

Reimagining consumer loyalty: the role of experiential digital marketing in luxury fashion branding

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Abstract

The digital marketing evolution revolutionized the interaction of luxury fashion brands with their consumers. The era of celebrity endorsement and print dissipated as luxury branding shifted towards experiential, narrative-based, and experience-driven digital media. This article investigates how experiential digital marketing fosters greater consumer loyalty to the luxury fashion industry. Based on a survey of consumers at 300, the article establishes emotional connection, interactive narratives, virtual try-on, and social commerce as strong repeat purchase and brand advocacy drivers. The research shows that while social media presence and engagement with influencers are crucial, emotional connection through personalized digital experiences contribute to maintain consumer loyalty. This new trend towards humanized, engaging brand experiences compels marketers in the luxury sector to embrace the latest technologies like AR/VR, gamified content, and behind-the-scenes brand narratives. The research finds that brands that invest in experience-based digital initiatives will find a higher likelihood of achieving long-term consumer loyalty and creating long-lasting competitive advantages in an increasingly digital-first worldview.

Keywords: Experiential marketing, consumer loyalty, luxury branding.

1. INTRODUCTION

The luxury apparel sector has traditionally defined itself through exclusivity, high quality craftsmanship, and aspirational desire. In the age of the internet, the previously highly managed representation of luxury is being reshaped. With the rise of digital pathways, companies are no longer merely required to be viewed but also must be felt, understood, and deliver emotional interactions with customers. Luxury branding goes beyond conveying value through scarcity; it now relies on creating deep emotional connections through bespoke experiences [1-2]. Within an increasingly saturated online environment, achieving consumer loyalty is becoming more and more difficult. As a response, companies are employing experiential digital marketing approaches—approaches that focus on consumer engagement through narrative, technology, and the cultivation of community—to move beyond single transactions and create long-term brand advocacy. This article attempts to assess the effectiveness of these methods in achieving consumer loyalty in the luxury fashion industry.

2. LITERATURE REVIEW

Traditionally luxury marketing employed conventional media such as print advertisements in upscale magazines, fashion shows, celebrity sponsorships, and word-of-mouth exclusivity.

These media were effective because they spoke to luxury's most important characteristics—scarcity, beauty, and individualized attention. According to [1-2] these media were effective because they reconfirmed the aspirational and elite nature of luxury brands. However, with digital disruption, luxury brands have had no choice but to adapt how they produce value. [3] assert that static marketing formats no longer appeal to digitally born consumers who yearn for interactivity, personalization, and on-demand availability of content and experiences. To address this changing need, high-end fashion brands have begun embracing experiential digital marketing—campaigns that encourage direct customer participation and co-creation of the brand experience. [4] describe how immersive technologies like augmented reality, interactive websites, and digital stories allow brands to reimagine the sensory intensity and exclusivity of ancient luxury in the digital space. Digital platforms not only command notice but also evoke emotions, allowing brands to make lasting imprints.

Unlike convenience or reward-based transactional loyalty, emotional loyalty is based on a deeper, more substantive relationship. It is based on the identification of the consumer with the brand values and on the emotional attachment in the process. According to [5-8] younger generations such as millennials and Gen Z care more about experiences than possessions.

3. OBJECTIVES OF THE STUDY

1. To evaluate the impact of experiential digital marketing strategies on consumer loyalty in the luxury fashion sector.
2. To examine how emotional engagement, interactivity, and personalization shape consumer perceptions and repeat behavior.
3. To recommend strategic actions for luxury brands seeking to adopt experience-centric digital branding approaches.

4. Research Methodology

This research uses a quantitative research approach, employing a systematic questionnaire to collect data from a sample of 300 participants. The participants were selected via stratified sampling to create inclusivity across various age groups, income levels, and brand loyalty. The survey aimed at finding out customers' views regarding experiential digital marketing strategies used by luxury fashion brands.

A 5-point Likert scale (Strongly Disagree = 1 to Strongly Agree = 5) was used to capture responses to key variables. These were the efficacy of interactive brand storytelling, influence of augmented reality (AR) and virtual try-on technologies, activation of personalized content and social proof to build trust, and willingness to recommend a brand after digital experience. In addition, the survey also asked about consumer loyalty drivers such as emotional connection and repeat purchase. Collected data were described using descriptive statistics to summarize trends and using correlation analysis to establish significant correlations between digital experiential factors and brand loyalty. The approach enabled deep exploration of how interactive and engaging digital strategies impact consumer behavior in the luxury fashion sector. The research approach gives great insights into the shifting dynamics of relationship between luxury fashion brands and consumers in the era of digitalization.

5. Analysis and Discussion

Table 1: Survey Results on Experiential Digital Marketing and Consumer Loyalty

Survey Statement	"Strongly Disagree"	"Disagree"	"Neutral"	"Agree"	"Strongly Agree"	"Total Positive" (%)
1. I often engage with luxury fashion brands on social media platforms.	30 (10%)	50 (17%)	60 (20%)	80 (27%)	80 (27%)	160 (54%)
2. Influencer marketing positively influences my purchasing decisions.	25 (8%)	45 (15%)	65 (22%)	85 (28%)	80 (27%)	165 (55%)
3. Personalized content increases my trust and loyalty towards luxury brands.	10 (3%)	20 (7%)	57 (19%)	113 (38%)	100 (33%)	213 (71%)
4. Virtual try-on or AR/VR tools enhance my luxury online shopping experience.	20 (7%)	35 (12%)	85 (28%)	90 (30%)	70 (23%)	160 (53%)
5. I am more likely to repurchase from a brand that offers immersive digital content.	15 (5%)	30 (10%)	51 (17%)	109 (36%)	95 (32%)	204 (68%)

Table 2: Impact of Experiential Digital Marketing on Consumer Engagement and Loyalty in Luxury Fashion Sector

Section	Focus Area	Key Findings	Examples / Case Evidence	Implications
5.1 Affective Involvement and Brand Affinity	Emotional connection through storytelling	64% agreed that emotionally impactful content deepens brand connection	Gucci and Dior use Instagram/YouTube to share brand heritage, values, and artistry	Enhances brand recall, trust, and emotional loyalty beyond product features
5.2 Function of Immersive Technology	Use of AR/VR to enhance digital shopping	53% responded positively to AR tools and virtual try-ons	Burberry's AR item previews; Louis Vuitton's gamified experiences	Improves purchase confidence and makes online shopping experiential
5.3 Customized Content and Social Validation	Personalized engagement and peer influence	71% prefer brands offering targeted interactions and value social proof	Customized emails/ads; influencer promotions and reviews	Builds trust, encourages interaction, and meets luxury service expectations
5.4 Brand Loyalty and Repeat Purchase Intent	Impact of digital experiences on loyalty	68% showed strong intention to repurchase after emotional digital interactions	Not directly exemplified, but implied through engagement metrics	Experiential digital marketing boosts advocacy, loyalty, and word-of-mouth branding

Table 3: Statistical Summary of Important Findings

Experiential Marketing Factor	Mean Score (out of 5)	Standard Deviation	Interpretation
Emotional storytelling impact	4.1	0.76	Strongly influential on brand affinity and trust
Virtual try-on/AR effectiveness	3.7	0.89	Moderately high impact on consumer confidence
Personalized content	4.3	0.64	Very effective in fostering trust and repeat engagement
Influencer & peer engagement	4.0	0.81	Enhances credibility and brand attractiveness
Repeat purchase intention	4.2	0.68	Strong link to digital experience quality

6. CONCLUSION

Luxury fashion brands stand at a juncture. When digital consumption is de rigueur, triumph is no longer determined by how loudly one brand can yell, but how deeply one can connect. This study affirms that experiential digital marketing—founded on emotional storytelling, interactivity, personalization, and technology immersion—is what encourages the kind of loyalty that is long-term, loud, and ongoing. By moving from transaction to experiential paradigms, luxury brands not only sustain their aspirational halo but also create new avenues to inclusive exclusivity—where emotion and not merely money is the passport to loyalty.

Inclusivity thus unlocks the luxury brand space without watering down the same, for it makes different consumer segments feel closely associated with brands. As digital natives and experience consumers come to the forefront, luxury brands are now required to transcend product excellence and prestige—beyond whom they are, they need to provide relevance, authenticity, and a feeling of belonging. Those who grasp and accept this change will not only future-proof their brand but drive the next era of luxury marketing by building enduring emotional connections, driving advocacy, and becoming enduring icons in an ever more unstable digital world.

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