

# **Social Media and Luxury Fashion in India: Use of Social Media by Brands**

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## **Abstract**

The aim of this paper is to analyze how luxury fashion brands are using social media network platforms. To this end, an analysis was performed of the messages, pictures and videos posted by the top 50 luxury brands in India and the responses that they received on one of the most popular online social networks, Instagram. The aim of the paper is to explore the results of the analysis of these data show how luxury fashion brands in India are using social media networks, which of the social media networks are most frequently used and if the social media usage differs based on brands country of origin. The findings show how this industry is still in its rudimentary phase of using digital technologies like social media networks and equally chaotic and unpredictable. The study also shows how the global luxury brands are transitioning and expanding into Indian markets and how these social media platforms are used for adoption. The study also explores to see which of the luxury brands use photos, posts and videos.

## **Keywords**

Luxury band apparel; Social Media Networks; Facebook; Instagram; India;

## **Biographies**

**Ms. Arunima** is a 2<sup>nd</sup> year student pursuing his MBA & MS Collaborative Dual-Degree program at Department of Management, Bangalore, India. She earned B.Tech. in Engineering from India.

**Dr. Shekar Babu** is the Founding Head, Department of Management, Bangalore Campus, AMRITA Vishwa Vidyapeetham University. Dr. Shekar Babu holds a Bachelor of Engineering degree in Electronics and Communications from Bangalore University and a Master of Science degree in Electrical and Computer Science from California State University, Los Angeles and a Doctoral Degree in Strategic Management from Amrita University. He is a Management Consultant with over 25 years of experience in working with Price Waterhouse and Hewlett-Packard Co. His research areas are Corporate Social Responsibility (CSR), Corporate Governance (CG), Strategy and Social Development. He has taught courses in Marketing, Leadership, Management Consulting and Business Ethics.