

Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

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## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

### **Abstract:**

Luxury brands are branded products of high quality that offer an authentic connection and deep value to their consumers. In my exploratory research, luxury brands are perceived in a high manner by college aged students, but luxury brands do not fully engage with them. My research revealed that many luxury brands had only recently entered the world of social media. Social media is a critical tool used in engaging with young consumers. Because of their late entry into the world of social media we do not see much research on the perceptions of luxury brands on specific social media platforms. One of the social media platforms that has truly engaged with young consumers is Tik Tok. Tik Tok in recent years has reached over 3 billion users with their fun and unique videos. Content on Tik Tok is entertaining and casual and engages well with young consumers. Luxury brands have only recently entered onto the Tik Tok platform within the last couple of years. In order to better understand how luxury brands are perceived on social media I conducted a 22-question survey in order to understand how luxury brands are perceived on Tik Tok. This survey was conducted by 341 respondents from Oklahoma State University (100 male respondents, 195 female respondents, 3 Other, and 2 Prefer Not to Respond). This survey revealed how young consumers feel about luxury brands and their overall perceptions of them. This survey also helps to answer how Tik Tok can be used to benefit luxury brands to build relationships with young consumers. This study leads into future research on the importance of Tik Tok and other social media platforms in engaging and interacting with young consumers.

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

### **Introduction:**

Luxury brands have a long history of providing consumers with products that emit style, fashion, uniqueness, and exclusivity. They have been viewed as something almost unattainable by the everyday consumer. However, people still have a fascination with luxury brands and still perceive them as something beautiful and unique, almost like art. While luxury brands were able to remain outside of the realm of social media for some time it is almost impossible for them to not have a social media strategy today. Young consumers today are actively present on social media and have been exposed to it for most of their lives. Social media is one of the key platforms where young consumers find information and see brands advertised. To keep up with the times luxury brands have had to enter the world of social media.

While there are many social media platforms that consume the lives of today's young consumers. One has taken the social media world by storm. Tik Tok entered the social media world in 2016 but has gained some serious attention within the last two years. As of 2021 Tik Tok was the most downloaded social media app with 656 million downloads and has reached over 3 billion total downloads since its release (Cyca). The platform is known for its casual and creative content that provides users with entertainment and a variety of content. The platform has also been known to be popular among brands to interact with their young consumers. Brands can post content on Tik Tok and create a conversation about themselves and their products. Luxury brands, in relation to Tik Tok, have only recently began creating content on the platform. Luxury brands were extremely hesitant to enter onto the platform, but their future consumers are the one's most actively present on the platform. As a part of my research, I wanted to better

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

understand how young consumers feel about luxury brands being present on the platform. The purpose of my research is to 1) Evaluate the perception of luxury brands on Tik Tok, 2)

Understand the impact of Tik Tok's unique features on luxury consumers in today's digital world. This analysis can help to understand the importance of Tik Tok as a tool for luxury brands as well the importance of the platform overall.

What is a luxury brand?

Luxury brands have been known to be exclusive products of high quality, however, there is not just one standing definition of what a luxury brand is. The Journal of Business Research published an article that defined a "luxury brand as a branded product or service that consumers perceive to be high quality, offer authentic value via desired benefits, whether functional or emotional, have a prestigious image within the market built on qualities such as artisanship, craftsmanship, or service quality; be worthy of commanding a premium price; and be capable of inspiring a deep connection, or resonance, with the consumer" (Ko et al).

What is Tik Tok?

TikTok, known in China as Douyin, is a video-focused social networking service owned by Chinese company ByteDance Ltd. It hosts a variety of short-form user videos with durations from 15 seconds to three minutes. Tik Tok is a unique social media program that is a perfect blend of other social media platforms. Like Facebook and Twitter, users look through a series of posts known as their "feed". Tik Tok also uses a recommendation algorithm that produces contents based on videos that the users likes rather than through friend or follower networks. Meaning that you are more likely to see videos that are based on what you like over who you follow. Tik Tok is also unique because it is a platform that can only be ran on a smart phone, like

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

Snap Chat and Instagram. This makes Tik Tok a favorable platform to younger generations who are more fluent with technology. By combining all these characteristics of other various social media platforms Tik Tok resulting in a unique platform (Munger).

### **Research Problem 1: Evaluating the perception of luxury brands on Tik Tok**

Luxury Brands have been around for a long time. Traditionally luxury brands did not advertise like your average brand, they wanted to keep distance between themselves and consumers to provide mystery and air of exclusivity. Someone who is dressed in luxury brands is in a different league compared to your everyday consumer. However, within the last 10 years luxury brands have started using social media more because of the role it plays in customer engagement (Liu et al.). Social media is considered to play a large role in the perception of luxury brands especially in younger consumers. According to Forbes, millennials and Gen Z are the largest consumer group of luxury goods (Danziger). Being the largest group of consumers, it makes them the perfect group to evaluate in terms of luxury brand research. Overall college aged students' perceptions of luxury brands are positive and social media can help to create a bond between younger consumers and luxury brands (Eastman et al.) Other research shows that young consumers purchase luxury brands in order promote their self-identities (Schade et al.). Tik Tok is the newest social media platform that luxury brands have found themselves on with many of them having only entered the platform in 2020 (Richards). Tik Tok is a very casual and expressive platform that young consumers are attracted to. It provides interesting and creative content that engages directly with its users and recommends videos based on an individual's interests. In 2021 luxury brands finally started making headway on Tik Tok with brands like Louis Vuitton reaching 1 million followers. CeCe Vu, the lead for fashion and beauty content

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

partnerships at Tik Tok, said “some of the best-performing luxury brands, like Louis Vuitton, have succeeded on TikTok by creating unique content, eschewing the protective brand image that is more common on platforms like Instagram and showing unfiltered behind-the-scenes footage” (Parisi). How luxury brands present themselves on social media can sway the perceptions of young consumers. While perceptions of luxury brands on social media have been positive there has been little research on the perceptions of luxury brands on specific social media platforms. With Tik Tok being the new up and coming social media platform and luxury brands only recently entering the platform there has been little to no research done. I conducted a survey to help better understand how luxury brands are perceived on Tik Tok.

### **Research Problem 2: Understand the impact of Tik Tok's unique features on luxury consumers in today's digital world.**

Social media has been seen as an unavoidable evolution for luxury brands. While the younger demographic that dominates social media is not fully capable of being able to purchase luxury products luxury brands must understand the importance of this market and maintaining brand equity with them (Creevy et al.). Tik Tok is a social media platform that has many features that make it unique. Tik Tok is known to be a more casual platform while luxury marketing is highly controlled. According to CeCe Vu the most successful campaigns on Tik Tok are informal and fun. These kinds of campaigns are like foreign concepts to luxury brands, but this is the kind of content that young consumers are looking for on the platform. Gucci found success on the platform when seeking help from Morgan Presley, who started a trend pretending to be Gucci models by dressing in outlandish outfits. By bringing in help from the creator, Gucci was able to gain over 6 million views on Tik Tok. Content creators on Tik Tok are the experts and

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

they can help bring success to luxury brands on Tik Tok (Parisi). With Tik Tok's recommendation algorithm people that like any content created by a luxury brand will be more likely to see more content in the future. Reaching out to content creators on Tik Tok to create content as well could boost their overall popularity. However, luxury brands are trying to avoid direct relationships with influencers to maintain exclusivity.

### **Research Method:**

In the pursuance of successfully analyzing the two research problems mentioned above my research consisted of a secondary literature review as well as a primary survey. I began my research by looking at how the luxury brands were perceived by college aged individuals. I found that college students overall have a positive relationship with luxury brands and that they are the most sought-after demographic for luxury brands to target. In my research I saw that luxury brands emphasis on social media would help to attract young consumers. I began to look at different social media platforms and found information about Tik Tok and what made it a unique platform compared to other social media. In my research, I found that Tik Tok is the fastest growing social media platform and has held that position for years. The app is known for its creative and casual content that connects well with young consumers. Because of the gap in research on perceptions of luxury brands on specific social media platforms I decided to look at Tik Tok because of its fast-growing relationship with young consumers.

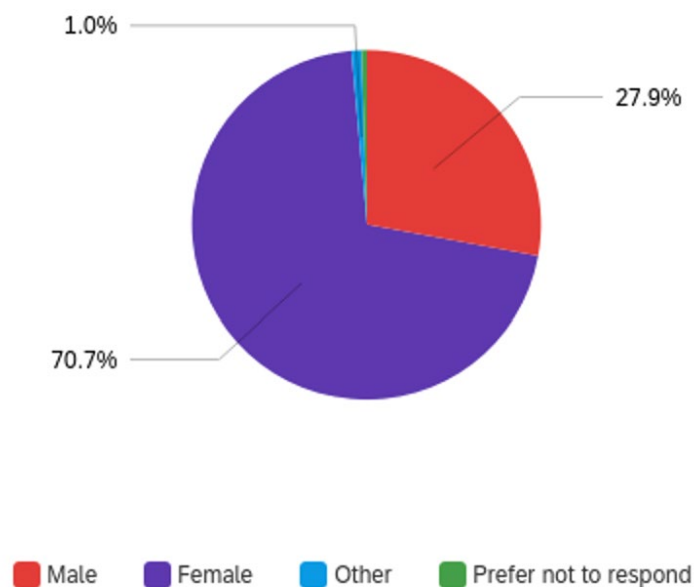
In my research, I also conducted a primary survey using the platform Qualtrics. The survey consisted of 22 questions including 2 confidentiality questions. If respondents answered no to either of the confidentiality questions, they were exited out of the survey immediately. The survey was sent out and public for one week. I received 341 responses (98.5% response rate), but

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

2 respondents answered no meaning that my sample size consisted of 339 total respondents. The respondents consisted of college age students at Oklahoma State University in all classes from freshman to graduate level students. There was a total of 100 male respondents, 195 female respondents, 3 Other, and 2 Prefer not to respond.

### Demographics:

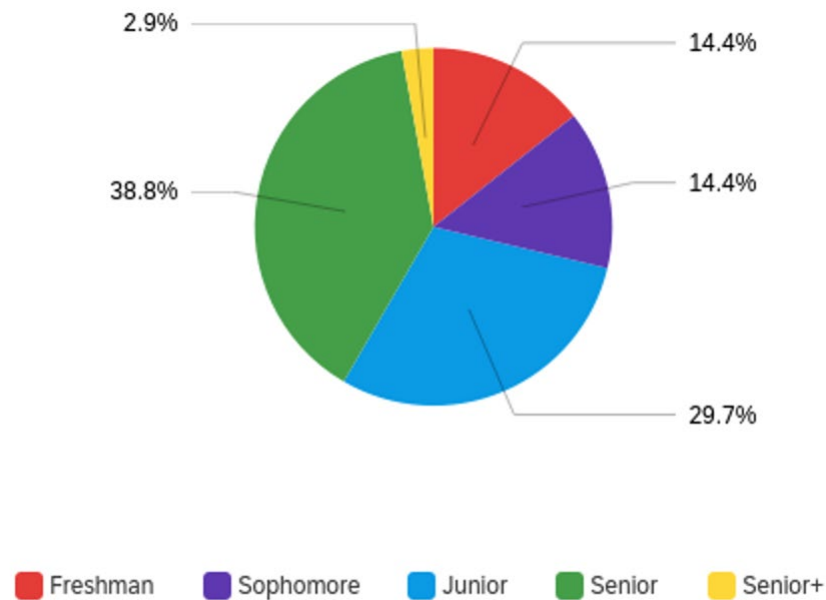
In this survey I asked two demographic questions to help further understand the research conducted. To see the differences in male and female responses, I asked the question, "what gender do you identify with" (q, 21). The pie chart shows that 70.7% of the total respondents are female while 27.9% of the respondents are male. 1% of the respondents identified as other or preferred not to respond. This question is helpful in doing breakout analysis on male and female responses regarding the survey questions.





## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

The next demographic question that I asked was, “what year in college are you” (q, 22). I asked this question to see if I got a broad range of students to help answer the survey questions. These results could also be used in a breakdown analysis to see if there is any differences between the different classes of students.



## Results

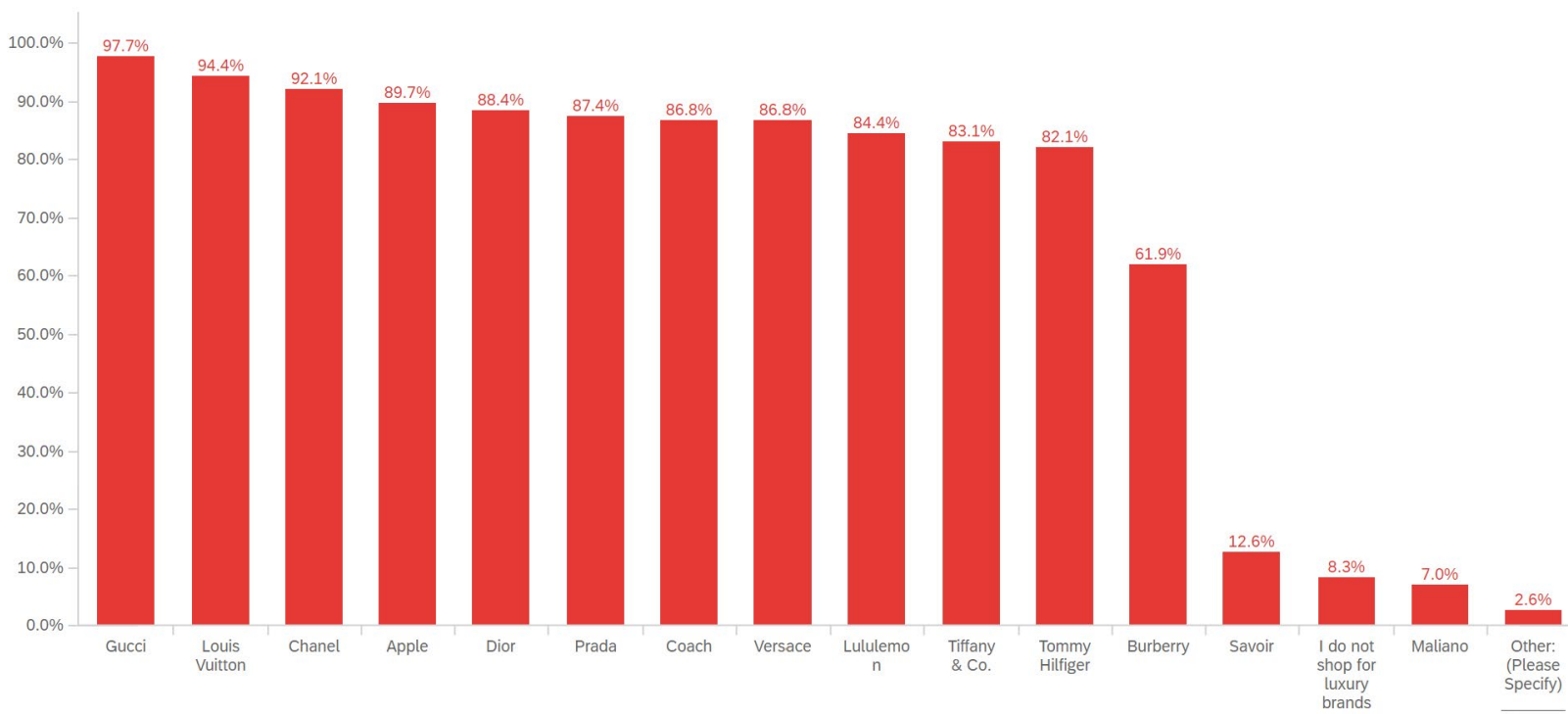
### Research Problem 1: Perceptions of Luxury Brands on Tik Tok

I decided to ask, “List the top three words that come to mind when you think of the word luxury” (q, 9) to understand how my survey sample perceived luxury. The word map shows us bolded words such as, “expensive, fancy, quality, nice, money etc.”. These words are mostly favorable towards the term luxury showing us that young consumers perceive luxury brands in a positive way. These words also tell us that young consumers correlate luxury with a high price. However, the results also listed some unfavorable words such as, “unnecessary and overpriced.”



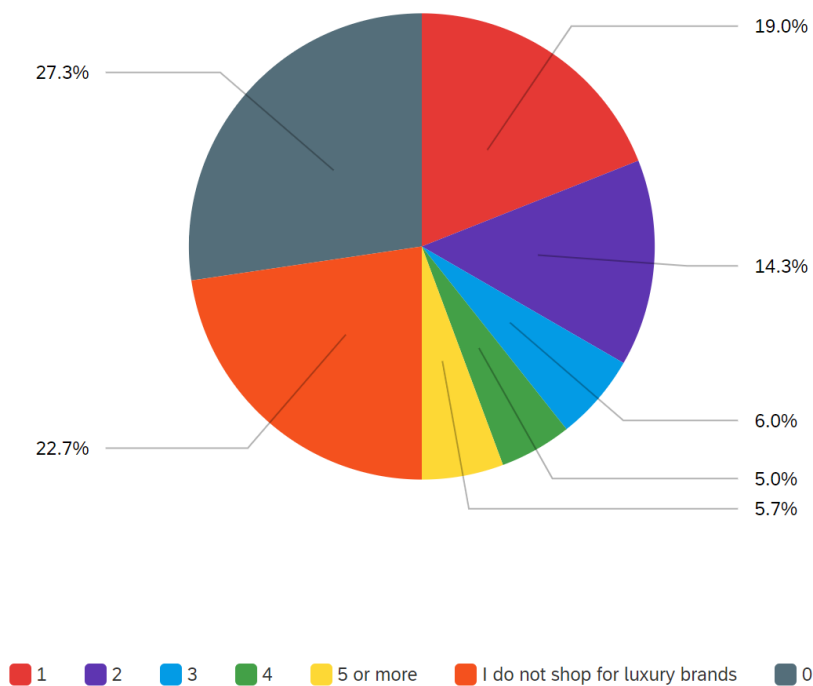
## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

respondents recognized. This bar chart shows us that 19.6% of respondents do not have a complete knowledge on luxury brands, or they confused these names with other popular luxury brands. Respondents also selected non-luxury brands and premium brands in their answer choices, and in the Other Please Specify section of the results students included additional responses such as Nike and Kate Spade. It was interesting to see that consumers recognized non-luxury brands such as Apple and Lululemon over a recognizable luxury brand such as Burberry. This tells us that while some brands listed are not considered to be luxury brands younger consumers consider them to be luxurious in some way. This could relate back to Q9 where we wanted to understand how younger consumers perceive the term "luxury". Young consumers knowledge of luxury brands is important in determining whether they would be good candidates for helping us answer our research question about perceptions of luxury brands on Tik Tok.



## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

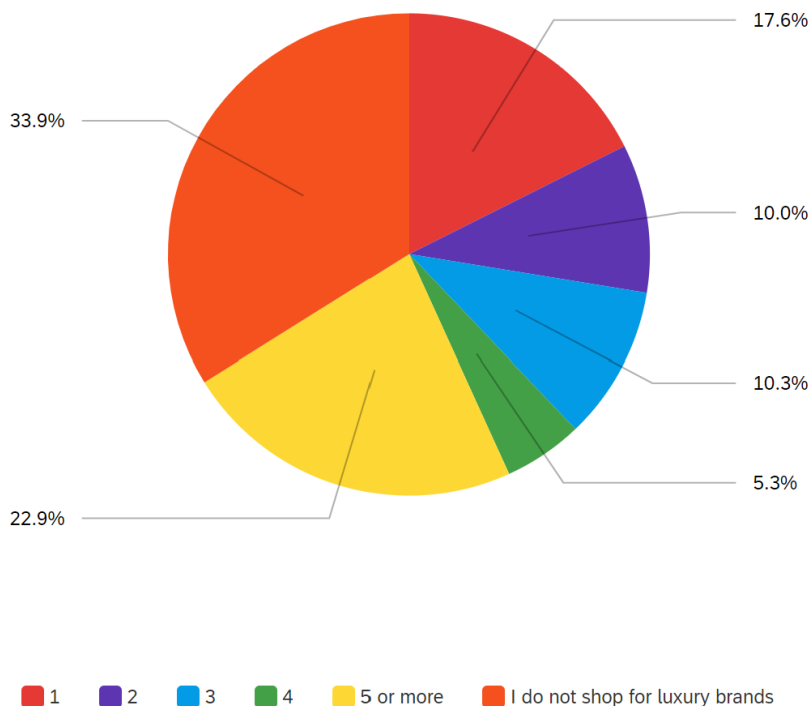
I asked the question “How many luxury items have you purchased in the past 12 months?” (q, 11) to see if anyone from our sample group was currently a consumer of luxury goods. While 22.7% of respondents said that they did not shop for luxury brands, that leaves 77.3% of respondents who are consumers. Even the 27.3% who said that they had bought 0 luxury items are considered to still be consumers even if they had not purchased any within the last year. That leaves about 50% of respondents who had at least purchased one luxury brand within the last year. This information lets us know if college aged respondents are luxury consumers. These results tell us that while they are not purchasing a large amount of luxury products that they are still interested in purchasing from luxury brands.



I asked the question “How many luxury items would you liked to have purchased in the past 12 months?” (q, 12) to take price out of the equation. I wanted to see if price were not a

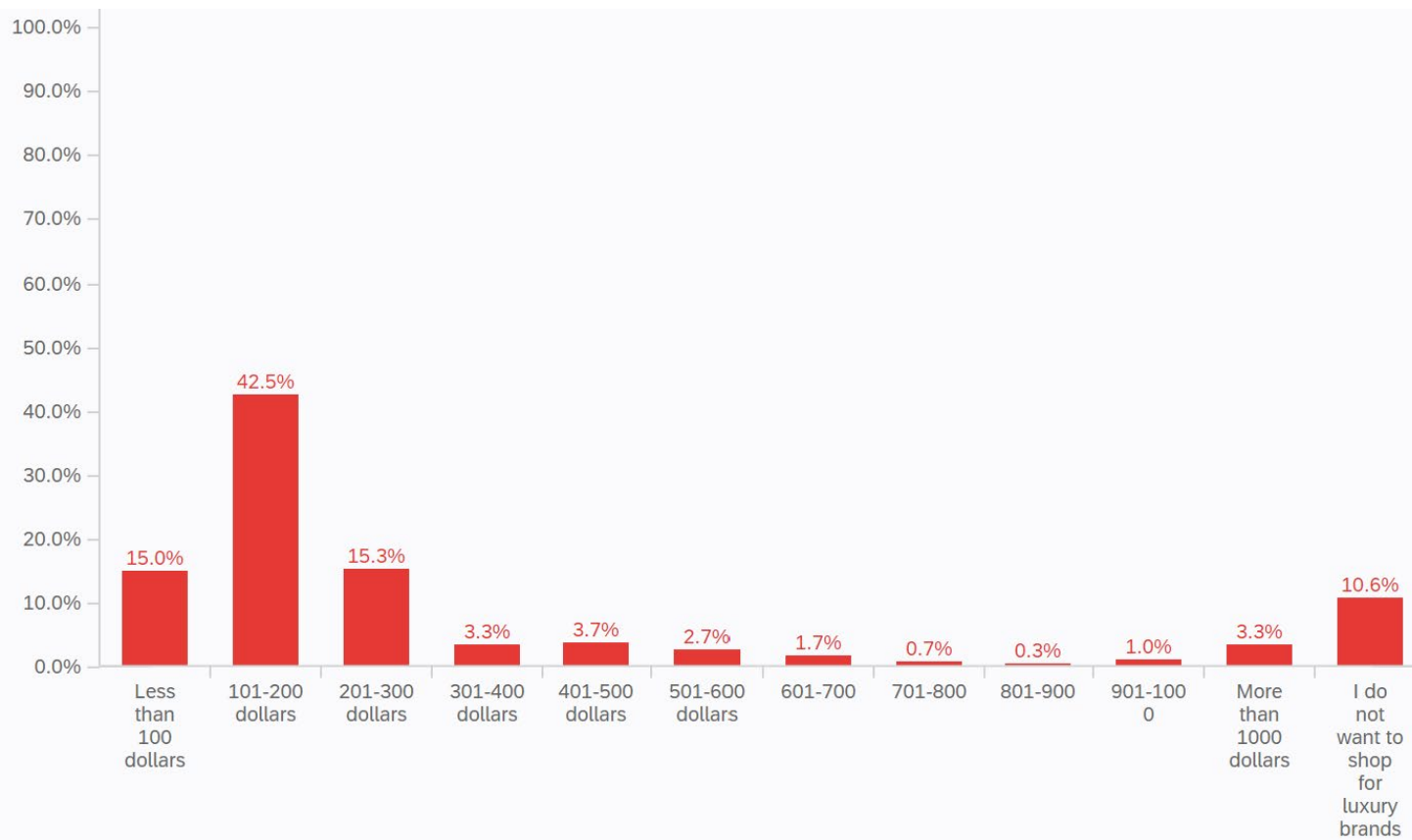
## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok’s Unique Features on Luxury Consumers in Today’s Digital World

factor if the sample group would have been more inclined to purchase luxury brands. Roughly 33.9% of respondents said that they do not shop for luxury brands. This is a 6.6% increase from the previous question of respondents who do not shop for luxury brands. Leaving 66.1% who said that they would have purchased at least one luxury brand within the past 12 months. 22.9% of respondents said that they would have liked to have purchased 5 or more luxury items within the last 12 months. This shows us that many of the people who take the survey are interested in luxury items, but they may not have the funds to currently purchase these items as freely as they would like to. These results might also relate to the accessibility of luxury items to college students. The surveyed students do not have luxury product stores readily available to them. Unlike other areas of the country or larger cities where they are more prominent. Another reason that young consumers may not be purchasing luxury brands is because they need to hear about them from peers or influencers. Young consumers are greatly influenced by social media influencers on platforms such as Tik Tok. Luxury brands can integrate influencers into the conversation to make it more likely that young consumers would want to purchase luxury brands.



## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

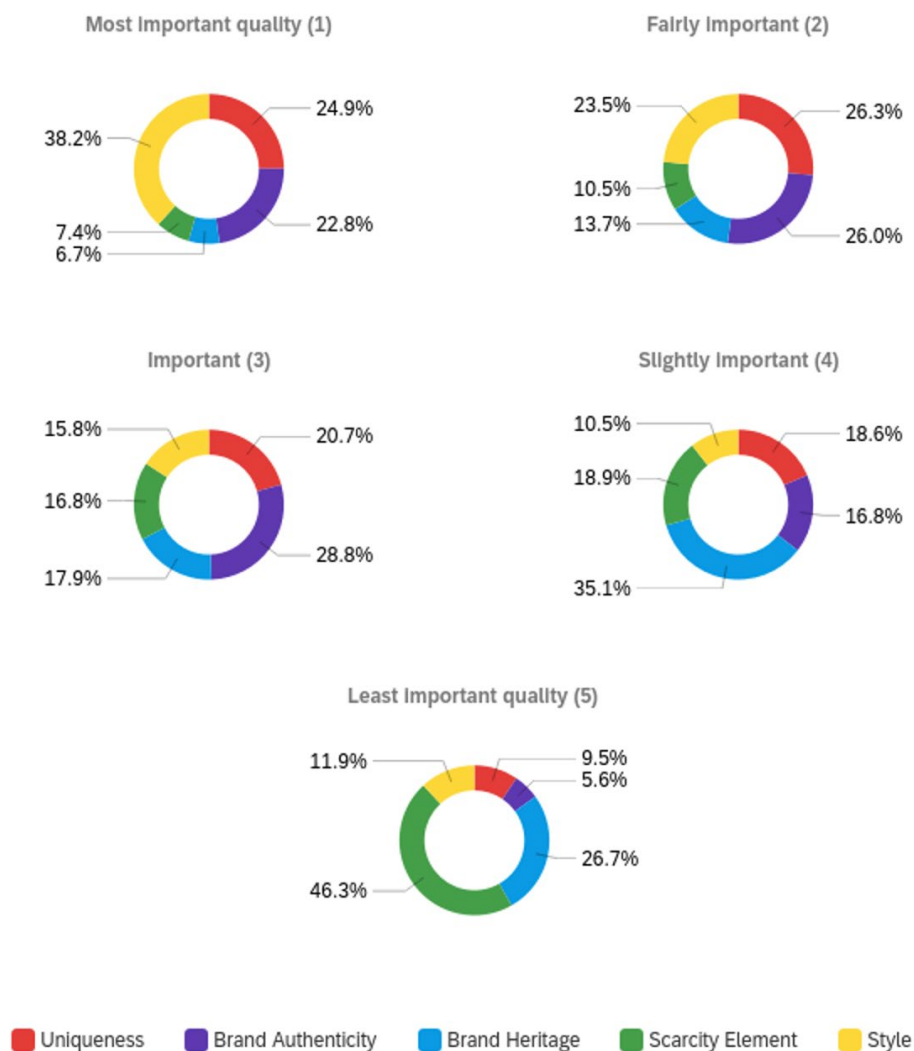
To determine how much young consumers would be willing to pay for luxury items I asked the question, "What is the most you would be willing to pay for a single luxury item such as a pair of shoes?" (q, 13). I used a pair of shoes as a reference point so that people were thinking of the same kinds of items. For this question there was a total of 301 responses. Out of the group sampled 10.6% said that they do not shop for luxury products. The most popular responses were \$10.001-\$200.00 (42.5% of respondents), then \$201.00 -\$300.00 (15.3%), and less than \$100.00 (15.0%). This question shows us that a majority of the sample group (72.8%) does not think that you should be being paying more than \$300.00 for luxury shoes. Statista shares has a report that around 51% of luxury footwear and apparel falls between 0-500 dollars and around 28.5% falls between 500-1000 dollars (Smith). This means that (72.8%) our young consumers are on the lower end for average cost of luxury shoes. Our results do show us that 27.2% of our respondents are willing to spend more. These results show us that young consumers are willing to buy luxury goods, but they may not have access to a large amount of funds.



## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

Luxury brands are known to have specific qualities that make them stand out against regular goods. I wanted to see which of these qualities' consumers considered to be the most important for luxury goods to have. To figure this out I asked respondents to, "Rank the following qualities in order of importance for something to be considered a luxury good" (q, 14). According to the results represented in the pie charts the most important qualities for something to be considered a "luxury good" are style (38.3%) and uniqueness (24.9%). The two least important qualities are scarcity element (46.3%) and brand heritage (26.7%). This is unexpected because many luxury brands usually only have a limited number of products available. This shows us that younger consumers care more about luxury products for their style and uniqueness than their scarcity element and heritage. Luxury brands can take this data and use it to better understand how to market their products to younger consumers. They can display the overall style and uniqueness that luxury products have, to better engage with younger consumers. Tik Tok is a great app to display this because Tik Tok is known for its unique and fun videos that appeal to younger people.

Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok’s Unique Features on Luxury Consumers in Today’s Digital World



In order to see if users shared content about brands on Tik Tok I asked respondents, “On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would share content relating to brands that popped up on your for you page on Tik Tok to a friend or colleague?” (q, 15). According to this table the mean was 3.4 and the standard deviation was 1.8 This means that the average answer for this question was in the middle (neither likely nor unlikely) and various answers deviated 1.8 away from the mean. This means that consumers are in the middle about whether they would share content relating to brands on Tik Tok.



## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

| # | Field   | Minimum | Maximum | Mean | Std Deviation | Count |
|---|---|---------|---------|------|---------------|-------|
| 1 | 15. On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would share content relating to brands that popped up on your for you page on Tik Tok to a friend or colleague? | 1.0     | 6.0     | 3.4  | 1.8           | 301   |

In order to see if consumers are influenced to purchase items on Tik Tok I asked, “On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would purchase an item advertised on Tik Tok?” (q, 17). According to this table the mean was 3.6 with a standard deviation of 1.8. The mean answer shows us that it is slightly more likely that a consumer would purchase an item advertised on Tik Tok than not. Luxury brands can see that it is possible for consumers to purchase from the app directly and therefore should focus their efforts on this platform because it can generate sales.

| # | Field   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | 17. On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would purchase an item advertised on Tik Tok? | 1.0     | 6.0     | 3.6  | 1.8           | 3.2      | 301   |

To help in my understanding on luxury brands and Tik Tok I wanted to see if my survey group had been exposed to content relating to luxury brands on their Tik Tok accounts. To do this I asked the question, “On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would see any content relating to luxury brands on your Tik Tok account?” (q, 18). The mean for this data set was 3.8 and the standard deviation was 1.7. This tells us that on average our respondents had been exposed to content relating to luxury brands on their Tik Tok accounts. This lets us know that young consumers do see content relating to luxury brands,

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

and luxury brands can increase their exposure even more by creating content that young consumers like.

| # | Field  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | 18. On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would see any content relating to luxury brands on your Tik Tok account? | 1.0     | 6.0     | 3.8  | 1.7           | 3.0      | 301   |

In order to see if luxury items advertised on Tik Tok would lead to purchases I asked the question, "On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would purchase a luxury item that you saw advertised by a luxury brand on Tik Tok?" (q, 19). According to the table the mean answer is 3.1 with a standard deviation of 2.0. This tells us that the average answer is neither likely nor unlikely, but the standard deviation lets us know that the next average answers on the extremes, either extremely unlikely or extremely likely. This tells us that right now some young consumers would purchase luxury products advertised on Tik Tok while others would definitely not. Luxury brands must do their best to target the individuals that are extremely likely to purchase.

| # | Field  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | 19. On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would purchase a luxury item that you saw advertised by a luxury brand on Tik Tok? | 1.0     | 6.0     | 3.1  | 2.0           | 3.9      | 301   |

In order to see if influencers or creators would influence purchasing luxury brands on Tik Tok I asked the question, "On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

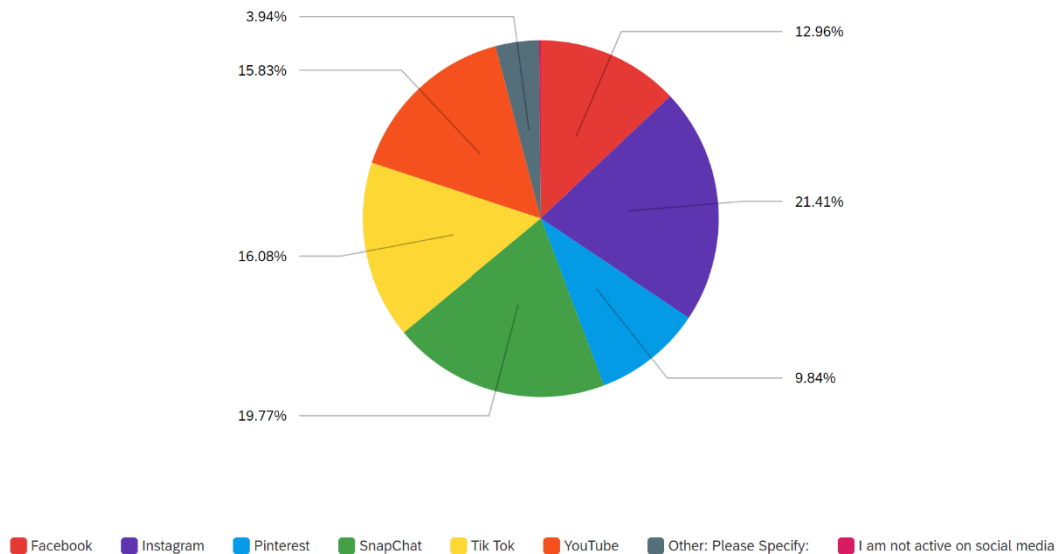
likely is it that you would purchase a luxury item mentioned by an influencer or someone you followed on Tik Tok?" (q, 20). According to the table the mean was 3.3 with a standard deviation of 1.9. This lets us know that the average answer was in the middle. This means that luxury brands could potentially benefit from pairing with influencers or content creators on Tik Tok to reach more of their consumers.

| # | Field   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | 20. On a scale of 1-5 (1= extremely unlikely, 5 = extremely likely) how likely is it that you would purchase a luxury item mentioned by an influencer or someone you followed on Tik Tok? | 1.0     | 6.0     | 3.3  | 1.9           | 3.7      | 301   |

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

### Research Problem 2: Understanding the impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

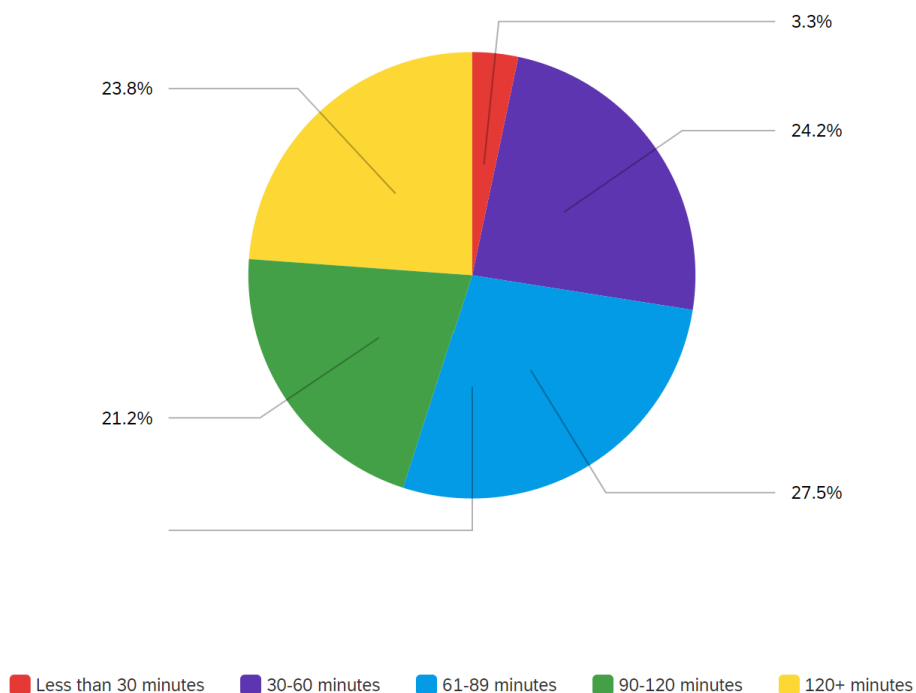
I asked the question “What social media platforms are you currently active on?” (q, 3) to see what kinds of platforms my respondents were active on. I did this so that I could figure out what platforms' luxury brands should be active on to reach younger consumers. This shows us that our respondents are most active on Instagram, Snap Chat, and Tik Tok. The Other Please Specify option also informed me that consumers are active on Twitter and LinkedIn. Twitter is a very conversational platform which is also important to note for luxury brands. This information helps us to better understand what platforms young consumers are using to help luxury brands adjust their social media marketing strategies.



To see how much time young consumers spend on social media I asked the question, “On average, how many minutes per day do you spend on social media?” (q, 4). According to the pie

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

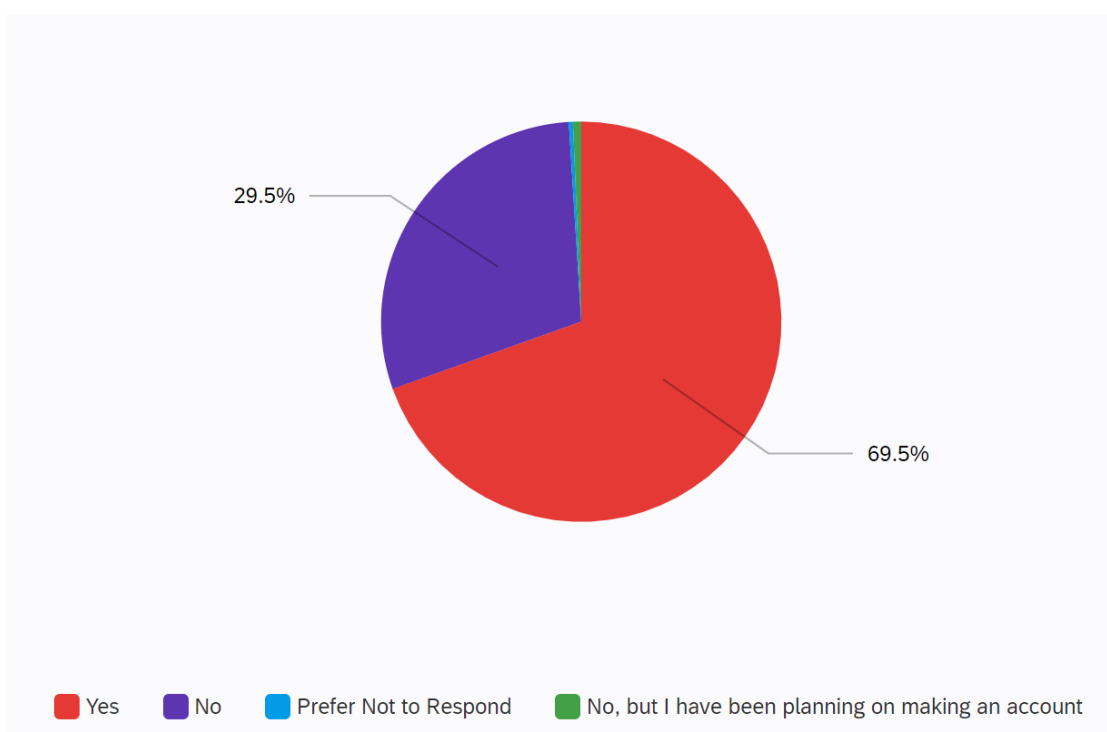
chart 27.5% of respondents spend 61-89 minutes on social media per day while 23.8% 120+ minutes on social media. In my exploratory research I saw that the average amount of time spent on social media worldwide was 145 minutes. This shows us that some of our sample group (23.8%) falls within the average while a majority (76.2%) of it is below the worldwide average. This tells us that young consumers are spending less time on social media. This could be because of external factors such as restrictions from the global pandemic being lifted. Luxury brands need to make sure their marketing efforts on social media are meaningful due to young consumers spending less time on social media.



I asked respondents “Do you have a Tik Tok account?” (q, 5) to see how many of the respondents had a Tik Tok account. According to the pie chart about 70.0% of the total

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

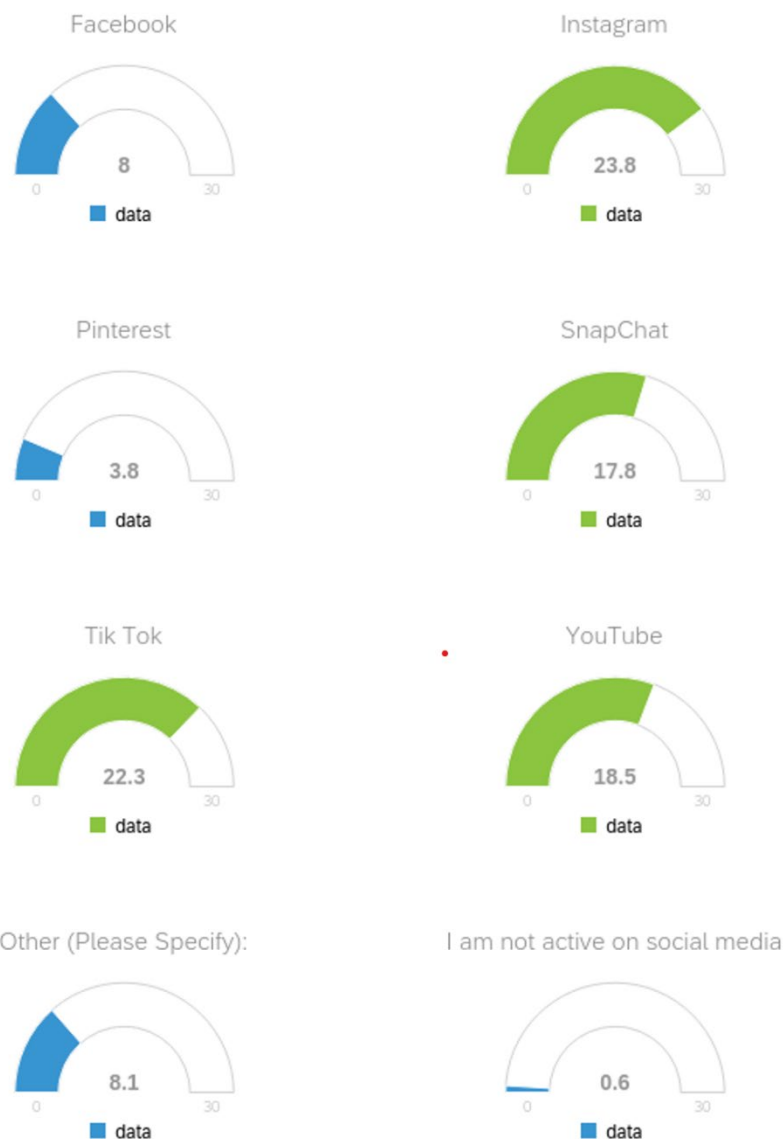
respondents had a Tik Tok account or were planning to create an account. I asked this question so that I could do break out analysis on questions to see how people with and without Tik Tok accounts responded. This was helpful in analyzing questions that related to people who had Tik Tok accounts. This was also important to help us better answer our two research questions because they directly relate to the social media platform, Tik Tok.



In order to see the average amount of time that respondents spent on individual social media platforms I asked the question “Using a 100% please apply the percentage amount of time you believe you spend on the follow social media platforms. Your total will add up to 100% of the time you spend on social media” (q, 6). According to the gauge chart you can see that the sample group spends most of their time on social media on Instagram (23.8 mean) and Tik Tok (22.3 mean). This means that these are the two apps were a brand is mostly likely going to be

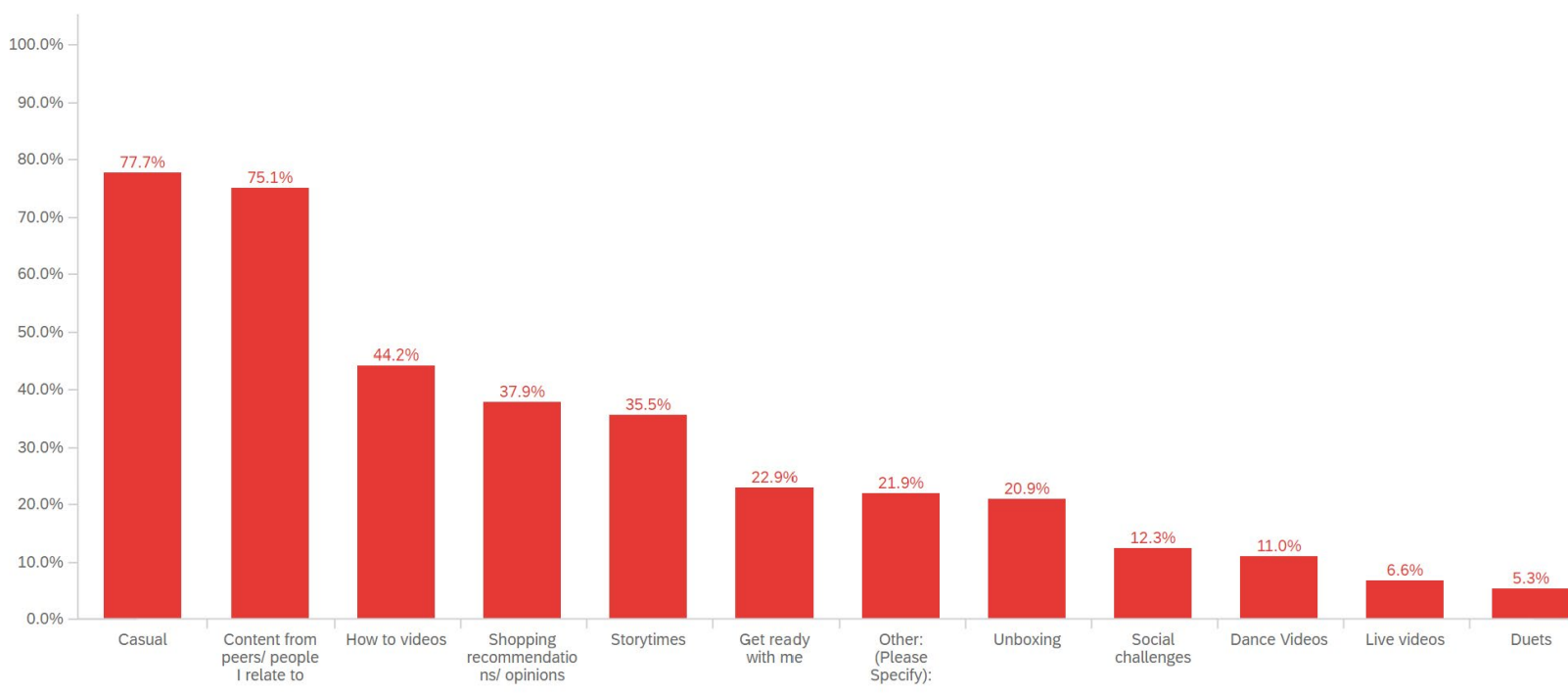
## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

able to engage with younger consumers because they spend the most amount of time on these platforms. As we saw in the previous question young consumers are spending less time on social media than the worldwide average. This means that luxury brands must be intentional with where they spend their marketing efforts. Luxury brands can target these two apps in their social media marketing strategies to ensure they connect with the next generation of consumers.



## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

In order to better understand what kind of content young consumers are interested in I asked them “What kind of content do you like to see on social media?” (q, 7). According to the bar graph the content that people most like to see on Tik Tok is casual, content from peers/people they relate to, and how to videos. This shows us the kind of content that young consumers like to see on social media, and this can help us understand also what kind of content young consumers like to see on Tik Tok. Luxury brands can try and create content that falls within these categories to try and reach younger consumers. They can create content like this on Tik Tok and other popular social media platforms such as Instagram.

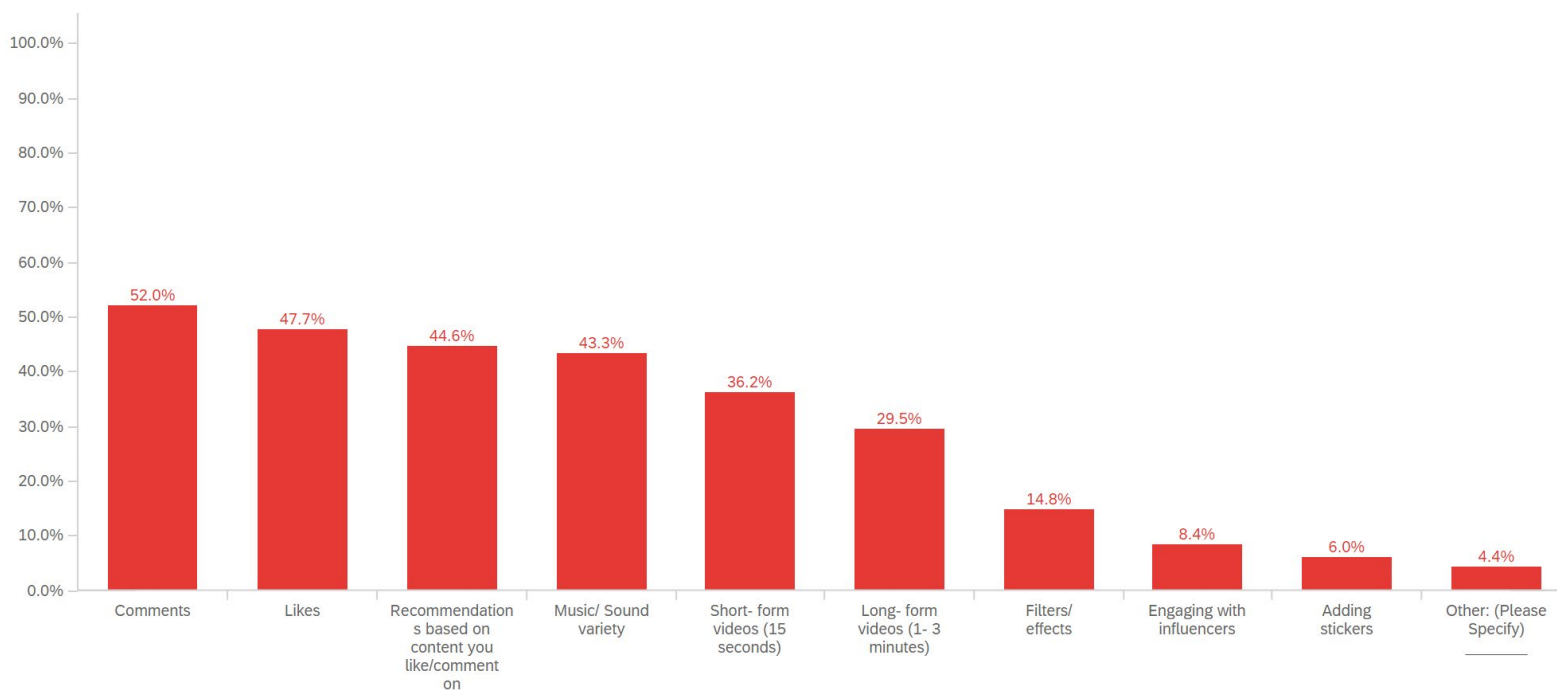


To better understand what social media features young consumers like the most I asked them to “Pick your top three social media features” (q, 8). According to the bar graph the top three social media features are comments, likes, and recommendations based on content you like/comment on. This is interesting because recommendations based on content you



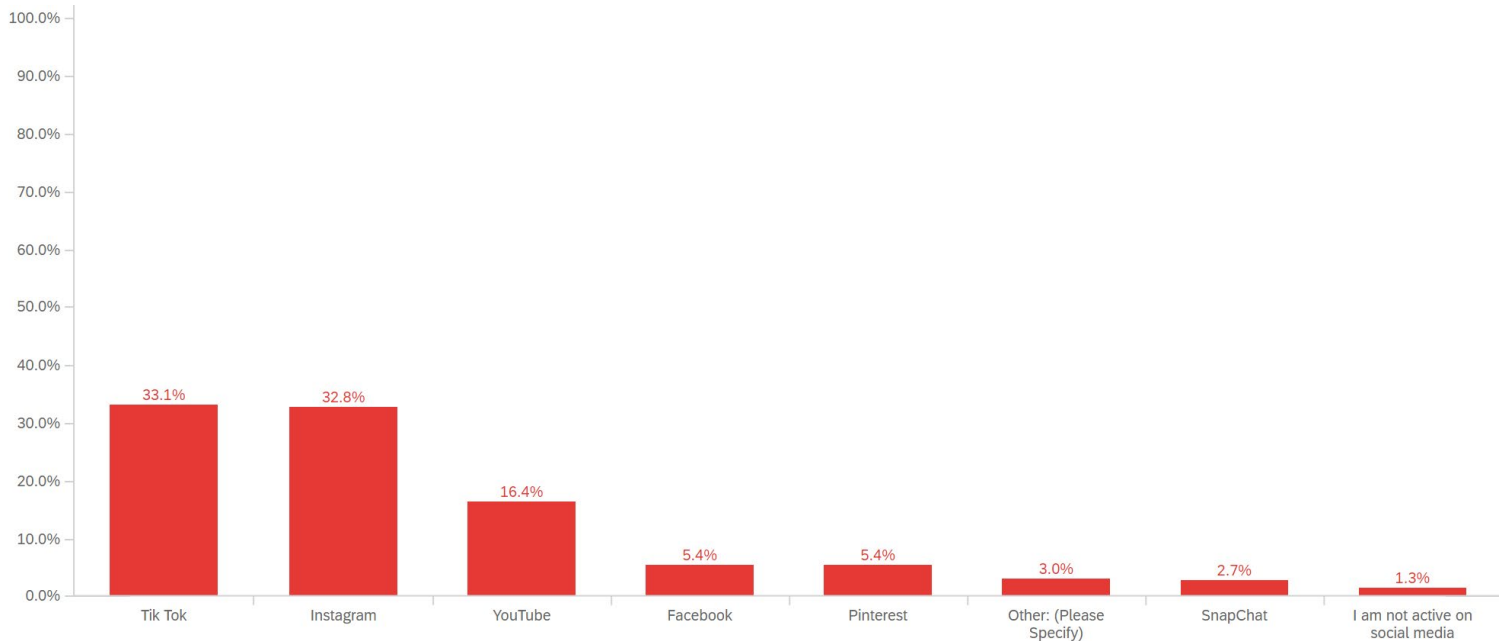
## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

like/comment on is unique to the Tik Tok platform with their recommendation algorithm. This means that consumers are most interested in seeing things in which they are interested. Luxury brands can benefit from this information because they can understand that Tik Tok is the kind of platform that has features young consumers are most interested in.



To help us see the impact that different social media platforms have on the purchasing decisions of products I asked respondents “Which of the following social media platforms would most likely influence you to purchase a product you saw advertised on it?” (q, 16). According to the bar graph Tik Tok is the number one platform that would influence respondents to purchase a product that they saw advertised (33.1%) on it with Instagram coming in at a close second (32.8%). This shows us that luxury brands can target consumers on Tik Tok and Instagram because those are the platforms that they are most likely to purchase products from.

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### Limitations

- This survey was sent out to Oklahoma State University students (the university I attend) making this a convenience sample. The sample would be better if it consisted of a random sample of younger consumers.
- Not all the respondents answered every question. As you get to the later questions in the survey there are fewer total respondents. This could be because the time commitment was misleading. I said that the survey would take five minutes, but it would have taken respondents closer to 10 or 15 minutes to complete the survey.
- Q3: This question tells us we should have added Twitter and LinkedIn as social media platforms that people are active on.

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

- Q6: I should have figured out a different way to ask the questions. The results are mostly averages and do not include all social platforms they are spending their time on (Twitter and LinkedIn).
- Q10: I asked respondents to select all the luxury brands they recognized from the list provided. However, I should have specified to "only select" luxury brands because many respondents selected brands that are easily recognizable as not being luxury brands.
- Q11: Respondents tell us how many luxury products that they have purchased within the last year. Q10 leads us to believe that they may have included non-luxury products in this data.
- Q13: Asking a ratio-based question instead would have provided more data to work with.
- Q17-20 include neither likely nor unlikely as options for answering. These questions were later in the survey where we saw less responses. Perhaps we could have rephrased some of the questions to gain better insight rather than just saying "neither likely nor unlikely."

### **Future Research**

- Conducting this survey on students from other areas of the country such as California, New York, etc. This could give us valuable insight into more consumers who have more direct access to these brands. This would also help build on the research conducted.
- Perceptions of luxury brands on other platforms such as Instagram, Twitter, etc. Instagram was listed as being one of the most popular social media platforms in this survey and research on it could lend more insight into perceptions of luxury brands. The

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

survey also revealed that many of our respondents are active on Twitter. Twitter is a very conversational platform, and it could be valuable research to see how luxury brand are perceived on that platform.

- How social media platforms influence purchasing decisions of luxury brands. In this survey we saw some insight into whether the respondents would be interested in purchasing from luxury brands on Tik Tok. Research could be conducted to better understand the influence other social media platforms have on purchasing decisions.

### **Conclusions/Recommendations**

Overall, this research helped us to better understand the perceptions of luxury brands and the impact that Tik Tok has on luxury consumers. In my results, we see that luxury brands are relevant to young consumers and that many of them are already consumers of luxury products. College aged students do not purchase luxury brands often throughout the year, but they do purchase luxury items. However, for some luxury brands seem unattainable due to the price and are not as appealing. Luxury brands need to find ways in which to engage with young consumers so that luxury brands feel more attainable. My recommendations for this are to find ways to advertise luxury brands in a more casual way so that it does not seem quite as exclusive or only for the rich. Luxury brands can specifically target young consumers by advertising their products to them as special occasion purchases because they are only able to purchase a few a year. Luxury brands could market their products as things such as presents for important milestones such as college graduations. My research also reveals that young consumers believe that the most important qualities for luxury products are style and uniqueness. Tik Tok is known for its unique and creative platform and luxury brands can advertise these qualities on the platform to gain the

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

interest of young consumers. However, my research shows that young consumers are only somewhat likely to share information about brands on Tik Tok. This is important to note so that luxury brands can create advertisements on Tik Tok that are engaging and would make consumers want to share it with their peers. I also found in my research that young consumers are not spending as much time on social media as compared to the worldwide average. This means that luxury brands must make sure that their content is engaging and relevant to younger consumers. They can do this by trying and creating more casual content such as how to videos where they style a luxury item for everyday wear. Luxury brands could also work with influencers who already know how to engage with the younger demographic. Luxury brands would just need to find individuals who would not harm the brand image but create engaging content that sticks with the values of the brand. This could benefit luxury brands by making it more likely that young consumers would view content relating to luxury brands and be more likely to purchase from them. Because young consumers are spending less time on social media it is also important to know what platforms they are spending the most amount of time on. In my results we saw that young consumers spend the most time on Tik Tok and Instagram. Luxury brands should target these two platforms in their social media strategies to gain more exposure and influence young consumers in purchasing decisions. Luxury brands can take this information and design social media strategies that work well on Instagram and Tik Tok. Overall, this research showed that Tik Tok is a valuable tool for luxury brands to reach young consumers. This research tells them what kind of content would be valuable and gives them insight into social media habits of young consumers. It is important for future research that the young consumers sampled are knowledgeable on luxury brands to conduct research. Future research can help to strengthen the understanding of luxury brands on various social media platforms.

## Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

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Perceptions of Luxury Brands on Tik Tok and Understanding the Impact of Tik Tok's Unique Features on Luxury Consumers in Today's Digital World

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