditionally, luxury brands maintained total control over their image, limiting external collaborations (Kapferer, 2015). However, influencer marketing offers a unique opportunity to connect with global and diverse audiences, especially among Millennials and Generation Z (Jin et al., 2019).

The selection of influencers is a crucial aspect. Luxury brands seek collaborations with macro-influencers or celebrities who embody brand values such as elegance, sophistication and exclusivity. For example, collaborations such as Dior with Charlize Theron or Louis Vuitton with Emma Stone have served to reinforce brand image and capture broad and diverse audiences.

In addition, brands are also exploring collaborations with micro-influencers, who, although they have a smaller reach, tend to generate a higher level of engagement and trust among their audiences (Audrezet et al., 2020). These collaborations allow luxury brands to connect with specific niches and create a sense of personalised exclusivity.

The use of influencers in luxury fashion directly affects consumer behaviour on several levels. First, consumers perceive influencers as reliable sources of recommendations, which increases trust in the brands they represent (Lou & Yuan, 2019). Second, consumers experience an increase in their desire for belonging when interacting with influencer content that showcases luxury products in aspirational contexts.

A study by Jin et al. (2019) highlights that content generated by influencers can trigger the "halo effect", whereby positive emotions associated with the influencer are transferred to the brand. This is particularly relevant for Generation Z consumers, who value both authenticity and accessibility in brand communication.

Furthermore, this generation tends to associate the value of luxury products with their ability to generate emotional connection and cultural relevance, rather than with their price or exclusivity.

## **2. Research objectives**

The overall objective of this study is to analyse how luxury fashion brands are adapting their digital communication strategies to attract and connect with Generation Z and the impact that content creators have on Generation Z's consumption of luxury fashion.

Derived from this main objective, the following specific objectives are determined:

1. To analyse the social media marketing on Instagram of companies in the luxury fashion industry.

2. Analysing communication on Instagram by luxury fashion content creators
3. Determine the effect of influencer marketing on the purchasing behaviour of Generation Z in the luxury fashion sector.

### **3. Methodology and research design**

The methodology used in this study is a combination of three tools: a survey of a sample of Generation Z consumers, content analysis applied to Instagram posts by both luxury fashion influencers and luxury fashion brands, and interviews with experts from the luxury fashion industry. A mixed methodology, both qualitative and quantitative, has been implemented, as the triangulation of these three methods allows for a deeper understanding of the subject under study.

#### **3.1 The survey**

This survey is designed to gather detailed information on the behaviour, perceptions and attitudes of Generation Z with regard to luxury fashion and their relationship with content creators on Instagram.

For the design of the questionnaire, a series of variables have been previously defined based on the work of Baig y Shahzad (2022); Belanche et al. (2021); Jansom y Pongsakornrunsilp (2021) y Wiedmann y Mettenheim (2020), which are explained below:

- Use of Instagram: understanding how users behave on the platform to learn about their habits and behaviours in the digital environment (frequency of use, format preference, content preference, time spent)
- Perception of content: measures what type of published content is most valued when purchasing a luxury brand product
- Perception of the content creator: responds to the level of credibility and trust that followers perceive and how this trustworthiness is reflected in the behaviour and purchasing decisions of respondents (level of credibility, level of trust, affinity with values, perception of the influencer/luxury brand relationship)
- Influence on behaviour: allows us to understand users' purchasing behaviour in response to content published on luxury fashion (effect on purchasing decisions, perception of recommendations, perception of brand exclusivity and authenticity)

In terms of sample determination, non-probabilistic convenience sampling was applied, applying a series of conditions: 1. belonging to Generation Z; 2. using the social network Instagram ; 3. following luxury lifestyle influencers. After conducting the fieldwork and filtering and eliminating invalid surveys, the final sample consisted of 345 people (60% women and 40% men).

#### **3.2 Content analysis**

The content analysis methodology will be applied to a sample of posts from two different profiles: luxury fashion content creators on the one hand, and luxury fashion brands on the other. The choice of content creators is based on their ability to influence their followers, their popularity and relevance within the fashion industry, the engagement they achieve, and their collaboration with luxury fashion brands. These content creators have managed to build prominent profiles on Instagram, accumulating millions of followers. Specifically, they are Marta Lozano, Teresa Andrés, Alexandra Pereira, and Pelayo Díaz.

To analyse luxury brands, four leading brands in the haute couture sector with extensive experience in the industry were selected: Louis Vuitton, Christian Dior, Givenchy, and Fendi.

A total of 688 posts were analysed (369 from luxury brands and 319 from content creators).

The variables and indicators analysed are: the type of content and theme, the format used, and audience interactions and engagement with the posts.

#### **3.3 The interview**

This methodology is applied with the aim of exploring the opinions and experiences of professionals in the fashion sector on the evolution of digital communication in the luxury fashion industry and its adaptation to Generation Z audiences, including its advantages and disadvantages.

A purposive sample was taken using the following criteria: 1. Connection to the luxury fashion sector; 2. Professionally active; 3. Diversity in terms of gender, job position and type of company. Applying these criteria will provide a cross-sectional view of the luxury fashion industry.

The interviews were designed to address the following objectives but were always adapted to the profession and experience of the interviewees. Specifically, the purpose of the interviews was threefold:

1. To explore the evolution of luxury fashion brands' marketing strategies in response to the new perceptions and motivations of Generation Z.
2. To identify advice and recommendations from these experts so that luxury fashion brands can connect with this new wave of consumers.
3. To gain insight into how these consumer changes are experienced within luxury fashion brands.

Finally, four professionals were selected and contacted via LinkedIn who agreed to participate in the research (Table 1).

**Table 1.** Professionals interviewed

First and last names	Position
Clara Escoms	Brand consultant (Brand strategist in fashion, media and beauty)
Carmen Herrezuelo	Retail Sales Area Manager at LVMH GUER-LAIN
Maia Gutiérrez García	Senior luxury and fashion consultant at Louis Vuitton
Ignasi Barrachina Gafarelo	Production Manager at Spanish luxury fashion company

Source: own elaboration, 2025

## 4. Results

### 4.1 The survey

The consumers in the sample use Instagram daily and with a high frequency of use during the day (87%). This use focuses on the preferential consumption of stories (62%), photos (27%) and reels (10%). In terms of the type of content they tend to consume from influencers, respondents lean towards fashion (30%), followed by beauty and lifestyle (24% each). On the other hand, respondents acknowledge spending a lot of time (45%) consuming content from luxury fashion influencers.

Moving on to the analysis of the variable perception of the content they publish, 60% of the sample said it generates high interest. In terms of how it should be, respondents consider authentic and honest content (43%), the product appearing in use (26%) and style and visual aesthetics (21%) to be the most valued elements of the posts. It is noteworthy that only 9% consider it relevant for these posts to offer discounts or promotions.

In terms of the study of the variable perception of content creators, the first aspect measured is the credibility that users attribute to them. For most of the sample, this credibility is high (42%) or very high (27%). Similar levels are seen in the trust that users have in these influencers. For 40%, the trust they have in them is high and for 29% very high. The level of affinity of the respondents with the values or lifestyle of these content creators is also positive (71% of the sample identifies with them). To conclude the analysis of this variable, we took an in-depth look at users' perceptions of the relationship between influencers and luxury brands. In this regard, 75% of the sample consider this relationship to be authentic and relevant, while 19% consider it to be excessive and lacking in authenticity.

The last aspect measured in the survey was the influence of published content on luxury fashion on user behaviour. Eighty-one per cent of the sample responded affirmatively when asked directly if they had made any luxury purchases influenced by a content creator. When asked what type of items they had purchased, clothing (30%), jewellery (26%), accessories (21%) and cosmetics (23%) were the main categories of purchase.

In addition to the direct effect, the survey also sought to measure users' perceptions of recommendations. The majority of the sample considered that posts by luxury fashion influencers have a significant impact on purchasing decisions for this type of product.

Finally, they were asked about their opinion of collaborations on Instagram between content creators and luxury brands and, more specifically, whether the recommendations affected their perception of the authenticity and exclusivity of the luxury brand. This link is positive, and collaborations improve the authenticity (77%) and exclusivity (72%) of these brands.

### 4.2 Content analysis



As specified in the methodology, a total of 319 posts by the four content creators were analysed. In terms of the nature of the content published, three main categories were identified, distributed as follows: 38% of the posts refer to the influencer's lifestyle (routine, leisure, travel, etc.), 29% focus on fashion (looks, favourite garments, etc.) and the remaining 33% is advertising content (posts promoting luxury brands). Looking a little deeper into the characteristics of these posts, we can see that 95% are original creations, while 5% are reposts of posts by luxury brands or other content creators. On the other hand, in 65% of cases, the account's protagonist appears physically (in 77% of cases alone, in 15% accompanied by another person and in the remaining 8% in a group). These posts also generate high interaction, with an average of 500 comments per post and 500,000 views per video in the case of reels.

Moving on to the format in which the content is published, 81% are stories, 12% are carousels, 4% are reels, and 3% are photographs.

Next, we will analyse the 103 posts in which the content is predominantly advertising (paid collaborations). Of these, 89% featured a visual presence of the brand (the logo or some other characteristic sign of the brand). In addition, 96% of the posts included text, either commenting on the benefits of the product, its different uses, or providing relevant information (for example, 58.25% included a URL that linked directly to the brand's page—more specifically, to the product they were promoting). The resources included by content creators in these posts were also studied, and the results show that 45.77% included a hashtag, 44.45% used emoticons, and 8.78% asked users some kind of question to encourage interactivity.

Delving deeper into these elements, the frequent use of hashtags such as #ad and #adv, among others, stands out. These are particularly relevant as content creators are required to use them to indicate that the posts are of an advertising nature. In addition to these, the most frequently used hashtags refer to the brands they work with and for which they are developing the communication campaign (#fendi, #DIOR, #pasticcinobagworldtour).

In the case of luxury brands, a total of 369 posts were analysed. The interaction generated by the content posted varies between an average of 44.5K for Dior posts and 4.5K for Givenchy, or an average of 195 comments on Louis Vuitton posts and 71 on Fendi posts. In terms of the format in which the content is published, 31% are stories, 47% are carousels and 22% are reels.

On the other hand, up to five different categories have been identified in the content published by luxury brands:

- **Inspirational content:** This includes videos and images that help users immerse themselves in the values and philosophy of the brands. One example is the Dior Lady Art Project initiative, where renowned artists use the brand's handbags as blank canvases, creating unique and exclusive pieces that reflect innovation, creativity and a commitment to craftsmanship and human capital. Louis Vuitton, for its part, shows us its creative director Pharrell Williams facing his first fashion show behind the cameras, lights and spotlights.
- **Savoir-faire content:** The aim of this type of content is to showcase the sophistication and quality of the work behind each of the brands' products. The term "savoir-faire", translated from French, means know-how and is used in the industry to refer to the skills and expert knowledge possessed by the great fashion houses and which is intrinsic to their DNA. Dior, for example, uses videos and image carousels to show the exquisite process of how its garments are made, with the choice of high-quality materials and a highly qualified team that brings the brand's designs to life. Louis Vuitton has also published videos showing the craftsmanship and quality behind its products.
- **Promotional content:** focused on showcasing collections and heavily centred on photos and videos of its haute couture products on catwalks and at fashion shows. This is highly aesthetic, product-focused content, but it is very monotonous, especially when it accounts for 80% of an account's content, as in the case of Givenchy.
- **Celebrity content:** This is usually the content with the most interactions and the most viral, focusing on posts that highlight the presence of brand ambassadors, celebrities and prominent personalities wearing the brand and embodying its values and philosophy at relevant events. Anya Taylor Joy, Rachel Zegler, Robert Pattinson, Amelia Gray, Massimiliano Caiazzo, Song Yuqui, Lee MinHo, Emma Stone, Ana de Armas and Saoirse Ronan are some examples of these collaborations.

- Educational content: this type of content is exclusive to Louis Vuitton, which posts clips on Instagram from its Louis Vuitton Extended podcast, in which industry experts discuss topics related to creativity, fashion and design.

#### 4.3 Expert interviews

The interviews have provided an in-depth exploration of how the luxury industry is currently addressing Generation Z consumers. Professionals from various fields have been interviewed to understand how this phenomenon affects not only luxury fashion communication, but also the entire organisational structure.

For Clara Escoms, it is necessary to find a balance between the aspirational element of luxury and the closeness and connection with brands that is currently demanded by Generation Z. This poses a major challenge for luxury brands, as they must maintain their aura of exclusivity while adapting to a new, younger audience with new consumer motivations. This highlights the importance of building an identity that is authentic and can appeal to Generation Z. The interviewee believes that luxury brands must conduct market analysis in order to understand the new preferences and values of these consumers and incorporate members of this generation into their communication teams so that they can talk and interact with them "as equals".

Addressing one of the concerns of Generation Z members, namely sustainability and social responsibility, Escoms warns that these should not overshadow the differentiating factor of luxury, which is to awaken an aspirational emotion in its target audience. She understands that while these values can be communicated through product quality or the way it is produced, sustainability should not become the main focus of the brand strategy.

Escoms believes that luxury brands need a more agile approach to social media and proposes the creation of specialised content teams that act as an extension of the company to streamline processes. For her, both the use of immersive technologies and collaboration with content creators who align with the brand's values and philosophy will not only increase user engagement but also enable the establishment of a lasting relationship with them.

She ends the interview by pointing out three tips that luxury brands should follow to establish a lasting and meaningful relationship with Generation Z:

1. Include Generation Z professionals in their communication teams and set aside corporate hierarchy.
2. Understand that when it comes to content, Generation Z is the expert, and that previous generations must listen to and understand their approach.
3. Always maintain alignment between content and brand. To achieve sales, luxury must remain exclusive and discreet.

Carmen Herrezuelo understands that while it is important to maintain the essence of the brand, brands must adapt to new markets and consumers in order to bring modernity. She discusses the experience of Guerlain, the company where she works, which focuses on offering an in-store experience that fully reflects the values and exclusivity associated with the brand, but emphasises authentic communication that uses new channels and relevant content creation to convey the brand's history and philosophy. In order to connect with Generation Z, Herrezuelo says, Guerlain has adopted a series of retail strategies, such as promoting stores on social media, collaborating with Generation Z influencers, and offering unique and personalised experiences in physical stores, using technologies such as skin analysis and the personalisation of products such as perfume and make-up.

On the subject of sustainability, Herrezuelo states that Guerlain is currently committed to becoming increasingly sustainable in terms of packaging and the use of raw materials, which is one of the brand's core values.

Finally, Herrezuelo highlights that Generation Z will play a very important role in the luxury industry. These consumers are digital natives and have a great influence on purchasing decisions, so brands will have to adapt to their needs, starting with having a presence on digital channels and a strong online presence.

For Maia Gutiérrez, it is important to tailor advice to the type of consumer being served, always in line with the brand's identity. Members of Generation Z know the brands from what they have seen on social media and enter the boutique not only with the intention of making a purchase but also because

they want to enjoy a unique experience. In this way, Gutiérrez points out, the role of fashion consulting adds unique value, with the aim of understanding the customer and connecting with them to create an experience that goes beyond the purchasing process, something that contributes to attracting Generation Z, in her opinion.

In the case of Louis Vuitton, the company she works for, this experience is guaranteed by training its advisors to provide outstanding service that helps build customer loyalty, creating a sense of comfort and connection between the customer and the boutique.

Gutiérrez says that on issues such as sustainability, she always tries to advise customers towards more sustainable choices, but that there is still a lot of work to be done in terms of environmental awareness.

For the interviewee, customer relationships must be authentic, and advice must be offered that conveys the brand's philosophy and values in the most faithful way possible. Gutiérrez emphasises that Louis Vuitton will continue to adapt to new trends and changes in consumer behaviour.

Ignasi Barrachina, production manager at a Spanish luxury fashion company, believes that Generation Z has changed the way fashion is currently consumed in the industry in general: they consume a lot of fashion through the internet and demand immediacy in order to obtain the items they want. Traditionally, he says, collections were presented six months before they went on sale, but with the implementation of strategies such as 'see now, buy now', the work of an industry that requires longer production times to guarantee product quality is being devalued.

This immediacy and excessive consumption of fashion is transferred to the production department, which is the hardest hit due to the pressure on its workers to meet deadlines and speed up processes, says Barrachina.

Regarding the integration of technological innovations, Barrachina mentions initiatives such as the digitisation of patterns to improve production efficiency. He acknowledges that although these technologies can be costly, they can be key to streamlining processes and meeting market demands.

Looking to the future, Barrachina anticipates that the evolution of production processes, especially with the development of programmes such as Clo3D, could have a significant impact on his role and on the relationship with Generation Z. However, he says that we must reflect on the need to change the consumption culture of Generation Z in order to value good work and sustainability over immediacy.

## 5. Discussion

The research findings confirm that influencers play a significant role in Generation Z's purchasing behaviour, especially in the luxury fashion sector. This phenomenon can be understood through theories such as the social influence model (Kelman, 1958) and symbolic capital theory (Bourdieu, 1984), which explain how relationships of trust and perceived authenticity enhance the adoption of influenced behaviours.

The high level of Instagram usage (87% daily usage) and preference for ephemeral content such as stories (62%) highlight the need for luxury brands to prioritise dynamic and visual formats to capture the attention of Generation Z. This finding is consistent with previous research that highlights the impact of visual social media on the brand experience (Phua et al., 2017). Furthermore, the high level of user interaction with content created by influencers, such as the average 500,000 views per reel, confirms the appeal of these formats among the generation studied.

Users' preference for authentic and honest content (43%) reinforces the relevance of the perception of authenticity as a key factor in the effectiveness of influencer marketing strategies (Audrezet et al., 2020). In this context, the active participation of influencers in content creation (95%) and the use of narrative elements such as hashtags (#ad, #adv) are in line with the expectations of transparency promoted by Generation Z. Perceived authenticity is also related to the concept of "relational capital" (Granovetter, 1973), as influencers act as central nodes in social networks, facilitating the transfer of information and trust between brands and consumers.

On the other hand, the results also show that the credibility and trust given to influencers are high (42% and 40%, respectively). These data reflect the value of influencers as reliable sources of information, an aspect that has already been addressed in persuasive communication theory (Hovland et al., 1953). Respondents' identification with the values and lifestyle of influencers (71%) also highlights how brands can benefit from partnering with content creators who embody their brand identity. Furthermore, the degree to which respondents identify with the values and lifestyle of



influencers (71%) underscores the importance of congruence between content and user expectations, as argued by congruence theory (Ohanian, 1990).

When it comes to luxury purchases influenced by influencers, 81% of respondents said they had made purchases because of published content, with clothing (30%) and jewellery (26%) being the most popular categories. This behaviour confirms the effectiveness of collaboration strategies between brands and influencers in stimulating demand for luxury products. Furthermore, collaborations not only enhance the perception of exclusivity (72%) and authenticity (77%) of brands but also contribute to strengthening their strategic positioning in the market. These findings are consistent with the principles of value co-creation theory (Prahalad & Ramaswamy, 2004), which highlights how interactions between brands and influencers generate value for both parties.

Content analysis reveals a high proportion of advertising-related posts (33%), emphasising the importance of branding on social media. However, the imbalance in the use of formats by luxury brands (80% promotional content in the case of Givenchy) suggests that an excessive focus on promotion could limit the emotional connection with users. The theory of engagement on social media (Kaplan & Haenlein, 2010) highlights that content must be diversified and enriching in order to maintain high levels of interaction. Additionally, the presence of elements such as hashtags (#ad, #adv) and emoticons in posts highlights the importance of adapting messages to the characteristics of the platform, promoting greater accessibility and reach.

Finally, interviews with experts have provided a critical perspective on the challenges facing the luxury industry. The need to balance exclusivity with inclusivity, as well as adapting to sustainability demands, are key issues that must be addressed in order to establish meaningful relationships with Generation Z. This approach coincides with Escoms' recommendations on the importance of specialised teams and content aligned with brand values. Furthermore, personalisation strategies and in-store experiences, such as those implemented by Guerlain and Louis Vuitton, reinforce the importance of creating lasting emotional connections with consumers (Pine & Gilmore, 1998).

## 6. Conclusions

Generation Z is a demographic group that is redefining communication and marketing strategies in the luxury industry. Brands must prioritise authenticity, transparency and technological adaptation to connect with this audience. Collaborations with influencers are an effective tool, but their success lies in selecting creators who share the brand's values and generating content that is relevant and meaningful.

The research also highlights the importance of diversifying social media content strategies to balance promotional content with initiatives that inspire and educate. This approach will not only strengthen the perception of exclusivity and authenticity but also foster a greater emotional connection with consumers.

Finally, it is suggested that luxury brands take a proactive stance on sustainability, integrating it as a value complementary to exclusivity. The future of the industry will largely depend on its ability to innovate and adapt to the expectations of Generation Z, without compromising the essence that defines luxury. In this sense, initiatives that combine immersive technology, personalisation and social engagement could mark a significant competitive advantage.

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