

3rd International Seminar on Entrepreneurship Sustainability

Yogyakarta, Indonesia, July 16th, 2025

ISSN 3064-3635, Vol 02, Ed 01 (2025), pages 13 - 17

Social Media Strategy and Exclusive Luxury Brand Image
Perception: Case Study Hermes

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Abstract: Social media has changed the way in which luxury brands interact with their customers, thus affecting how the brand and its value are perceived. The research looks at how Hermès, a brand famous for its exclusivity and heritage, uses social media marketing to preserve its high-end image while at the same time appealing to a wider audience. This research delves into strategies such as posting content, partnering with influencers, and storytelling branding to study the equilibrium of exclusivity and openness in the digital environment. We will analyze data collected from Hermès customers and luxury goods enthusiasts through a research method named Partial Least Squares Structural Equation Modeling (PLS-SEM). It will tell us the impact of such marketing strategies on individuals' perception of the brand. The findings are likely to be of immense value to luxury brands wishing to extend their online presence without diluting their distinctive profile.

Keywords: Social Media Marketing, Brand Image, Perceived Value, Luxury Brands, Hermès

A. Introduction

The rapid expansion of the Internet has transformed how luxury brands communicate with their clientele. Social media marketing is now an indispensable avenue for luxury brands to optimize visibility, establish relationships, and promote their exclusivity. Luxury brands do have a particular issue: they must enhance their visibility on the Internet without losing their sophisticated reputation. This change brings up important questions about how social media affects how people see luxury brands. Hermès is

famous for its history, high-quality work, and lasting uniqueness, which shows a careful mix of these qualities. Luxury branding traditionally involves introducing products to a select group of individuals, tightly managing communications about such products, and enjoying the approval of opinion leaders to maintain exclusivity. Social media provides a new spin to this approach. Social media provides greater interaction among consumers; however, it threatens to diminish the perceived exclusivity of luxury goods if not managed carefully.

Hermès has been able to capitalize on social media without sacrificing its high-end position, and thus it presents itself as an exemplary case to examine this evolving strategy. In this study, we investigate the impact of Hermès' social media marketing on its brand image and customers' perception of its value. The study examines the important aspects of selected content, influencer partnership, and methods of engaging with individuals regarding to identify how they contribute towards maintaining the exclusivity of Hermès on the internet. The study focuses on responding to How does Hermès' social media marketing influence its brand image? Meanwhile, the results of this study can be used as a consideration in determining the digital strategy that will be implemented for exclusive business models.

1. How does social media marketing impact consumers' perceived value of Hermès?
2. What digital marketing strategies help sustain exclusivity while fostering online engagement?

In addition, the results of this study can be used to support strategic decision-making especially in exclusive marketing for luxury brands.

B. Literature Review

Several variable used in this research, after interview with some expert and literature review, the variables are:

1. Social Media Marketing for Luxury Brands
Social media marketing has changed the way luxury brands communicate with their customers. Unlike old marketing methods that only send messages in one direction, social media allows for two-way conversations. This helps brands share their values and keep a unique image more successfully. For luxury brands like Hermès, it's important to find a way to be both reachable and exclusive to keep their high status. A study done by Godey and others.
2. Brand Image in the Luxury Sector

Brand image is how people think of a brand, based on their experiences, advertising, and the brand's overall reputation. In the luxury market, having a strong brand image is very important for keeping customers interested and loyal. Hermès is known for its history and quality work. It strengthens its image by telling stories, creating eye-catching visuals, and managing how easily people can access its products. Current research shows that luxury brands repeatedly highlight their uniqueness and high quality to keep their prestigious image.

3. Perceived Value in Luxury Brand Marketing
Perceived worth is the extent to which the people assume a product to be valued. For example, it is the product's goodness, the price, and what feelings it evokes, as well as what the product stands for (Zeithaml, 1988). For brands such as Hermès, the value that people attach to the product is more than just a signal about how well it works; it comprises things like reputation, rarity, and fine craftsmanship. Studies have shown that one of the best ways to have people's minds associated with a high valuation of your product is by social media marketing. This includes showing how the product is manufactured, regard to special limited releases, and endorsements by popular personalities. All these aspects are known to influence trust and perception of the product's worth (H. Mabkhot, 2017).
4. The Intersection of Social Media, Brand Image, and Perceived Value

Several investigations prove how social media marketing, brand image, and perceived value are interrelated in the luxury field. Hermès, for example, uses social media to tell a very particular and interesting story about its brand. The premium content created and circulated by the Hermès brand shows its history, craftsmanship, and exclusive limited editions, further enhancing the value of this prestigious brand and its products. This strategy is essential

in terms of keeping the torch burning in an increasingly digital world.

C. Research Model and Hypotheses

This study is quantitative in nature and uses Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the intricate relationship of Hermès' social media marketing efforts, brand image, and perceived value. PLS-SEM is used due to its capability to handle non-normal data, model latent variables, and provide good predictive outcomes (Zeithaml, 1988). The research model, based on the literature, predicts that Hermès' online efforts have a notable influence on both brand image and perceived value.

The target population is those known to be aware of Hermès, ensuring that the respondents are very aware of the brand's social media presence. Using purposive sampling, data needed are gathered and routed to a total of 300 respondents. The sample size aligns with the guidelines of PLS-SEM in requiring at least ten times the highest number of paths pointing towards one construct to obtain adequate statistical power. The research model is based on the work of earlier researchers and presumes that Hermès' online activities significantly influence public opinion regarding the brand and the value of the brand.

The target population is the current population of individuals who know Hermès so that individuals being surveyed are very aware of the brand's use of social media. We have a specific method for obtaining our participants for our study, and we aim to have a total of 300 participants. This is according to the PLS-SEM guidelines that state the researcher must have at least ten times the highest number of paths converging to one theme to attain statistically significant results. The data is gathered through an online survey shared on social media and luxury brand communities. The questionnaire has three parts: demographic data, perceptions of Hermès' social media marketing, and ratings of

brand image and perceived value. Responses are rated on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Data analysis is conducted using Smart PLS software in two steps. The first step is to examine the measurement model to identify construct reliability, convergent validity, and discriminant validity. The second step is to examine the structural model by checking path coefficients, R^2 values, and effect sizes.

Hypotheses

Based on the research model, the study proposes the following hypotheses:

H1: Hermès' social media marketing efforts positively influence its brand image.

H2: Hermès' social media marketing efforts positively influence consumers' perceived value.

H3: Brand image positively impacts consumers' perceived value of Hermès.

D. Result and Discussion

After conducting an analysis of 300 respondents who are the consumer segment of buyers and willing to buy the luxury brand Hermes, they are located on the island of Java, namely the provinces of Jakarta, West, Central and East Java, they are women with an age range of 17 to 45 years. This research has resulted based on data processing and causal relation between variables showed i.e.

Table 1. Construct Reliability and Validity Result

	Cronbach's alpha	Composite reliability (rho _c)	Composite reliability (rho _c)	Average variance extracted (AVE)
BRAND IMAGE (BI)	0.965	0.965	0.969	0.760
PERCEIVED VALUE (PV)	0.958	0.958	0.964	0.749
SOCIAL MEDIA (SM)	0.965	0.965	0.969	0.758

Table 2. Path Coefficient Result

	BRAND IMAGE (BI)	PERCEIVED VALUE (PV)	SOCIAL MEDIA (SM)
BRAND IMAGE (BI)		0.334	
PERCEIVED VALUE (PV)			
SOCIAL MEDIA (SM)	0.991	0.661	

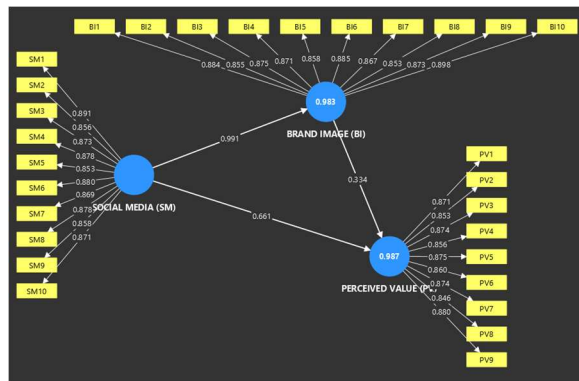


Figure 1. Structural Model Diagram Result

Table 3. R Square Result

	R-square	R-square adjusted
BRAND IMAGE (BI)	0.983	0.983
PERCEIVED VALUE (PV)	0.987	0.987

Table 4. Outer Loadings

	BRAND IMAGE (BI)	PERCEIVED VALUE (PV)	SOCIAL MEDIA (SM)
BI1	0.884		
BI10	0.898		
BI2	0.855		
BI3	0.875		
BI4	0.871		
BI5	0.858		
BI6	0.885		
BI7	0.867		
BI8	0.853		
BI9	0.873		
PV1		0.871	
PV2		0.853	
PV3		0.874	
PV4		0.856	
PV5		0.875	
PV6		0.860	
PV7		0.874	
PV8		0.846	
PV9		0.880	
SM10			0.871
SM2			0.856
SM3			0.873
SM4			0.878
SM5			0.853
SM6			0.880
SM7			0.869
SM8			0.878
SM9			0.858
SM1			0.891

The results of the measurement and structural model evaluation demonstrate strong reliability and validity across all constructs. As shown in Table 1, Cronbach's alpha and composite reliability values exceed the recommended thresholds (>0.9), while AVE

values are above 0.7, indicating internal consistency and convergent validity. Outer loading values in Table 2 further confirm indicator reliability, with all indicators loading strongly (>0.7) on their respective constructs. The structural model (Table 3) reveals that social media marketing has a strong, positive impact on both brand image ($\beta = 0.991$) and perceived value ($\beta = 0.661$), while brand image also contributes positively to perceived value ($\beta = 0.334$). These findings suggest that Hermès' social media activities play a crucial role in shaping brand perception and consumer-perceived value. Additionally, the R^2 results in Table 4 show that 98.3% of the variance in brand image and 98.7% of the variance in perceived value are explained by the model, underscoring the significant influence of social media and brand image on how luxury consumers evaluate value. Furthermore, according to general knowledge, if there is a good perception of value for a luxury brand, it will contribute to increasing consumer purchasing decisions.

E. Conclusion

This research shows that Hermès social media campaigns are at the heart of the brands image and how much people think it is worth. Strong path coefficients prove that online activity hits brand image hard and, through that channel, lifts perceived value. Social media does touch perceived value directly too, but the effect there is noticeably softer.

With R^2 figures sitting at 98.3% for brand image and 98.7% for perceived value, the model paints a clear, powerful picture of how Hermès online work shapes customer feelings. These numbers confirm that social media is far more than a simple broadcast tool; it is a vital well of brand strength and value insight.

The study underlines that Hermès feeds its luxury aura by curating a feed that is beautiful, aspirational, and genuinely engaging. For high-end houses, thoughtfully planned posts protect image, lift perceived worth, and help lock in customer loyalty over time.

Finally, when Hermès uses these channels to bolster its reputation, its products seem even rarer and more desirable, an edge that matters in the cutthroat luxury arena. More than polish, a content strategy that sparks emotion and hints at exclusivity plays a big part too. Through this exclusive digital business model, the increased perceived value generated through social media and the enhanced brand image can be a factor in strengthening the sustainability of a luxury brand.

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