

From runway to homepage: Synthesizing luxury brand strategies in digital scape

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Abstract

The increasing preference of consumers to purchase luxury online has caught the attention of luxury retailers over time. It has encouraged retailers to formulate strategies that boost their online revenue. Owing to the importance of the topic, this article presents a detailed and critical review of brand strategies that induce luxury consumption using digital platforms. Using the PRISMA approach and following the systematic review process, the authors have identified five major brand strategies that can help them strengthen their digital game. The article presents a conceptual framework that will help luxury retailers understand the current state of online brand strategies, draw inferences from them, and use them to achieve their future objectives. Academically, the article includes a synthesis of publication trends, methodologies, prominent journals, theories, constructs, and directions for future research using the TCM approach. This will help future researchers gain meaningful insights into the extant work and help them discover gaps to advance the online luxury literature. Further, the paper highlights the industrial implications of the identified brand strategies in the Asian market, as luxury brands have shown an increasing interest in this growing market.

Keywords: Luxury Brand Strategy, Online Luxury Consumption, Digital Platforms, Immersive Technology, Co-Creation, Cultural Adoption

Introduction

The increasing online sales and changing consumption patterns highlight the luxury sector's acceptance of technology (the Internet and its associated innovations). Over the years, luxury consumers' consumption patterns have witnessed a paradigmatic shift with reduced dependence on stores and increasing acceptance of technologically mediated platforms (Deloitte, 2024). This change has resulted in a surge in online sales (from 13 % in 2017 to 22% in 2023 to an expected 26% by 2025) and offline sales influenced by the brand's online activities (from 44% in 2013 to more than 80% by 2025) (Statista, 2023). While the traditional luxury model assumed the Internet to threaten luxury (Seringhaus, 2005), the new aged tech-savvy, convenience-seeking, and geographically restricted luxury consumers increasingly demand digital and 'phygital' (integrated physical and digital platforms) models for such consumption (Statista, 2023). Accordingly, luxury brands have accepted this paradigmatic shift and aim to deliver seamless luxury experiences across all digital platforms (like- social media, brand websites, and third-party websites).

With this shifting luxury paradigm, terms like 'social media,' 'interactive websites,' 'co-creation,' and 'phygital consumption' have become the new buzzwords. Luxury literature has tried to capture these in various studies. For example, Jebarajakirthy et al. (2020) and Liu et al. (2013) have captured the retailers' efforts on different digital platforms to deliver store-like luxurious experiences, impacting their online luxury purchase intention. As luxury retailers are constantly trying to address their consumer's concerns concerning online luxury shopping, it is crucial to have a holistic understanding of their efforts.

So far, no systematic review has synthesized the literature on brand's efforts to encourage online luxury consumption. The existing review articles are restricted to luxury consumption from the consumer's perspective (Hati and Kamarulzaman, 2024; Creevey et al., 2022; Sharma et al., 2022; Gupta et al., 2023; Arrigo, 2018). While such studies have decoded the online luxury market from the consumer's lens, they have paid little attention to retailers' efforts to increase online luxury consumption. As online or tech-mediated consumption will increase only when retailers take appropriate actions, it is crucial to understand the progression of retailers' efforts in this regard.

To fulfill this objective, we seek to:

- Investigate and systematically synthesize luxury literature around brand strategies to drive online luxury consumption
- Develop an integrated conceptual framework for a comprehensive understanding of the current state of literature
- Assist managers and industry experts in devising future actions by aggregating the implications of existing literature.

Theoretical Background

Defining Luxury

Luxury is a relative concept. It is a concept of perceived elegance, niche enjoyment of things that are desirable but not essential (Ko, Costello and Taylor, 2019). Consumers attach their subjective level of luxuriousness to different brands. Despite this perceptual

difference, explicit attributes exist that help define luxury. Consumers consider any branded product or service a luxury when they perceive it to a) be of high quality, b) carry a prestigious image, c) command authenticity, d) be capable of tagging premium pricing, e) have a scarce presence and f) carry a deep resonance with its consumers (Heine, 2012).

Luxury in Digital Scape

Luxury brands have been the late adopters of the Internet for commercialization. They have long been suspicious of losing their scarcity and prestige by being accessible to the masses (Kapferer, 2000). However, with the new age of technology-driven and geographically spread luxury shoppers willing to shop for luxury online, brands eventually began accepting the Internet for online sales. Currently, they are treating online as a sales platform and using it to create a culturally customized omnichannel shopping experience (Silva et al., 2024; Lawry, 2023; Shankar and Jain, 2023). For example, global luxury brands selling in China are moving towards cross-channel retailing and "shifting to wholly owned expansions and operations in host markets" owing to the high popularity of local platforms like WeChat and Weibo in China over other platforms (Bai et al., 2024). Similarly, luxury brands are also selling via third-party platforms and marketplaces in India, looking at their deep penetration and last-mile delivery network in the Indian market (Jain and Schultz, 2019). Further, brands are adopting immersive technologies like augmented and virtual reality to bring online luxury experiences closer to reality (Nawres et al., 2024). Since the Internet and its associated technology have proven to be a boon rather than a bane for luxury brands, luxury retailers have begun to explore diverse ways to exploit it further to increase online luxury consumption while keeping its luxuriousness and rarity intact.

Article Selection Criteria

We have systematically collected studies relevant to online luxury consumption in this study. Following the "Preferred Reporting Items for Systematic Reviews and Meta-Analyses" (PRISMA) (Moher et al., 2009) guidance for conducting systematic reviews, the authors have formulated conditions for inclusion and exclusion, captured in four stages – identification, screening, eligibility, and inclusion. This process has been used in various prior studies to select articles for systematic literature review (Hui and Marikan, 2022; Jain et al., 2023). See Figure 1 for the detailed process and flow of activities. Hereafter, we have discussed the article selection methodology in detail.

To identify the entire spectrum of relevant studies, we executed the Boolean search query constructed using keywords representing the three key anchors: luxury, consumption, and online. Specifically, we ran the following query across the title, keywords, and abstract of articles published in English:

Table 1: Keywords Search

Term 1	Operator	Term 2
Luxury	AND	Online Consumption
Luxury	AND	Social Media
Luxury Website*	AND	Online Purchase Intent*
Luxury	AND	Online Purchase
Luxury	AND	Digital Platforms
Luxury	AND	Online Sale*
Luxury	AND	Augmented Reality
Luxury	AND	Virtual Reality
Luxury	AND	Immersive Tech*

We searched Scopus, EBSCO, Web of Science, and Proquest databases. Additionally, we conducted an independent search on Google Scholar to account for any studies that were left out. This step generated 3381 articles till November 2023 after removing 749 duplicate studies.

Next, we limited our search to ABDC-ranked peer-reviewed journal articles in the management, business, social science, arts and humanities, marketing, computer science, and information technology areas. We also removed extended abstract conference papers and book chapters. This step eliminated 2547 irrelevant studies.

Finally, we removed the articles that did not match the inclusion criteria. Inclusion criteria encompass:

- Articles focusing on online/technology-mediated luxury consumption.
- Enlists retailer, brand, or firm-level strategies to encourage online/technology-mediated luxury consumption.
- Researches that unveil factors motivating or demotivating online luxury consumption and brand strategies to deal with such factors
- Research published using primary data (qualitative or quantitative), website/social media analysis, or brand case studies.
- Full-text articles in English language, including abstract and keywords.

To filter out the studies that fulfilled the above criteria, the authors analyzed each study individually to retain only the most relevant studies. Additionally, we removed many articles failing one or more inclusion criteria. For example, studies from the brand's perspective that did not focus on online luxury consumption were removed. Similarly, studies that were simply the author's commentary on the current online luxury state without any primary data collection, case studies, or online platform analysis were also excluded. Further, studies like- luxury healthcare sector studies and research from the viewpoint of economics and environment explaining the impact of luxury consumption on boosting a country's GDP at the cost of environmental degradation were also removed. This step led us to the final list of 36 articles systematically analyzed in this review study.

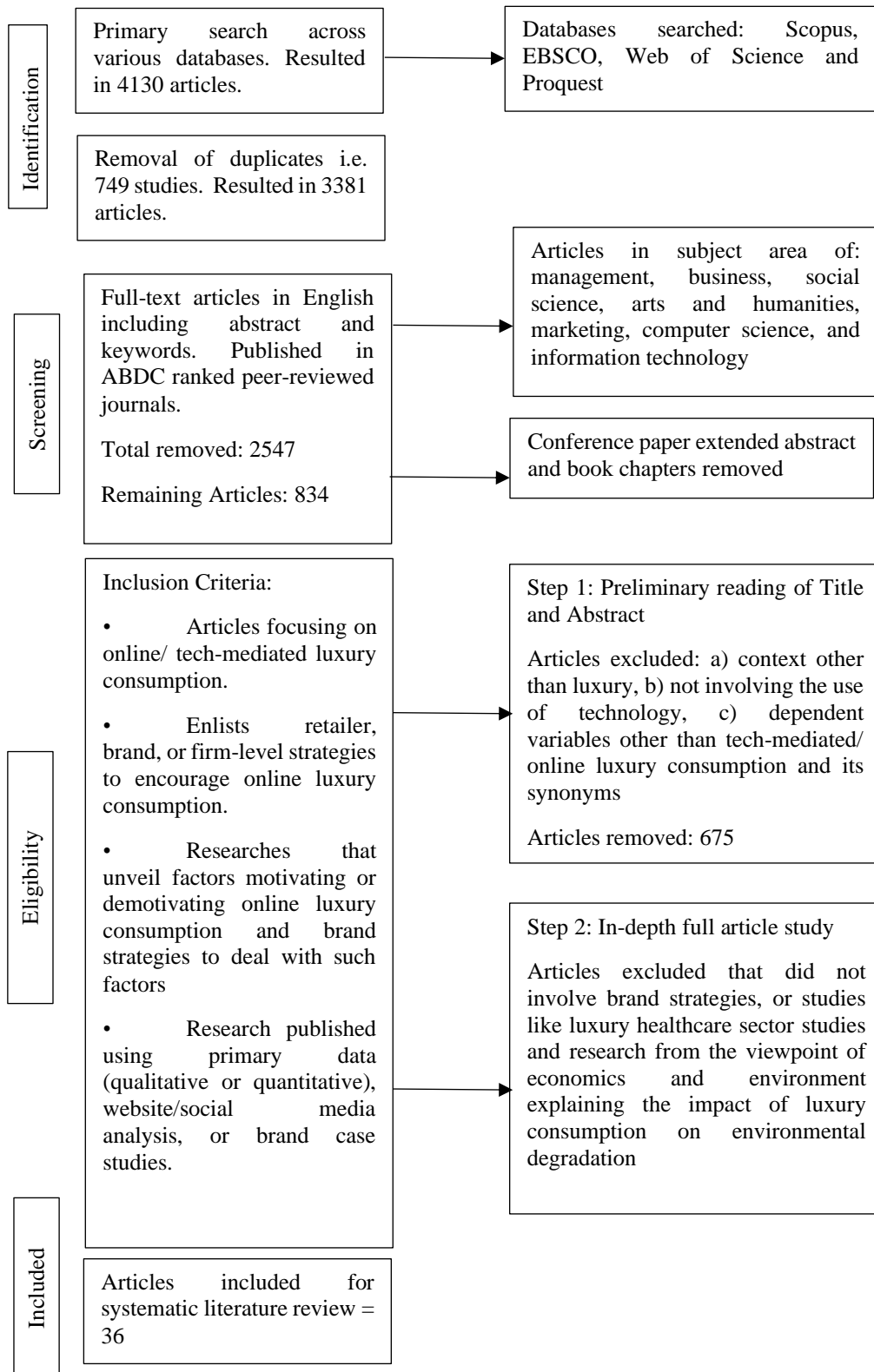
Research Method - Cluster Analysis

The authors undertook cluster analysis of the final 36 articles to synthesize the literature systematically. The studies were clustered into different heads based on common themes and author keywords. Content analysis followed manual and Nvivo-based coding to identify the themes. This technique of clubbing manual coding with Nvivo to establish the reliability of results has been used in multiple marketing review papers (Pitelis et al., 2023; Zhang et al., 2023).

Further, interrater reliability (IRR) was calculated to establish coding reliability. Literature suggests reporting interrater reliability (IRR) while conducting multi-coder analysis to overcome bias (Gisev et al., 2013; LeBreton and Senter, 2008). Our study achieved an IRR of 92.8%, which is considered a sufficiently high level of agreement for a multicoder analysis (Belur et al., 2018). The authors mutually discussed and resolved all the remaining disagreements.

This method generated five major clusters called brand strategies: social media strategies, website-based strategies, cultural adoption, platform integration, and co-creation strategies. Each cluster has various sub-clusters named sub-strategies. These strategies and sub-strategies have been discussed in detail in the results section.

Figure 1: PRISMA Approach: Article Selection Strategy



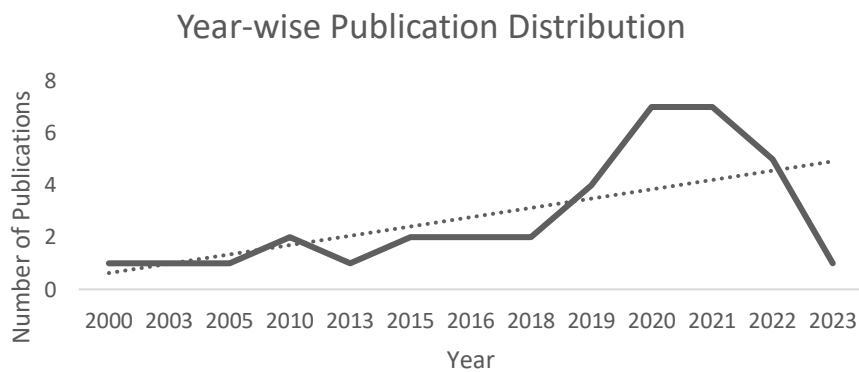
Results

Characteristics of Selected Studies

Year-wise Publication Distribution

This review paper aggregates research for a timeframe of 23 years, from the year 2000 to November 2023. The publication trend shown in Figure 1 projects an exponential increase since 2018, with a consistently upward trend throughout. The maximum number of articles were published in 2020 and 2021, aggregating 14 of 36 considered in this study. The upward trend shows an increasing interest among scholars in the subject matter.

Figure 2: Year-wise Publication Distribution



Journal-wise Publication Distribution

Our literature review shows that the research around the topic has gained interest from highly reputed international journals, with maximum attention from the Journal of Business Research, the Journal of Fashion Marketing and Management, and the Journal of Retailing and Consumer Services. Along with high attention from the marketing journals, the topic has also gained significant attention from Information Technology journals. This shows that the topic holds interdisciplinary relevance.

Table 2: Journal-wise Publication Distribution

Journal Name	Frequency
Asia Pacific Journal of Marketing and Logistics	1
Australasian Marketing Journal,	2
IEEE Access	1
International Journal of Advertising	1
International Journal of Management Reviews	1
International Journal of Retail and Distribution Management	2
Journal of Brand Management	3
Journal of Business Research	7
Journal of Consumer Psychology	1

Journal of Electronic Commerce Research	1
Journal of Fashion Marketing and Management	4
Journal of Global Fashion Marketing	1
Journal of International Consumer Marketing	1
Journal of Internet Commerce	1
Journal of Marketing Communications	1
Journal of Product and Brand Management	1
Journal of Retailing and Consumer Services	4
Marketing Intelligence and Planning	3

Research Techniques

While 19 out of 36 studies have used quantitative survey-based and experimental methods, nine have used qualitative techniques, and the remaining eight have used mixed methodology. Among the qualitative methods, the most prominent were interviews, website and SM analysis, and case-study methods. Few studies have used focused group discussions with luxury brand managers and consumers to derive their collective insights. In the mixed method study, we have seen a combination of two or more qualitative and quantitative methods. For example, few studies have used a combination of interviews and surveys, website analysis and experimental study, and a combination of focused group discussion, interviews, and surveys. Along with these, two studies used big data analysis, and one used discrete choice modeling.

Prominent Theories

Luxury retailers have opted for a multi-dimensional approach while formulating online strategies. Though many studies have used distinct theories to understand retailers' strategies, there were many exploratory studies with interviews, group discussions, case studies, or big data analysis without employing any theoretical grounding.

Focusing on studies with theoretical grounding, as visible in Table 3, the most prominent theory was the Technology Acceptance Model (TAM) in 5 out of 36 studies, followed by the Theory of Reasoned Action (TRA) in 3 out of 36 studies. Among the luxury-specific theories, 2 of 36 studies have used the Brand Luxury Index and the Luxury Value Framework. Among the psychological theories, the Signaling Theory and the Construal Level Theory appeared in 2 of 36 studies each. Luxury researchers have also employed theories like the Motivational theory, the Dual Process Theory, the Cue Utilization Theory, the Congruity Theory, the Typology of Web Atmospherics, and the Activity Theory to understand the consumer's expectations from brands' online platforms and the brand actions to fulfill these demands. Table 3 lists all the theories used adjacent to their specific studies.

Important Constructs

The study uses Paul and Benito's (2018) Antecedent, Decision, and Outcome (ADO) framework to corroborate and systematically present the most and least researched independent and dependent variables with prominent mediators and moderators. Many marketing reviews have used this framework to aggregate different constructs (Tsiotsou and Boukis, 2022; Wolf, 2023).

Antecedents: Among our selected studies, the most recurring antecedents were the TAM constructs- perceived ease of use and perceived usefulness in 5 out of 36 studies, followed by five social media elements- entertainment, customization, interaction, trendiness, and influencer choice in 4 out of 36 studies. Independent variables (IV) from the exclusive luxury literature like luxury values- price consciousness, hedonic value, social value, and functional value and luxury index- perceived quality, perceived hedonism, and perceived uniqueness were also prominent. Other important IVs were e-commerce elements like- website attributes, online customer service, visual complexity, accessibility, risk-aversion, and trust.

Decision: Decision variables include the critical mediators and moderators that influence the impact of IVs and aid in decision-making (Tsiotsou and Boukis, 2022; Wolf, 2023). The most frequently occurring decision variable was perceived luxuriousness in 6 out of 36 studies, followed by the TRA construct- attitude in 4 out of 36 studies. Brand familiarity, customer ethnocentrism, and uncertainty avoidance were some of the unique moderating variables. Among other important decision variables indirectly impacting decision-making were product information, customer relationships and values, brand value, and perceived scarcity.

Outcome: As the study aimed at corroborating studies focused on online or tech-mediated consumption, the important outcome variables were online luxury purchase decision, repurchase/revisit intention, willingness to pay, online versus offline luxury shopping, showrooming, and webrooming.

Table 3 presents all the constructs identified in the selected studies.

Table 3: Details of the selected studies

Authors	Method	Theory	IV	Mediator /Moderator	DV
Kapferer, J.-N. (2000)	Qualitative	Nil	Nil	Nil/ Nil	Nil
Dall’Olmo Riley, F., & Lacroix, C. (2003)	Interviews and web content analysis	Nil	Nil	Nil/ Nil	Nil
Seringhaus, F. H. R. (2005)	Website analysis	Nil	Nil	Nil/ Nil	Nil
Kim, A. J., & Ko, E. (2010)	Multiple regression	Nil	Social media marketing	Customer relationship: intimacy and trust/ Nil	Purchase intention
Tynan, C., mckechnie, S., & Chhuon, C. (2010)	Case study method	Nil	Nil	Nil/ Nil	Nil

Liu, X., Burns, A. C., & Hou, Y. (2013)	Mixed method: interviews and survey	Motivation Theory	Price consciousness, product availability, online trust, in-store trust, risk aversion, employee attitude and shopping interaction	Nil/ Nil	Online vs in-store luxury shopping
Kim, H., Choi, Y. J., & Lee, Y. (2015)	Survey	Typology of Web Atmospherics	Website design and responsive customer services	Product information, convenience/ Nil	Brand attitude and revisit intention
Kluge, P. N., & Fassnacht, M. (2015)	Mixed-interviews and experiments	Nil	Online accessibility of luxury goods	Perceived scarcity, transaction convenience, brand desirability/ Nil	Willingness to buy
Choi, E., Ko, E., & Kim, A. J. (2016)	Survey and regression	Value Co-creation	Encounter attributes: cognitive and emotional	Consumer value: social, aesthetics, experiential and quality brand value: brand loyalty and brand recognition / Nil	Purchase intention
Lee, J.E. and Watkins B. (2016)	Experimental	Nil	Social attractiveness, physical attractiveness, attitude homophily	Parasocial interaction, luxury brand value, brand-user imagery fit and brand luxury / Nil	Purchase intention
Üçok Hughes, M., Bondoni, W. K., &	Website analysis	Nil	Nil	Nil/ Nil	Nil

Pehlivan, E. (2016)						
Lee, J. E., Hur, S., & Watkins, B. (2018)	Experimental	Nil	Visual complexity	Perceived luxury, product attributes / Brand familiarity	Purchase intention and share intention	
Yu, S., Hudders, L., & Cauberghe, V. (2018)	Mixed: content analysis and experiment	Signalling Theory	Quality label	Perceived risk / Uncertainty avoidance	Online luxury purchase	
Jain, V., & Schultz, D. E. (2019)	3 qualitative studies: focused group and on-site consumer observation and interviews	Cue Utilisation Theory	Nil	Nil / Nil	Nil	
Altarteer, S., & Charissis, V. (2019)	Survey	Technology Acceptance Model	Visualization on fidelity, display fidelity, interaction fidelity, interface design and object customization	Ease of use, usefulness, playfulness, aesthetics, customer return on investment, interactivity, vividness, and authenticity / Nil	Attitude towards purchase from 3D luxury brand websites	
Liu, S., Perry, P., & Gadzinski, G. (2019)	Case studies and semi-structured interviews	Nil	Nil	Nil/ Nil	Nil	
Holmqvist, J., Wirtz, J., & Fritze, M. P. (2020)	Qualitative	Nil	Nil	Nil/ Nil	Nil	
Jain, S. (2020).	Survey	Extended Technology Acceptance Model	Perceived usefulness, perceived ease of use, perceived enjoyment and price consciousness	Attitude / Perceived risk and web atmospherics	Online luxury purchase intention	

Jebarajakirt hy, C., Yadav, R., & Shankar, A. (2020).	Experiment	Signalling Theory	Corporate image: high vs low	Nil / Showrooming vs webrooming	Online luxury purchase intention
Klaus, P. 'Phil'. (2020)	Interviews- laddering techniques	Nil	Nil	Nil/ Nil	Nil
Mainolfi, G. (2020)	Survey	Nil	Materialis m	Brand consciousnes s, bandwagon luxury consumption, product belief / Consumer ethnocentris m	Intention to buy foreign luxury brands online
Ryu, S. (2020)	Discrete choice: logistic regression	Dual-Process Theory	Nil	Nil/ Nil	Nil
Yu, S., & Hu, Y. (2020)	Mixed: website content analysis and experiment	Social Identity Theory	Localized celebrity endorseme nt	Nil/ Patriotism	Perceived brand luxury and social media interaction
Chan, E. Y., & Northey, G. (2021)	Experimental	Processing Fluency Theory	High vertical location	Processing fluency/ Nil	Purchase intention
Cheung, M. L., Pires, G. D., Rosenberge r, P. J., & De Oliveira, M. J. (2021)	Survey	Nil	Entertainm ent, customizati on, interaction, trendiness	Consuming, contributing and creating/ Nil	On-going search and repurchase intention
Erdogmus, I. E., Eskiye nürk, G., & Karakaya Arslan, M. (2021)	Survey	Technology Acceptance Model and Luxury Value Framework	Values: price consciousn ess, hedonic value, social value,	Perceived ease of use, perceived usefulness, attitude/ Nil	Behavioural intention

Jain, S., & Shankar, A. (2021)	Survey	Technology Acceptance Model and Theory of Reasoned Action	functional values, product availability Perceived ease of searching online, perceived usefulness of searching online	Attitude / Motivation to touch, self-staff assistance, online risk perception and subjective norms	Webrooming intention
Javornik, A., Duffy, K., Rokka, J., Scholz, J., Nobbs, K., Motala, A., & Goldenberg, A. (2021)	Interviews	Nil	Nil	Nil/ Nil	Nil
Lee, J. E., & Youn, S. Y. (2021)	Experimental	Construal level theory	Brand experience: sensory, affective and intellectual	Perceived luxury/ Nil	Purchase intention
Togawa, T., & Sugitani, Y. (2021)	Experimental	Construal Level Theory	Zooming effect		Intention to purchase luxury
Ho, S. C.-H., Yeh, Y.-J. Y., & Lin, T. M. Y. (2022)	Survey	Technology Acceptance Model and Brand Luxury Index	Perceived ease of use, perceived usefulness, perceived quality, perceived hedonism and perceived uniqueness	Nil / Perceived conspicuousness, perceived extended self, perceived hedonism and perceived uniqueness	Purchase intention
Pangarkar, A., & Rathee, S. (2022)	Experimental	Congruity Theory	Mega vs micro-influencers	Congruity and influencer credibility / Public vs private goods	Purchase intention

Pantano, E., Pedeliento, G., & Christodoulides, G. (2022)	Case studies and interviews	Nil	Nil	Nil/ Nil	Nil
Ramadan, Z., & Nsouli, N. Z. (2022)	Mixed: in-depth interviews and focus group	Nil	Nil	Nil/ Nil	Nil

Research Clusters: Brand Strategies to Induce Online Luxury Consumption

This section presents five major strategies luxury brands have formulated over time to encourage luxury shoppers to consume luxury online or use technology-mediated platforms to consume luxury. Figure 3 shows a conceptual framework encapsulating these strategies and their sub-strategies, and Table 3 provides the details of each of the studies.

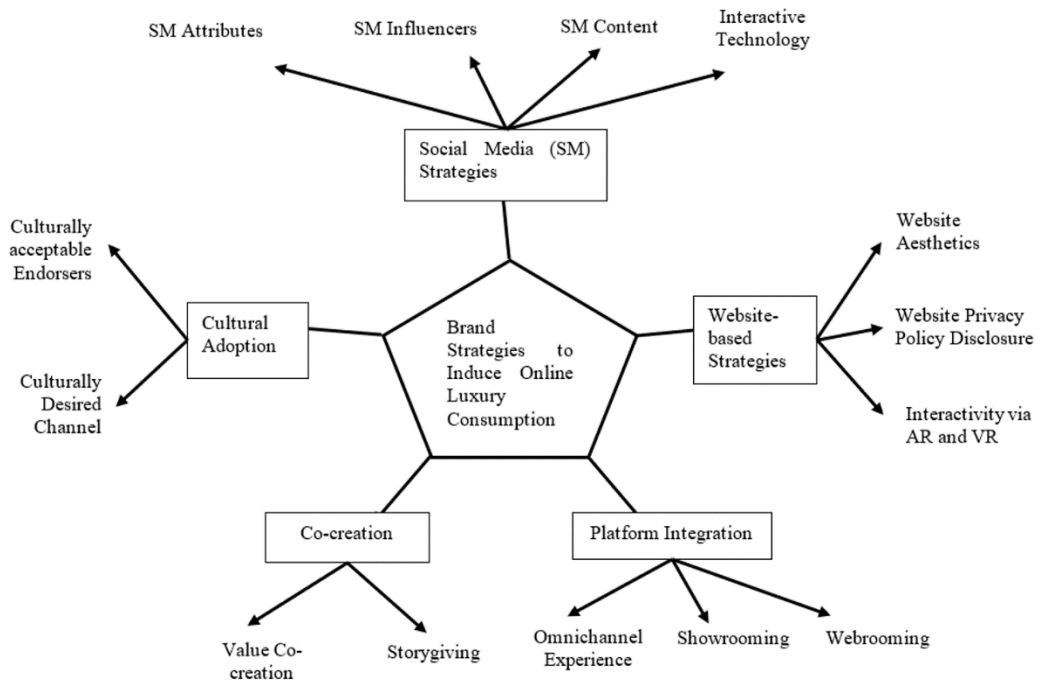
Social Media Strategies

Research has identified five major SM attributes- entertainment, customization, trendiness, word of mouth (WOM), and interaction- critical for establishing and sustaining long-term customer relationships (Kim and Ko, 2010). These attributes help luxury shoppers make online purchases by increasing their awareness and SM engagement. Using SM's entertainment and trendiness attributes, brands curate engaging content. They integrate their SM platforms with artificial intelligence (AI) algorithms to present consumer-customized feeds. This helps luxury brands create buzz over the online channels and encourages consumers to purchase online via SM platforms (Cheung *et al.*, 2021).

Content is at the core of SM. According to Lee & Youn (2021), consumers often blame luxury brands' online content as too abstract and non-relatable with socially and psychologically distant posts. Luxury brands tackled this issue by posting behind-the-scene production processes and craftsmanship videos (Lee and Youn, 2021). Additionally, they now rely more on consumer and opinion leader's clips than paid celebrity advertisements as part of their SM content. Including such scenes and content makes the communication relatable and luxurious, enhancing their online purchase decision (Pangarkar and Rathee, 2022).

Another issue luxury brands face online while formulating their SM strategy is communicating appropriate brand luxuriousness. As brand luxuriousness directly impacts online luxury purchase intention, luxury brands pay significant attention to this aspect (Ho, Yeh and Lin, 2022). Research has shown that posting simple images and videos with uncluttered backgrounds and occasional zooming effects enhances the brand's luxury perception (Togawa and Sugitani, 2021). This strategy works as simplicity increases cognitive processing fluency and makes content more attractive (Lee, Hur and Watkins, 2018). When the luxury brand's SM posts are uncluttered, it reminds its consumers of the brands' sophisticated stores, which communicate the brand's authenticity, encouraging them to purchase online.

Figure 3: Conceptual Framework- Brand Strategies and Sub-strategies to Induce Online/Technology-Mediated Luxury Consumption.



Last but not least, with the advent of immersive technologies like virtual reality and metaverse, online gamification has become an inseparable part of SM. This statement applies to luxury brands as well. Due to the importance of such interactive technologies, luxury brands have corroborated options like customized avatars, digital fashion show experiences using virtual headsets, and much more on their social handles. This makes the whole SM browsing experience fun and interactive, blending physical and virtual experiences (Pantano, Pedeliento and Christodoulides, 2022). This directly impacts the brand's luxury perception, shaping their online purchase intention.

Website-based Strategies

Here, we present the brand's website management strategies to induce online luxury purchases. The concept of web-based luxury consumption dates back to 2003. It has evolved from luxury website characteristics and the role of privacy to interactive technology for online luxury consumption.

Dal'Olmo Riley & Lacroix (2003) show that luxury brands initially perceived online commercial websites as threatening brand exclusivity and desirability. Over time, they have realized that free display of prices and online accessibility of luxury products will not pose a threat but rather attract price-conscious and variety-seeking luxury shoppers(Kluge and Fassnacht, 2015). Such online luxury seekers are worried about the brand's authenticity and privacy violation. Online luxury shoppers feared landing a counterfeit product or their payment and residential information being stored and misused. Research unveils that luxury brands have addressed these issues through transparent privacy policies on their websites (Jain, 2020), tagging quality labels on products (Yu et al., 2018), and providing showrooming (researching offline and

purchasing online) options (Lawry, 2023). These actions build consumers' trust in luxury websites and help them make online purchase decisions.

Additionally, luxury brands understand that online luxury shoppers perceive websites as an extension of offline stores and, thus, expect the same level of luxurious experience. Accordingly, Chan & Northey (2021) found that one way to deliver a store-like luxurious experience is by intelligently designing the website product layout and aligning the web aesthetics with the store (Kim, Choi and Lee, 2015). They explained that just like in offline stores, luxury products placed higher on the website are more likely to be purchased than those placed at the bottom. Similarly, when the website attributes synchronize with the store aesthetics, consumers perceive the same luxuriousness online. Research suggests that this phenomenon exists due to the law of processing fluency, which explains that if the initial web interaction is congruent with the brand's store's mental image in the consumers' mind, website processing will be easy (Chan and Northey, 2021). This will enhance the desirability of the brand's website, instigating them to purchase online without hesitation.

Luxury purchase is more hedonic and experience-driven than utility-focused. Implying this in the digital space, luxury brands have begun corroborating interactive technologies like augmented reality and virtual reality on their website to deliver a luxurious experience and ease online decision-making (Javornik *et al.*, 2021). They have incorporated the 360-degree view of the product with the virtual try-ons to help online luxury shoppers have the store-like try-and-buy experience (Altarteer and Charissis, 2019). They can walk through the store online using the virtual headsets, replicating the physical store experience. These steps have helped luxury brands bridge the physical and digital experience and have increased the luxury consumers' intention to purchase luxury online (Lawry, 2023).

Cultural Adoption

Cultural adoption refers to the strategies luxury brands adopt to enter and sustain in countries with cultures different from their country of origin. While such strategies might not be generalizable across cultures, they highlight specific strategies that aid luxury brands in successful international expansion. These strategies can be regarding the choice of platform or endorser or planning the entry route for a particular country. Online luxury research has shown that brands entering new geography using culturally acceptable routes are more readily accepted. One reason for this is the level of ethnocentrism in society. Highly ethnocentric economies prefer local channels because they consider them superior to external ones. For example, WeChat is a preferred platform for luxury brand communication and online purchases in China (Liu, Perry and Gadzinski, 2019). Thus, it is much easier for luxury brands to impact the Chinese market significantly using this channel. A dimension that contradicts this ethnocentrism in China is materialism. Being highly materialistic, the Chinese prefer globally accepted Western luxury brands endorsed by China's national celebrities over Western stars (Yu and Hu, 2020). This is because they perceive Western brands to be more appealing and conspicuous than home-grown luxury brands. Thus, by adapting to these cultural factors, many Western luxury brands communicate their glaring international image through Chinese celebrities and channels.

This Chinese luxury market setup contradicts the Middle Eastern economy, which prefers start-up luxury brands over Western brands. The need for uniqueness and trust contributes to this preference. The young consumers of the Middle East prefer new-age

luxury brands for their fresh designs and perspectives. However, they only want to purchase them online after visiting their store and establishing the brand's authenticity. Thus, luxury brands in such economies must adopt a multichannel approach by initially investing in offline stores to eventually increase online sales.

Another dimension of the cultural adoption strategy is society's skepticism. Research shows that luxury brands need to integrate websites with authenticity tags in highly skeptical economies while consciously avoiding them in others (Yu, Hudders and Cauberghe, 2018). Similarly, they need to pay greater attention to privacy policy disclosure over online channels in the former and use a multichannel strategy in such economies to build trust over online channels. For example, Jain and Shankar (2021) and Jain (2020), in the Indian context, found that though Indian luxury shoppers are variety-seekers and deal-hunters, they prefer buying only those brands online that they previously purchased offline. Thus, luxury brands here must adopt a multichannel strategy to overcome such skepticism in the long run.

Overall, luxury brands must use culturally acceptable strategies to achieve deeper market penetration worldwide.

Platform integration

Platform integration refers to the brand's strategy to bridge the gap between online and offline platforms to deliver an omnichannel shopping experience. Industry reports have shown that luxury consumption is also increasing with the growth of HENRY (High Earners Not Rich Yet) and the Gen Z population (Delloite, 2019). Such consumers are deal hunters, convenience, and variety seekers (Ryu, 2020). For lack of time, they look for online platforms to purchase luxury but prefer occasional store visits for an exclusive luxury experience. Past studies have shown that consumers with such shopping traits visit stores occasionally to find their right fit and gain touch and feel experience (Klaus, 2020). Once they achieve this, they use online mediums for subsequent purchases. Thus, luxury brands now aim to integrate online and offline platforms to deliver the same inter-platform luxurious experience to capture this consumer segment. Accordingly, luxury brands are promoting showrooming (research offline, purchase online) and webrooming (research online, purchase offline) strategies to deliver an omnichannel experience and promote online sales in the long term (Jain and Shankar, 2021).

These platform integration strategies become even more critical for start-up and geographically restrained luxury brands. Studies have shown that luxury brands with limited exposure should incorporate the showrooming strategy to build brand awareness, widen their reachability, and establish brand genuineness (Jebarajakirthy, Yadav and Shankar, 2020). As young millennial and Gen Y consumers prefer these new brands for their unique and fresh perspective (Ramadan and Nsouli, 2022), showrooming strategy has helped such luxury brands earn consumers' trust, thereby draining their hesitation to make online purchases.

Co-creation

Co-creation refers to the process where the consumers and brands come together to create brand value via interactive marketing encounters like designing your product, collaborating to deliver personal stories and many more. Accordingly, in this cluster, we showcase how luxury brands subtly use co-creation strategies to encourage online

purchases. The synthesis reveals that luxury brands have so far used two significant types of co-creation strategies to boost online sales, i.e., Value Co-creation and Storygiving.

Choi et al. (2016) show luxury brands use value co-creation strategies to deliver interactive luxury shopping experiences. Luxury consumers are no longer interested in custom invites or gift cards as they get tons of these. They are interested in investing their time with brands genuinely interested in delivering customized experiences. With value co-creation strategy, luxury brands allow consumers to co-create luxury value, i.e., derive the value as the consumer desires. According to Choi et al. (2016) and Tynan et al. (2010), brands co-create values via different co-creation strategies like- co-design, brand community events, art marketing, digital marketing, or collaborating with digital influencers. As Tynan et al. (2010) point out, luxury brands have adopted an experiential approach with a co-creation strategy, shifting from firm and product-centric views to personalized experience delivery. Using a co-design strategy, brands allow their customers to customize their design preferences with award-winning designers. Such actions trigger a sense of power in the minds of consumers (Tynan et al., 2010). Similarly, brands try to reach out to their customers via art and digital marketing activities like exclusive brand invites to live fashion shows and engaging with their consumers on brand and social communities. Such actions make consumers feel closer to the brand, creating an emotional and cognitive connection leading to online purchases (Choi et al., 2016).

Another form of co-creation is 'storygiving'. In 'storygiving' strategy, luxury brands invite consumers from around the world to narrate their stories and then collect inspiration from them to curate fresh designs that capture the true essence of their target consumers. To convert this storygiving to actual online sales, brands encourage the visitors to purchase from their website to get featured on their website and be the face of the campaign. In this way, brands encourage online browsers to shop and interact with the website without feeling pressured to purchase. This hedonic and social act inculcates a sense of loyalty in their user base while increasing their online sales (Hughes, Bandoni and Pehlivan, 2016).

Discussion

This study aims to systematically review and synthesize the extant literature on brand strategies to encourage online luxury purchases. With the growing desire among luxury shoppers, especially Gen Z and HENRYs in developing nations, to purchase luxury brands online (Deloitte, 2019), it is crucial to understand how luxury brands are equipping themselves to adapt to this change.

This study points out five major brand strategies (social media strategies, website-based strategies, platform integration, co-creation, and cultural adoption) and the sub-strategies that brands have formulated over time to deliver luxury online. Our synthesis reveals that platform integration is the best technique to reach luxury consumers with or without geographical accessibility to luxury. Accordingly, managers must focus on all the online platforms (social media, brand website, third-party marketplaces, and selling partners) while resorting to means for online-offline integration to deliver an omnichannel experience. While the new age, tech-savvy, convenience, and variety-seeking luxury shoppers prefer online mediums for their ease and comfort (Kluge and

Fassnacht, 2015), they still prefer occasional visiting stores for a luxury experience, product size, and fit assessment (Lawry, 2023). The dual-process theory explains this behavior. Accordingly, luxury brands should promote showrooming and webrooming strategies to deliver a seamless shopping experience. Further, luxury brand managers should integrate interactive technologies like augmented reality (AR), virtual reality (VR), and metaverse (MV) into their websites and social media. Such technologies will aid in bridging the gap between the digital and physical worlds (Javornik *et al.*, 2021). Additionally, brands should not restrict this interactivity to one digital platform but integrate it across platforms to deliver a luxury experience close to reality (Lawry, 2023; Altarteer and Charissis, 2019).

During these integrations, the brand managers should remember the fundamentals of online marketing, i.e., the role of website attributes and SM influencers. According to theories like TAM, typology of web atmospherics, and brand luxury index, luxury consumers prefer online platforms to be easily navigable and deliver store-like usefulness while adhering to the luxury value system (Erdogmus *et al.*, 2021; Ho *et al.*, 2022; Kim *et al.*, 2015). They prefer a responsive web service experience with a chic, informative design (Lee *et al.*, 2018). Similarly, as the cue utilization theory, motivation theory, and signaling theory suggest, they look for store-like conspicuous cues that set their online shopping experience apart from the browsing experience of a non-luxury website (Liu *et al.*, 2023; Jebarajakirthy *et al.*, 2020).

Another crucial strategy revealed in our synthesis was cultural adoption. Studies have shown that brand managers embrace cultural diversity while breaking geographical barriers to luxury. Underpinned in theories like social identity, signaling, and congruity theory, our literature synthesis shows that global luxury brands are better accepted in new geographies by local adaptations like working with local celebrities, utilizing local channels and understanding cultural norms. Factors like materialism, ethnocentricity and skepticism contribute to these preferences (Liu, Perry and Gadzinski, 2019; Yu and Hu, 2020; Ramadan and Nsouli, 2022). Thus, luxury brand managers should conduct an in-depth cultural fit analysis and draft culturally acceptable strategies to ace their online games across cultures.

Last but not least, luxury brands are resorting to co-creation strategies to increase online and tech-mediated purchases. They collaborate with consumers and invite them to co-create content and designs on various digital and offline spaces. They use strategies like- storygiving, digital and art marketing, live fashion shows, and art exhibitions to establish an emotional connection with their shoppers. This can foster long-term relationships leading to sales.

In a nutshell, selling luxury online is profitable if the brands keep updating their online strategies to meet their consumers' expectations.

Direction for Future Research

To highlight the future research directions, we have used the Theory, Context, and Methodology (TCM) model by Paul and Criado, 2020 to bring forth the need for better theoretical groundings, elaborating into varied contextual settings tested via various research methodologies. This method has been used in past studies and has brought forth the available literature gaps in a systematic manner (Mishra *et al.*, 2021).

Additionally, we have added Table 4 to present the trending topics in luxury retailing that can help future researchers advance the luxury literature.

Our review reveals that the literature on technology-enabled luxury consumption needs a more robust theoretical underpinning for a better understanding of the role of technology in the luxury context. Though the studies have unveiled different facets of technology utilization in luxury, many such studies lack theoretical depth and are context-specific, limiting their implications and replicability.

Next, regarding contextual factors, most studies have been conducted in the USA, followed by China and India. This shows that while most researchers still focus on the developed Western market, others have started understanding the increasing luxury demand in the Asian market. Thus, future researchers should conduct more studies in Asian economies like India, China, Japan, and South Korea. They can also indulge in cross-cultural studies and compare brand strategies in developing and developed nations.

Additionally, luxury literature lacks strategies around co-creation and immersive technology. Studying these contextual settings is crucial as they are gaining increasing attention from luxury strategists. The co-creation literature is broad and has adopted a multi-dimensional approach, especially with the acceptance of immersive technologies. Brands use co-creation strategies to build branded communities, generate engagement, create peer-to-peer networks, develop brand culture, and preserve the brand's value in the fast-moving environment (Sohaib and Han, 2023; Casais et al., 2020; Sonja et al., 2022; Sarasvuo et al., 2022). With technological advancement, they are integrating immersive technology to co-create using metaverse (Buhalis et al., 2022). Luxury literature needs to understand this changing scape of co-creation and dive deeper into this concept, as co-creation impacts different facets of online consumption and can result in luxury value co-creation (Tynan et al., 2010). Further, immersive technologies like AR/VR/MR are interactive, playful, and fun ways of shopping online. Immersive technologies reduce mental distance, enhance interaction experience, and augment processing fluency. This eases decision-making and delivers a luxurious experience. Thus, luxury brands and researchers must draft strategies in this regard.

Further, regarding the methodology, while quantitative studies continued to dominate the researcher's preference, there is a need for more qualitative and mixed-method studies. Our review suggests that the literature on the role of technology in luxury is still nascent. Thus, more qualitative studies, like interviews, context analysis, etc., will help unveil the newer aspects that are otherwise missing from the current literature. Additionally, quantitative analysis can follow the qualitative findings to empirically verify the qualitative findings with a larger sample size.

Lastly, our synthesis reveals many unexplored topics in luxury literature from the retailer's perspective that can contribute to the identified five brand strategies. One such example is AI and MV in online luxury retailing. Many industrial reports suggest that luxury brands include AI features (Forbes, 2024), such as smart face recognition, geo-tagging, and AI authenticity indicators, to recommend products on the website, customize their social feeds, and prevent them from counterfeit products. Similarly, they are integrating MV experience in their online and offline platforms to generate engagement via gamification (Forbes, 2023). Luxury consumers have also adopted a favorable attitude towards such features. This shift is visible mainly due to the high

need for uniqueness and highly extroverted personality traits, which constantly motivate them to seek new experiences.

Similarly, following the buzz over the Internet and social media, many Gen Z luxury shoppers look for sustainable and inclusive luxury brands. They are more interested in environmentally responsible luxury consumption (Cnbstv18, 2023) and brands that are sensitive towards the different sections of society (The Conversation, 2021). Many reports believe this consumption pattern is still developing; therefore, there is a need to understand the brand's perspective and the actions they are willing to undertake to fulfill this new upcoming demand of online luxury shoppers. Accordingly, Table 4 below highlights some major trending topics in luxury literature that researchers can study from the retailer's perspective.

Table 4: Topics for Future Research

Brand Strategies	Trending Sub-strategies	Research Questions that Future Researchers Need to Address from the Retailer's Perspective
Social Media and Website Strategies	Artificial Intelligence	<ol style="list-style-type: none"> 1. How can AI save online luxury shoppers from counterfeits? 2. Can AI-embedded luxury websites suggest geographically cool luxury trends?
	Metaverse	<ol style="list-style-type: none"> 1. Role of MV in inducing online gamification over luxury social media
Platform Integration Strategies	Cross-channel Retailing	<ol style="list-style-type: none"> 1. How can luxury brands adopt cross-channel retailing to reduce dependence on local channels? 2. How can cross-channel strategies disrupt luxury internationalization?
Cultural Adoption	Inclusivity for culturally acceptable brand endorsers and SM influencers	<ol style="list-style-type: none"> 1. How can inclusivity-focused SM strategies build brand loyalty and induce online luxury consumption?
	Sustainability	<ol style="list-style-type: none"> 1. How can sustainable products act as a communication strategy for inducing luxury consumption in highly sustainable economies?
Co-creation Strategies	Metaverse for brand communities	<ol style="list-style-type: none"> 1. Role of MV in creating engagement over brand communities
	Inclusivity for storytelling and Art Marketing over brand communities	<ol style="list-style-type: none"> 1. How can brands provide a storytelling platform to LGBTQ communities to understand their wants and shape their brand's online strategies? 2. How can brands use art marketing techniques to connect emotionally with LGBTQ communities? 3. Can such techniques lead to brand recognition, brand recall, and online luxury consumption?

Limitations

Like various review studies, this literature analysis too has limitations. First, our study has focused on a niche segment of retailers' efforts on online and tech-mediated luxury consumption with articles published only in peer-reviewed ABDC journals. This has resulted in a limited number of studies in the review process. Though many review studies with small samples and similar inclusion and exclusion criteria have been published in the past (Kumar, 2022; Cartwright et al., 2021; Salo, 2017), future researchers can adopt broader inclusion criteria to incorporate more studies from extensive existing luxury literature. Second, the study may be limited in generalization due to its qualitative review process. Future researchers can undertake meta-analyses to present a quantitative picture of the progression of luxury literature. As there have been minimal numbers of good-quality meta-analyses in luxury literature, such studies can provide better insights for future research.

Practical Implications for Asian Business

Asian luxury scape has undergone significant changes and redefined the luxury industry. With a total revenue of US \$136.20 billion as of 2023 and an expected surge of 28% by 2027 (Statista, 2023), the Asian market has emerged as a critical focus for luxury brands. This is owing to the digital revolution and increasing disposable income of Asian consumers, especially millennials and Gen Z (Luxury Daily, 2023). These shoppers are the leading cause behind the shifting paradigm, for they are tech-savvy and willing to consume luxury for its unique experience rather than mere prominent logos and conspicuous needs (Luxury Daily, 2023). Asian consumers perceive digital channels to offer better awareness of luxury brands, persuading them to engage and purchase online (Firstpost, 2023). Global luxury brands have understood this changing consumption pattern and are willing to strengthen their digital game to increase revenue. Accordingly, our synthesis of luxury brand efforts suggests that global brands should focus on two of the five identified strategies: cultural adoption and platform integration. They must also aim to integrate immersive technology while formulating websites and SM strategies to replicate store-like luxurious experiences. The paragraphs below discuss each of these strategies regarding the Asian luxury economy.

Firstly, luxury brands have understood that the Asian luxury market is significantly different from their Western counterparts in terms of consumption, preferred shopping channels, modes of communication, and celebrity choice. Accordingly, the synthesis reveals that brands should exploit local online channels like WeChat (Liu, Perry, and Gadzinski, 2019) and advertise using national celebrities and influencers in economies with solid ethnocentrism (Yu and Hu, 2020). Additionally, they should consider socio-economic factors like the preference for power distance, materialism, and society's skepticism to better communicate their brand's luxuriousness online. For example, Mainolfi (2020) found that some Asian economies like Japan, China, and India have high power distances. Here, luxury brands should adopt discrete online luxury channels with preferential services to attract consumers with a high need for status and uniqueness. Similarly, in highly skeptical economies, brands should include quality labels and authenticity verifiers to inculcate trust in online platforms.

Secondly, this review reveals platform integration as a critical strategy. It can be a powerful technique to enter the Asian market, primarily developing Asian nations. In such economies, consumers prefer using offline and online channels based on store availability, personal preferences, and luxury purchase frequency. As suggested by Lunardo and Mouangue (2019), many occasional or first-time luxury shoppers hesitate to shop for luxury offline due to the fear of a judgmental store environment. Also, such shoppers are opportunists and deal hunters (Liu, Burna, and Hou, 2013) and tend to compare prices and search for better deals (Ryu, 2020). In the former case, they prefer researching online and using the offline channel to purchase ones they are confident. Similarly, deal hunters and variety seekers prefer shopping online and use the offline channel to experience the product quality and overall look and feel. Thus, brands here should focus on delivering an omnichannel experience by incorporating showrooming and webrooming strategies.

Lastly, acknowledging the Asian consumer's readiness to adopt immersive technologies like AR, VR, and MR, luxury brands should aim to integrate them across online platforms to replicate the store-like luxurious experience. Some Asian markets, like India, have limited offline luxury stores. In such countries, consumers prefer immersive e-stores as they provide try-before-buy expertise and allow them to indulge in store-like playfulness (Javornik, 2021). Since shoppers now have few privacy-threatening concerns (Rauschnabel, He and Ro, 2018), luxury brands should integrate immersive technologies online to meet consumer expectations.

To sum up, luxury brands have a promising digital future in the Asian market as this economy has accepted the luxury-tech revolution and is willing to shop for luxury online, given that brands formulate culturally relevant online strategies.

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