

Analysis of the impact of social media marketing on brand loyalty among Chanel customers

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Abstract

Chanel is a French luxury brand. Not at the top but he's a big part of the luxury brand. Our research direction mainly focuses on the influence of social media on consumer loyalty, because now with the progress of science and technology, the brand industry is involved in more and more marketing methods of major brands, social media is the most common marketing means with the most extensive dissemination, and consumers are the foundation of a brand so we start with this topic. This topic is divided through the combination of quantitative and qualitative directions and questionnaire is used to assist this question. Through the questionnaire, we come to the conclusion that most consumers still know the brand's products through social media, social media marketing is very important for the product, and most customers have neutral loyalty to Chanel, but high trust in the brand.

1 INTRODUCTION

Chanel was founded by Coco Chanel in Paris, France in 1910. In the area of the rise of feminism, the founder dared to cater to the needs of women at that time, promoting independence and freedom, and using his own design to make women bid farewell to cumbersome women's clothing, which resonated strongly with women at that time, supporting women to break through themselves. This is also a major emotional value of Chanel. If money and reputation had ever

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given her anything, that is to free her from dependence on any man [1] This is also a concept that this book once elaborated on as the founder of Chanel. Chanel poured some of her personal experiences and stories into her products, adding more vitality to the products and giving the brand more vitality. This is also the strength of Chanel's brand. She brought consumers closer to the brand and better allowed them to appreciate beauty up close, many classic elements of the brand come from her own life materials, such as Camellia, because Chanel once said that "The Camellia Woman" was a reflection of her life, which made Chanel want to incorporate this pure and elegant element into her work. The Double C logo comes from her name, but there are also versions that say that the Double C logo is actually designed to commemorate a beautiful time when she and Capel were not together, These elements can deepen people's understanding of the brand and even becomesynonyms for it, The mention of these elements can help people map out the brand, enhance brand value, and add color embellishments to make the works she designs popular among many people.

One of the challenges for luxury companies such as Chanel is how to efficiently balance the current business and future online shopping.[2] In this paper we will use a question" Analysis of the impact of Social Media Marketing on Chanel's Customer Brand Loyalty" to Interpreting the brand our research method is a combination of qualitative and quantitative through qualitative way we know. As a luxury accessory, Chanel focuses on high-end commercialization, so in principle, it always chooses the best. Buyers belong to the affluent class. When choosing their own store, Chanel usually places it in the central area, famous airports, etc. Through clothing shows, Chanel invites celebrities to come and see exhibitions to increase awareness, select suitable people to promote sale their products, and stimulate the fan circle to consume. In terms of marketing, Chanel also paid attention to its own content marketing. There was a paper that said Chanel's marketing gives people a sense of quick and effective introduction. Their high requirements for advertising and the accuracy of their advertising are unique in the whole luxury jewelry brand. Their advertising and influence can be accurately put into the right consumers anytime and anywhere, instead of the paved advertising like Louis Vuitton Chanel's promotion is aimed at the necessary [3]

In quantitative research we use survey to research. At present, 219 questionnaires have been collected, and the information learned from the questionnaires is that most people learn about the latest quarter's products through advertising on social media. The history of "social networks'

started way before the advent of the Internet. The “social network analysis” was a practice proper of sociology emerging in the 1950s with the researcher J.A. Barnes. A social network is defined as a group of people connected with each other through affective professional, cultural, religious or political bonds [4] TikTok is the most commonly used social media Chanel like other brands, Chanel will hire some fashion people to represent them, but it is learned from the questionnaire that although people know the spokesperson, the desire to buy their products because of the spokesperson is very low. Because of the bad environment of the epidemic, Chanel has increased the brand price, which makes people more burdened.

Our entire article is mainly based on the first part introduction, second part review, third part analysis, and final conclusion to research brand.

2 REVIEW

The present research is directly associated with exploring existing literature on social media as a marketing tool used by luxury brands such as Chanel to build customer brand loyalty. With the advent of globalization, access to digital media and the Internet has enhanced the engagement scope of brands with their customers and driven their motivation toward the products and services offered by the brand. Zihan opines that Chanel is an independent brand in the luxury industry, and through penetration of the social media market, the brand has been able to expand in terms of market scope and reach out to young potential customer segments [5].

Oliveira & Fernandes observes social media to be a highly effective means of allowing brands to manage their image and cater to the needs of the customers with the brand by attending to their demands. The authors, in their work, state that initially, before disruptive innovation took a dominant edge in the business world, luxury brands, especially Chanel, were reluctant to adopt social media platforms for marketing their products and having an Internet presence. This reluctance was mainly owing to the potential hazard that the brand’s uniqueness, scarcity, authenticity, and exclusivity were posed through social media exposure [6]. Oliveira & Fernandes’ study, through analysis of 243 luxury brand followers on Instagram, inferred that factors such as self-expressiveness of brands and customer involvement have a direct and significant impact on social media engagement

of customers with the brand and influence loyalty and brand image.

Social media has influenced the lifestyle of people and now holds high value in the business world by allowing brands to have direct engagement with their customer segment and vice-versa. Liu et al., through their work, investigated the impact that social media marketing activities of a luxury brand's image have on driving the engagement of customers. By utilizing big data from a 60-month period on Twitter, the study developed that factors such as trendiness, entertainment, and interaction have a prominent influence on a brand's image. Even so, the study outlined that the customization dimension, in comparison to the above-mentioned factors, might not be a probable aspect in driving the engagement of customers with the social media marketing content published by the brand[7].

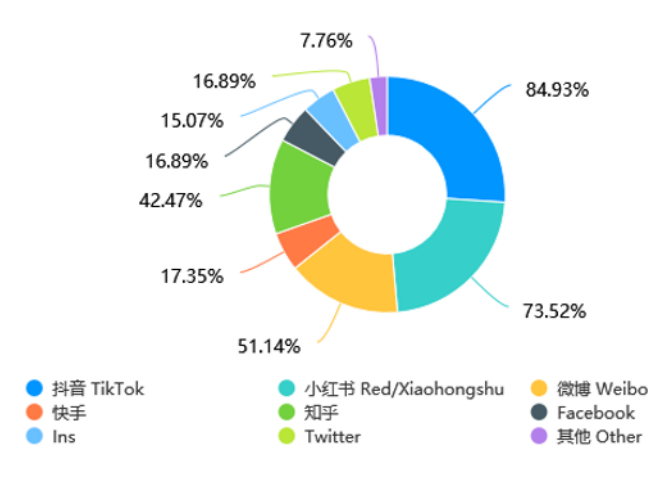
Social media are catering to the marketing needs of brands and offering them a platform to advertise their new offerings to a more extensive customer base. The media platforms allow brands to interact with their customers on an emotional level and win the trust of the customers. Fang Zhang observed that the rise of internet penetration and developed technological interface has provided development scope to businesses for connecting with their customers on a more profound engagement level. The study found that Chanel uses a social media marketing strategy to market its products and proliferate sales through an expanded customer base [8]. Facebook and Instagram help Chanel build its brand image, and Fang Zhang suggest using Virtual Reality (VR) technology to enhance their penetration. Bazi et al. observe that social media can serve as a potential tool for luxury brands to facilitate high engagement with customers through the evaluation of micro-dimensions. Luxury brands, by attending to factors such as brand-customer relationships, hedonic motives, aesthetic motives, perceived content relevancy, and socio-psychological motives, have embarked on higher levels of engagement with brands [9]. Chanel has a robust global presence in the luxury fashion world. However, Liu states that the sales made by Chanel in China have escalated over the years, especially with the influence of social media marketing. The primary findings of the study indicate that Chanel potentially responds to the social media influence, region-wise, wherein Chanel has shifted to the platform Douyin to have a broader engagement with Chinese customers. In addition, by attending to the cultural constriction in China's advertisements, the study highlights how Chanel has streamlined its marketing strategies to better respond to the needs of operating regions [10].

Brand loyalty and brand trust are interconnected aspects, and one must have brand trust with brand loyalty and vice-versa. It is the trust in the brand that a customer experiences through investments and availing of services that build loyalty toward the specific brand. Granata Scozzese (2019), through their study, stated how social media penetration transforms brand loyalty to brand trust for luxury brands through consistent and transparent advertisement and direct engagement with customers of the brand [11]. Khan (2018) identified Instagram as the fastest-growing online platform and indicates how luxury brands like Chanel and Dior make use of social media platforms to advertise their products and create brand value through components of internet marketing [12]. Duong Sung (2021) state that traditional luxury dimensions fail to obtain profound attention in social media marketing and emphasize that the promotion and portrayal of the luxuriousness of brands in social media platforms are what facilitates customers' engagement [13].

3 ANALYSIS

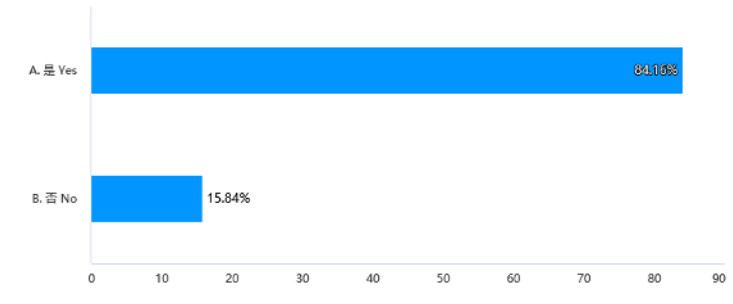
Firstly, when we investigated the influence of social media marketing on Chanel brand customer loyalty, we used a questionnaire to help us know which combination of people in different groups is more loyal to Chanel brand products. The questionnaire contained a total of 17 questions, and it is largely divided into three sections. The first part consists in gathering basic user information such as age, gender, education, and income. The second part deals with Chanel's social media marketing strategy, particularly the type of social media users and the frequency with which they use social media. It also indicates whether users are willing to purchase Chanel products after viewing Chanel brand advertisements on social media. Find out if users will pay attention to Chanel brand spokespersons, and fashion activities, and if users care, if they will buy Chanel products due to spokespersons or activities. Simultaneously, when they buy Chanel products, do they care about the types of products, such as skin care products, beauty products and clothing? The third part is at three levels of fidelity to the Chanel brand: purchase satisfaction, service satisfaction and overall satisfaction. Furthermore, we used questionnaires made by Questionnaire Star and collected statistics by scanning QR codes. A total of 220 questionnaires were sent out, a total of 220 were collected, and 185 valid questionnaires were collected.

In the first question of the survey, the data of gender was collected. There are 219 people



answered this question in total, 81 of them is male and 138 of them was female. The proportion of male and female is 36.99% and 63.01% respectively. In general, there is more data generated by female volunteer. The age of people who did this survey was collected by the second question. There are 219 people in total, 37 of them are under 18 years old (16.89%), and 72 of them is between the age of 18 to 25 years old (32.88%) which are the majority. In the age group between 25 to 30, there are 46 people (21%). There are 40 people between 31 to 40 years old (18.26%) and 24 people above 40 years old (10.96%). The majority of people who answered this questionnaire are between 18 to 25 years old, and there are least people in the age group above 40 years old. From the third question, we collected the data of education background from those people, 73 of them have studied in high school or under, 43 of them have studied in junior school, the proportion is 33.33% and 19.36% respectively. 79 of them finished undergraduate degree (36.07%), which is the highest proportion among 4 options. 24 of them finished master's degree or above (10.96%). In conclusion, majority of the volunteers finished undergraduate degree and the smallest proportion of people finished master's degree or above. From the fourth question, we asked about those 219 people's monthly income. There are 65 people receiving less than 3000 RMB and 65 people receiving 3000 to 6000 RMB, these two groups both have proportion of 29.68%. There are 45 people receiving 6000 to 10000 RMB per month (20.55%), and 31 people receiving 10000 to 20000 RMB per month (14.16%). At last, 13 people receive more than 20000 RMB per month (5.94%). Majority of people earns less than 6000 RMB per month.

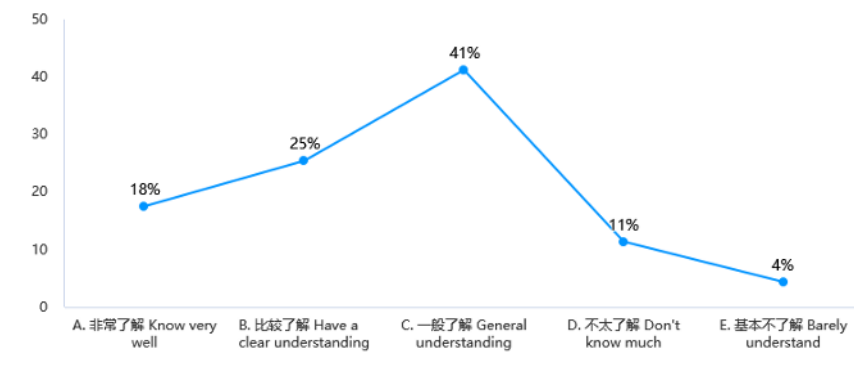
On the fifth question, there is a list of social media platforms, and people choose which social media platforms they use most frequently. 186 people use TikTok (84.63%), and 161 people



use Xiaohongshu (73.52%), these two platforms are the most popular two among all the options. There are 112 people use Weibo (51.14%), and 93 people use Zhihu (42.47%), these two are the second most popular platforms. In other options, 38 people use Kuaishou (17.35%), 37 people use Facebook (16.89%), 37 people use Twitter (16.89%) and 33 people use Instagram (15.07%), these platforms are the minority choices. Finally, there are 17 people use other social media platforms (7.76%). In the following question six, we collected the data about how often these people use social media platforms. There are 67 people use those social media platforms one time in less than 1 hour, which are 30.59% of the people. 84 people use them one time in about 1 to 2 hours time, which are 38.36%. There are 39 and 17 people use them one time in about 2 to 3 hours time and 3 to 4 hours, the proportion of these people are 17.81% and 7.76% respectively. There are also 12 people use them in other frequencies (5.48%). Most of the people use those social media platforms one time in about 1 to 2 hours time.

In the survey report, 184 (84.02%) had seen Chanel social media ads, and 35 (15.98%) had never seen Chanel ads. Among the people who have the desire to buy after watching the advertisement, those who will buy sometimes account for the most, accounting for 86 (46.74%), followed by 35 (19.02%) who will not buy in most cases.

The lowest proportion is that they always want to buy when they see the advertising of the Chanel brand, representing 11 (5.98%). Those who would most often and those who would not at all would be 33 (17.93%) and 19 (10.33%) respectively. The next question is “whether the user is familiar with the Chanel brand spokesman”. More people choose not to know than do those who choose to know. Approximately 59.82% of individuals choose to know, 19.64% more than those who choose not to know. 59 users (45.04%) will purchase because of their endorsement, while 72 (54.96%) will not purchase for them. Choosing a spokesperson is one of Chanel’s marketing strate-

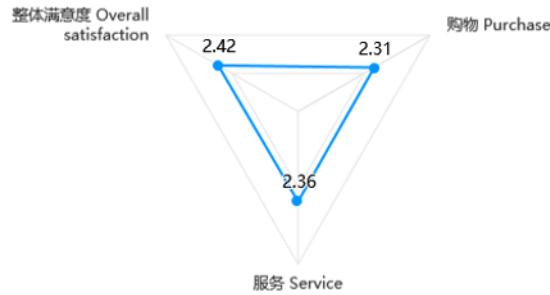
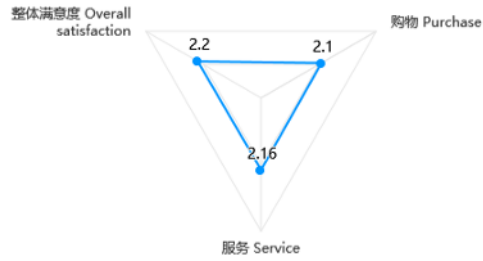


gies, the aim is to increase the effect of the brand, inform more people and increase sales through the purchase of the spokesperson. 79 (36.07%) of users give more attention to Chanel brand perfumery products, and 41% (18.72%) have a lower demand for cosmetics. In addition, the Chanel brand will organize a spring/summer haute couture fashion show in 2023. 113 (51.6%) knows about it, and 106 (48.4%) don't know about it. 47 people (41.59%) have a general understanding of it.

Based on that, we know that people have only a superficial understanding of this activity, and there are few people who know it very well and those who don't.

In the scale of social media marketing's influence on customer loyalty of the Chanel brand, in the question of "having strong feelings for Chanel", 47 men (58.02%) were very satisfied with their purchase while women accounted for 28 (20.29%). Nevertheless, the number of women who are satisfied, neutral, dissatisfied and very dissatisfied with their purchase is higher than that of men. There are more women who choose satisfaction than men, about 33.33% of women, 13.58% more than men who choose satisfaction. There are 37 more women than men who remain neutral, about 18.14%. The number of unsatisfied and very unsatisfied is between 0 and 7. In this question, regardless of service and overall satisfaction, the proportion of highly satisfied males is higher than that of females. Women are 20 fewer than men, about 37.95%.

Similarly, the proportion of men who are dissatisfied with Chanel's service is 0, while women outnumber men by 14. In terms of overall satisfaction, there are 18 more men who are very satisfied than women, about 33.44%. The proportion of dissatisfied men is also 0, and 11 women (7.97%) are dissatisfied with Chanel's service. It can be concluded that in terms of buyer satisfaction, men are more satisfied with Chanel than women. So, men are more loyal than women.



Among the users “who will continue to be loyal customers of the Chanel brand”, there are 40 women who are very satisfied with the purchase satisfaction of Chanel, 20 more than men, about 4.3%. Females have a higher neutral satisfaction rate than males, with 55 females and 21 males and there are 34 more women than men, about 13.94%. The number of men and women who are dissatisfied with purchasing Chanel ranges from 7-13. But in the other two categories, including those who are satisfied and very dissatisfied, there are more males than females. Men are 17.95% more likely than women to be satisfied with the purchase of Chanel loyal customers. 2.25% less dissatisfied women than men. At the same time, in the question ”I will continue to be a loyal customer of the Chanel brand”, the loyal customers of Chanel who have become Chanel in terms of service and overall satisfaction, whether it is service or overall satisfaction, the number of women who are satisfied is higher than that of men. From a service perspective, 28 women (20.29%) and 24 men (29.63%).

There is little gender gap. However, there are more females than males who are satisfied and neutral in satisfaction, and males are at least 19 fewer than females. Satisfied women are 19 more than men, about 12.3%. I think it may be that women have higher demand for Chanel products than men, so in the question ”whether to continue to choose to be a loyal customer of Chanel

brand”, women’s satisfaction is higher than that of men. 53 women (38.41%) remained neutral, and 27 men (33.33%) remained neutral. The number of very dissatisfied men and women was the same, 5 each. The number of people who are not satisfied is between 2-8 people. From the perspective of overall satisfaction, the proportion of women is higher than that of men. Between Very Satisfied, Satisfied and Neutral, there are more women than men, ranging from 11 to 23. Nine fewer men were dissatisfied than women. There were 11 females (7.97%) and 2 males (2.47%). The difference in the number of very dissatisfied is small, a single gap, more men than women.

4 CONCLUSION

The article explores the impact of social media marketing on Chanel’s customer brand loyalty. The review section provides an overview of existing literature on social media as a marketing tool for luxury brands. It emphasizes the importance of social media in managing brand image, engaging with customers, and building brand trust and loyalty. The analysis section presents the findings of a survey conducted to examine the influence of social media marketing on Chanel brand customer loyalty. The survey reveals that TikTok and Xiaohongshu are the most popular social media platforms among respondents. Most participants spend around 1 to 2 hours daily on social media. The majority of respondents had seen Chanel social media ads, and many expressed a desire to purchase Chanel products after viewing these ads. In conclusion, the article highlights the significance of social media marketing for Chanel in reaching and engaging with its target audience. It underscores the importance of utilizing popular platforms like TikTok and Xiaohongshu and investing in effective ad campaigns. The findings suggest that while social media marketing influences customer desire to purchase Chanel products, the impact of brand spokespersons is limited. Overall, the analysis of data from the questionnaire demonstrates the value of social media marketing in fostering customer loyalty.

5 AUTHORS’ CONTRIBUTIONS

All authors contribute equally.

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7 APPENDIX

This is our questionnaires of Analysis of the impact of social media marketing on brand loyalty among Chanel customers.

[1]. Gender:

A. Male

B. Female

[2]. Age:

A. Eighteen or under

B. Eighteen to twenty-five

C. Twenty-five to thirty

D. Thirty-one to forty

E. Forty or above

[3]. Education background:

A. High school or under

B. Undergraduate

C. Master degree or above

[4]. What is your monthly income?

A. Less than £400

B. £400-£600

C. £600-£1000

D. £1000-£2000

E. More than £2000

[5]. What social media software do you use frequently?

A. Tiktok

B. Red

C. Weibo

D. Facebook

E. Instagram

F. twitter

G. Other

[6]. How often do you use the social software you selected in the above questions?

A. One time in less than 1 hour

B. One time in about 1 to 2 hours

C. One time in about 2 to 3 hours

D. One time in about 3 to 4 hours

[7]. Have you ever seen an ad for Chanel on social media?

A. Yes

B. No

[8]. Have you ever seen an ad for the brand Chanel and had the desire to buy it?

- A. Not at all
- B. Mostly not
- C. Sometimes
- D. Mostly will
- E. Always

[9]. Do you know the spokesperson of Chanel brand?

- A. Yes
- B. No

[10]. Will Chanel brand spokespersons or brand ambassadors (like Jennie, Kristen, Wang Yibo, etc.) affect your purchase of Chanel products?

- A. Yes
- B. No

[11]. Which of the following Chanel product categories are you more concerned about?

- A. Skin care product
- B. Makeup product
- C. Perfume
- D. Clothing and Accessories

[12]. Do you know about Chanel's 2023 spring and summer haute couture fashion show?

- A. Yes
- B. No

[13]. If you knew about the event, what do you know about the event?

- A. Know very well
- B. Have a clear understanding
- C. General understanding
- D. Don't know much
- E. Barely understand

[14]. I have a strong attachment to Chanel as a brand.

[15]. I think Chanel is my first choice in this category.

[16]. I will still buy Chanel next time when I need this product.

[17]. I will continue to be a loyal customer of the Chanel brand.