

Designing a Strategic Model for Changing Consumer Behaviour Towards Luxury Products Through Social Media

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Abstract: Today, we are witnessing the advancement of science in all fields. In most parts of the world, everything is done scientifically, and we see many theories in various fields of science to advance in those areas. One of the topics that has received a lot of attention today is the watermarket and related issues. Consumers are the cornerstone of all water market activities. The aim of this study is to strategically model changes in the behaviour of luxury goods consumers on social media. In terms of purpose, this research is an applied study and is conducted using a qualitative method. The statistical population of the research, in the qualitative section, includes all experts in two categories: media and water market experts, and luxury goods buyers in the 18 to 35 age group who are active on at least two social media platforms, including Facebook, Twitter, Instagram, Pinterest, TikTok, and YouTube. They will be selected using a non-purposeful sampling method. Based on the results of this study, it was determined that the dimensions and indicators in creating a strategic model for changing consumer behaviour in social media include social influence and online interactions, brand perception and mental image, user experience and media content design, psychological and cognitive factors, trust and credibility in social media, digital shopping experience and decision-making process, water market strategy, and changes in behaviour, cultural values, and social norms.

Keywords: strategy, behavioural change, luxury goods consumer, social media

1. Introduction

Today, we are witnessing the advancement of science in all fields. All activities in most parts of the world have become scientific, and we are witnessing many theories in various sciences to advance in those fields. One of the topics that has received a lot of attention today is the discussion of marketing and related issues. Consumers are the cornerstone of all marketing activities (Yu et al., 2012; Ahmadi & Karimi, 2025). Successful marketing begins with understanding why and how consumers behave. Studying and examining the factors that influence consumer behaviour and examining the extent to which each of these factors influences behaviour leads to an understanding and awareness of consumer behaviour (Edo, 2005; Hassanpour & Rezaei, 2025).

Only then will marketers be able to offer a product that is more in line with the needs and wants of consumers, or in other words, offer a product that "meets the factors influencing consumer behaviour" and ensures their maximum satisfaction. Behavioural intentions are considered a key factor in many such models. In addition, converting (transforming) intentions into purchasing decisions is currently considered a major challenge in consumer behaviour research (Yu and Donsu, 2013; Talebi & Mohammadi, 2025). Another issue related to marketing is the discussion of sales and the factors that affect it.

Today, in many parts of the world, sales have moved away from the traditional method and have become scientific (Hawkins and Kani, translated by Rosta, 2006; Naderi & Soleimani, 2025). On the other hand, globalisation and the transformation of the world into a global village in terms of communications, exchanges and transactions, etc.,



have led all countries to seek to update their marketing techniques. Paying attention to marketing mixes, including sales promotion, is a current issue for most businesses. In Iran, we have also made progress in this area, but it is not suitable for the present time (Elliott, 2009; Yousefi & Hashemi, 2026). In terms of sales, we still operate mostly in a traditional way and without taking scientific factors into account. Nowadays, sales are no longer just about offering your product to the customer but about meeting their needs. In sales, the core of our work is the customer and their needs (Cohen and Basso, 2016; Mohammadi & Ebrahimi, 2026).

Consumers in the 21st century tend to connect with brands beyond financial transactions and engage with various brand elements to gain emotional and sensory experiences. This emotional and sensory stimulation helps consumers form a unique and personal connection with the brand (Shin, Eastman & Li, 2022; Rahmani & Gholami, 2025). Consumer behaviour theory enables businesses to have more information about their target audience so that they can create products, services and a corporate culture to influence customer buying habits and values. The concept of customer value assesses both the benefits derived from consuming the product (benefits to customers) and the costs incurred in obtaining and using them (customer costs). Value is created by fulfilling the customer's needs, solving problems, and helping them achieve their goals, in other words, by providing a specific benefit to the customer (Azizah, Farida & Dimisyqiyan, 2024; Davari & Najafi, 2026).

In this regard, the tendency to form a special connection with the brand name is stronger in luxury brands than in non-luxury brands. Consumers of luxury goods are currently not limited to just special and famous individuals, and its expansion to emerging segments has led to the growth of the luxury sector (Paul, 2019; Saberi & Jalali, 2026). The retail value of the luxury sector has increased significantly over the past two decades, and overall, consumers' attitudes and perceptions of luxury product consumption have changed (Dhaliwal, Singh & Paul, 2020; Aghaei & Mohseni, 2026). As a result, luxury brands are increasingly seeking to create personal experience and build loyalty among consumers. Luxury experiences are created by providing symbolic or experiential value to consumers in addition to functional value. Symbolic or experiential value is delivered through various marketing stimuli, including the store environment, the online website experience, social media management, or personalised communication with the brand. However, the COVID-19 pandemic and the subsequent quarantine restrictions around the world until the end of 2019 prevented luxury brands from improving the online experience for consumers. This change opened up new avenues for luxury brands to design consumer experiences through online social media. In fact, sales of luxury products and services on online platforms increased from 12% to 23% compared to the previous year (Gupta, Shin & Jain, 2023; Fathi & Salehi, 2026).

Social media marketing is a marketing process that is carried out through social media and is the process of attracting people's attention to interact with the content provided (Azizah, Farida & Dimisyqiyan, 2024; Mirzaei & Zarei, 2026). Therefore, the spread of social media ushered in a new era for companies and brands, forcing them to seek new interactive ways to reach and engage their customers. This rapidly expanding online marketing channel, which currently reaches more than two-thirds of internet users, provides unique opportunities for a brand to build its reputation (Godey et al., 2016; Karimi & Ahmadi, 2025).

Karimi and Ahmadi (2024) conducted a study titled 'Developing a Model for the Effect of Social Media Marketing Activities on the Intention to Repurchase Sports Products and Sustainable Social Connection'. The present research is applied in terms of its objective and descriptive survey in terms of its data collection method. The statistical population of the study consisted of 320 customers of sports products from stores across Kermanshah city. Using a simple random sampling method based on Cochran's formula, 175 individuals were selected as the statistical sample. The data collection tool used was a standard questionnaire. Structural equations were also used to analyze the relationships between the components of the model, and SmartPLS software was used to analyse the data. The results of the study show that social media marketing activities had the greatest impact on perceived value and the least impact on customer satisfaction. The results of the study show that social media marketing activities have a direct, positive and significant impact on the intention to purchase sports products and on lasting social connections (Karimi & Ahmadi, 2025; Moradmamand & Gorjizadeh, 2025).

Soqot Forosh (1402) conducted a study entitled 'Explaining the Effects of Social Networks on the Conformity or Similarity of Luxury Clothing Purchasing Behaviour among Millennials or Generation Y'. The present research is practical in terms of its purpose. The data required for this research was collected using multi-criteria decision-making models. The statistical population of this study includes all experts in two categories, namely media and marketing experts and luxury goods buyers in the 18 to 35 age group, who are present on at least two social networks from among Facebook, Twitter, Instagram and Telegram. The results of this study showed that the variable of sensitivity to product quality has a positive and significant effect on the variable of the extent of use of recommended social media advertising. The quality sensitivity variable has a negative effect on the attitude towards online shopping variable. The price sensitivity variable has a negative effect on the extent to which social media recommendation advertising is used. The price sensitivity variable has a positive and significant effect on the attitude towards online shopping. The sensitivity to product fashionability variable has a positive and significant effect on the extent of use of social media recommendation advertising, and finally, the sensitivity to product fashionability variable has a negative effect on the attitude towards online shopping (Soqot Forosh, 2024; Talebi & Mohammadi, 2025).

Shirzad et al. (2023) conducted a study entitled The Role of social media in the Behaviour of Health Tourism Consumers. In terms of research methodology, the present study falls into the category of applied survey-based and correlational research. The statistical population of this study includes all social media users in medical centres providing health tourism services in Tehran. The size of the statistical population was 850 people during the period under study, and the sample size was determined to be 256 people using the Cochran formula. A questionnaire was used to measure the research variables. The validity of this tool has been examined through construct validity, and reliability has been examined and confirmed using Cronbach's alpha coefficient. In the analysis method section, the measurement model was first formed, and the model fit was examined based on the indicators. Finally, the relationships between the research variables were examined and the results were presented based on the structural modelling method. In this section, the AMOS software was used. The findings showed that the extent and type of social media use had a significant impact on behaviour before, during and after the use of health tourism services. Conclusion It seems that the extent and type of social media use among users could have a significant impact on the willingness to use health tourism services among health tourists (Shirzad et al., 2023; Naderi & Soleimani, 2025).

Asgharzadeh Shyadeh et al. (2023) conducted a study titled 'Presenting a Qualitative Model of the Use of Social Media Influencers in the Behaviour of Consumers in the Luxury Cosmetics and Hygiene Industry'. The research method, considering its purpose, is practical and, in terms of implementation, qualitative, based on the data-based method. The statistical population of the study includes 15 managers of advertising companies with at least 5 years of work experience, managers of online stores on social media, and university professors in the field of marketing management who have conducted research. The sample size was determined using theoretical sampling logic and the judgemental method, and through semi-structured interviews with advertising experts, with the interviews continuing until theoretical saturation was achieved. Semi-structured interviews were used to collect information. The results showed that a total of 11 factors and 93 components of social media marketing were extracted and identified. The identified factors include: causal conditions (change in marketing methods, technological changes, changes in people's lives), phenomenon-based factors (the process of using social media influencers), underlying and enabling factors (characteristics of social media influencers, brand characteristics), intervening factors (government factors, social perception of social media), strategic factors (use of different marketing strategies, measuring the success of influencer advertising), and outcome (effectiveness of advertising) (Asgharzadeh Shyadeh et al., 2024; Aghaei & Mohseni, 2026).

Bahram (2022) conducted a study entitled Designing a Causal Model of Social Media Marketing in the Behaviour of Consumers of Luxury Automobile Goods using the DEMATEL approach. The purpose of this research is to identify the dimensions of social media marketing in the behaviour of consumers of luxury car goods using the DEMATEL approach. The dimensions of social media marketing have been extracted from the research of Salim and Salim (2021). The statistical population and sample consists of 25 university professors who are proficient in the concepts of social media marketing and the behaviour of luxury goods consumers. After a thorough review of the

theoretical foundations and the literature review, the research dimensions regarding the variables were identified. Subsequently, using the Decision-Making Trial and Evaluation Laboratory (DEMATEL) technique, the strength of the relationships between the dimensions of social media marketing was examined. The results show that building the trust of people and investors is the most influential dimension, and synchronising the producer and the consumer has the greatest impact on the behaviour of consumers of luxury car goods with social media marketing (Bahram, 2023; Yousefi & Hashemi, 2026).

(Aldhamiri, et al., 2024) conducted a study titled 'Investigating Customer Engagement Behaviours Related to Luxury Brands on Social Media', focusing on motivations for active and passive engagement. Using sequential mixed methods and relying on the analysis of network data and survey data, this study identified 10 emerging themes among internal and external motivations that shape the overall motivation for social media interaction with luxury brands. The results highlight the role of intrinsic motivations such as entertainment, authenticity, appreciation, experience sharing, nostalgia, aesthetics, and lifestyle inspiration. In addition, external motivations such as social support, beneficial rewards, and the pursuit of social status are revealed to influence customers' attitudes and behaviour towards luxury brands on social media. This study also explains the moderating effect of customers' value-for-money orientation and brand recognition on the relationship between overall motivation and customer engagement behaviours (Aldhamiri et al., 2024; Rahmani & Gholami, 2025).

(Muturi, 2024) conducted a study titled The Impact of social media on Fashion Trends and Consumer Behaviour in Kenya. This study adopted a review method that collects data from existing sources. The findings showed that social media democratises fashion by providing diverse content, shaping trends and consumer behaviour. Platforms such as Instagram and TikTok facilitate the dissemination of trends and peer-to-peer recommendations. They also change the shopping experience. Ultimately, social media plays a key role in driving fashion trends in real time and shaping consumer preferences (Muturi, 2024; Mohammadi & Ebrahimi, 2026).

(2024 Azizah, Farida & Dimisyqiyan,) conducted a study titled Marketing Activities and Changing Consumer Behaviour of Generation Z in the Age of Social Media Marketing. Digital marketing activities on social media platforms include entertainment, interaction, trends, conformity and word-of-mouth advertising. Generation Z's social media activities reflect different purchasing behaviours. Generation Z tends to choose a time that is faster, more interactive and more sensitive to information on social media. Important factors that should be considered by business players in relation to changes in the behaviour of Generation Z consumers are brand image, perceived risk by the buyer, attitude towards the product, purchase intention and post-purchase satisfaction. The research method used is a quantitative approach, and the research tool is a questionnaire. Based on the results of the hypothesis test, it was concluded that social media activity has the greatest impact on behaviour with respect to the proposed product. The next item is brand image perception and purchase intention behaviour. The lowest level of social media activity affects post-purchase behaviour, and after that, the perceived risk of purchase is affected (Azizah, Farida & Dimisyqiyan, 2024; Davari & Najafi, 2026).

(Gupta, Shin & Jain, 2023) conducted a study titled Luxury Experience and Consumer Behaviour. Through a literature review, this study examined 130 articles on luxury experience and consumer behaviour. The findings showed that most research on luxury experiences has focused on the experience of luxury services in the field of hospitality and tourism. Future researchers should explore ways to provide a luxury experience to consumers in the luxury goods industry (Gupta, Shin & Jain, 2023; Saberi & Jalali, 2026).

(Dhaliwal, Singh & Paul, 2020) conducted a study titled Consumer Behaviour of Luxury Goods. In a systematic review, this paper examined various factors of consumer behaviour towards luxury goods. Two hundred and two studies were identified and catalogued in terms of study type, themes and analysis details. This paper identified the determinants of luxury purchasing behaviour, including individual factors, psychological factors, cultural and social factors, and factors related to luxury goods (Dhaliwal, Singh & Paul, 2020; Fathi & Salehi, 2026).

(Martín-Consuegra, et al., 2019) conducted a study titled "Examining Consumer Luxury Brand-Related Behavioural Intentions in the Context of Social Media: The Moderating Role of Hedonic and Utilitarian Motives".

The aim of this study is to test a model that analyses the relationship between brand engagement, consumer-brand interaction, and behavioural intention in the context of luxury brand-related activities on social media. Based on content value theory, the present study identifies the moderating role of utilitarian/hedonic motivations on the proposed relationships. Data was collected from 326 social media users who were looking for information about luxury brands online before purchasing a particular brand. They provided evidence indicating positive relationships between brand engagement, consumer-brand interaction, and behavioural intention. The results also confirmed the moderating role of utilitarian/hedonic motivations (Martín-Consuegra et al., 2019; Mirzaei & Zarei, 2026).

(Chen & Lin, 2018) conducted a study titled 'Investigating the Influence of Social Media Influencers on Consumers' Purchase Intention in the Fashion Industry', with a particular focus on platforms such as YouTube and Twitter. The researchers used a quantitative approach. Their findings showed a significant correlation between consumers' perception of social media influencers as credible sources of fashion information and their willingness to interact with the brands promoted by these influencers. Through statistical analysis, they demonstrated the effectiveness of influencer marketing in customer acquisition and purchase intent and provided valuable insights for fashion brands seeking to utilise social media influencers as part of their marketing strategies (Chen & Lin, 2018; Hassanpour & Rezaei, 2025).

Regarding the necessity of this research, it should be noted that the influence of social media on consumer behaviour has become a significant concern in contemporary society. With the rapid expansion of social media platforms such as Instagram, TikTok, and Pinterest, individuals are increasingly exposed to a constant stream of content related to luxury products, which influences their perceptions, preferences, and purchasing decisions. However, while social media provides unparalleled access to luxury brands, it still raises questions about its effects on consumer behaviour (Muturi, 2024; Mohammadi & Ebrahimi, 2026). Although previous studies have focused on the origin, spread, and prominence of luxury experiences among consumers, there is limited research that holistically analyses and evaluates current knowledge, and the existing literature lacks a clear and comprehensive framework to elucidate why and how luxury consumers are increasingly using social media to engage with luxury brands. Therefore, moving away from previous research in the field of luxury consumer products can help in understanding consumer behaviour. This research examines the literature on consumer behaviour on social media regarding luxury goods, identifies influential variables, and provides a new perspective in the field of luxury consumer product behaviour (Rahmani & Gholami, 2025; Aghaei & Mohseni, 2026).

Therefore, this research adopts a comprehensive approach by systematically reviewing the existing literature on consumer behaviour on social media regarding luxury goods to generate new knowledge. It also examines strategies for changing consumer behaviour on social media to derive a theoretical model of luxury purchasing behaviour. This paper seeks to answer the following questions:

- 1- What is the strategic model for changing consumer behaviour on social media regarding luxury consumer products?
- 2- What dimensions and indicators are influential in creating a strategic model for changing consumer behaviour on social media regarding luxury consumer products?

In terms of purpose, the present research is of the applied research type and is conducted using qualitative methods. The use of qualitative research methods, such as case studies, focus group interviews, data-driven theory, action research, etc. only study the non-quantitative aspects of phenomena and cannot alone reveal the reality of management-related phenomena and meet all the objectives of this research. The statistical population of the research, in the qualitative section, includes all experts in two categories, namely media and marketing experts and luxury goods buyers in the 18 to 35 age group, who are present on at least two social networks from among Facebook, Twitter, Instagram, Pinterest, TikTok and YouTube, and who were selected using purposive convenience sampling. The purposive sampling method was used to select the sample individuals. Therefore, in this research, in-depth and semi-structured interviews were collected by inviting interviewees. Sampling of experts in this study continued until the process of exploration and analysis reached the point of theoretical saturation. Theoretical saturation is when the

researcher, with the emergence of the initial discovery, will try to gather more information in the continuation so that the relationship between the main categories and other categories becomes clearer and more meaningful. This continued until the researcher felt that the experts were no longer providing new information. As a result, theoretical saturation was achieved with 14 people.

Data Collection

Following the qualitative analysis, a questionnaire was developed based on the identified dimensions and indicators. The questionnaire employed a 5-point Likert scale ranging from 1 (very low importance) to 5 (very high importance). The questionnaire was distributed to 30 experts and luxury consumers, who were selected using purposive sampling based on their expertise and active social media presence. Participants were asked to rate the importance of each identified indicator. The questionnaire demonstrated acceptable reliability (Cronbach's alpha = 0.87).

Data Analysis

Shannon entropy method was used to determine the significance coefficient of each indicator. This method calculates the information content of each indicator by measuring its dispersion. The steps include:

1. **Normalization of data:** Values are normalized to ensure comparability
2. **Calculation of entropy:** The entropy value for each indicator is calculated using the formula:

$$E_j = -k \sum (p_{ij} \times \ln p_{ij})$$

where p_{ij} is the probability of occurrence, and k is a constant ($k = 1/\ln n$)

3. **Calculation of significance coefficient:** The significance coefficient (W_j) is calculated as:

$$W_j = (1 - E_j) / \sum (1 - E_j)$$

4. **Interpretation:** Higher significance coefficients indicate greater importance of the indicator in the model.

Findings

After conducting the research interviews, a total of 64 codes were identified. Table (1) shows the results related to these codes.

Table (1) Results of open coding of the qualitative section

Row	Extracted codes	Frequency
1	The impact of influencers' comments	9
2	Social identity in the virtual space	10
3	Social pressure to consume specific brands	13
4	User interaction with brand content	9
5	Imitation of consumer behaviour	12
6	The role of social credibility in decision-making	11
7	Social comparison in the online space	8
8	Inspiration from the lifestyle of famous people	13

9	Connection to the brand's fan community	9
10	Symbolic value of luxury brands	10
11	Brand association in social media	13
12	Prestige and brand positioning in the consumer's mind	11
13	Digital brand experience	13
14	Consistency of brand messages in the media	9
15	Aesthetics of content and visual design of the brand	13
16	Brand differentiation from competitors in the permitted space	10
17	Digital brand reputation management	13
18	Visual appeal of posts and videos	9
19	Interactive content (polls, challenges, quizzes, etc.)	13
20	Quality of content produced by the brand	11
21	Brand storytelling	13
22	Personalised content for users	13
23	Brand communication tone and style	8
24	Speed and ease of access to brand information	13
25	Feeling of pleasure and excitement when viewing content	9
26	Brand responsiveness to comments and feedback	8
27	Internal purchase motives (prestige , pleasure , self-expression)	9
28	Perception of the value of a luxury product	8.
29	Positive emotions resulting from interaction with the brand	8.
30	Reduction of cognitive dissonance after purchase	8.
31	Satisfaction with the brand experience	8.
32	Trust in the brand and its advertisements	8.

33	Mental engagement with the brand	8.
34	Attitude towards consumerism in the digital space	8.
35	Credibility of the message source (influencer, official brand, real users)	8.
36	Trust in user recommendations	10.
37	Security and privacy in brand interactions	10.
38	Prevention of false or exaggerated information	10.
39	Brand's history of honest communication	8.
40	Consistency between advertising and actual product experience	9.
41	The level of brand responsiveness to complaints	9.
42	Signs of trust (endorsements, positive comments)	9.
43	The role of social media in brand awareness	8.
44	Stages of behaviour change from interest to purchase	8.
45	Content and e-commerce integration	8.
46	User feedback after purchase	9.
47	Satisfaction with the online shopping experience	9.
48	The impact of ease of payment process	9.
49	Repeat purchase based on previous experience	12.
50	Post-purchase behaviour tracking	6.
51	Class norms in choosing a luxury brand	7.
52	Change of cultural values in the younger generation	7.
53	Social symbolism of brand consumption	8.
54	Cultural differences in the perception of luxury	9.
55	Attitude towards originality versus luxury	8.

56	The importance of digital lifestyle	7.
57	Tendency to cultural distinctiveness from others	7.
58	Story-based content campaigns	7.
59	Experience-based marketing	7.
60	Use of influencer marketing	8.
61	Interactive water marketing on social networks	8.
62	Implementing a messaging strategy and platform features	8.
63	Emotional and symbolic marketing	9.
64	Synergy between online and offline media	9.

In the continuation of the qualitative section, while categorising the extracted codes, axial coding was performed. The following tables show the results of axial coding in each section. Table (2) shows the results of axial coding related to the dimensions and indicators in creating a strategic model for changing consumer behaviour in social media regarding luxury consumer products.

Table (2) Axial coding results

Components	Extracted codes
Social influence and online interactions	The impact of influencers' opinions
	Social identity in the virtual space
	Social pressure to consume specific brands
	User interaction with brand content
	Imitation of consumer behaviour
	The role of social credibility in decision-making
	Social comparison in the online space
	Emulating the lifestyle of celebrities
	Affiliation with the brand's fan community
Brand perception and mental image	Symbolic value of luxury brands
	Brand associations on social media
	Prestige and brand positioning in the consumer's mind
	Digital brand experience
	Consistency of brand messages in the media
	Aesthetics of content and visual design of the brand
	Brand differentiation from competitors in the permitted space
	Brand's digital reputation management
User experience and media content design	Visual appeal of posts and videos
	Interactive content (polls, challenges, likes, etc.)
	Quality of brand-generated content
	Brand storytelling
	Personalisation of content for users
	Tone and style of brand communication
	Speed and ease of access to brand information
	Feeling of pleasure and excitement when viewing content
	Brand responsiveness to comments and feedback

Components	Extracted codes
Psychological and cognitive factors	Internal purchase motivations (prestige , pleasure , self-expression)
	Perception of the value of a luxury product
	Positive emotions resulting from interaction with the brand
	Reduction of cognitive dissonance after purchase
	Satisfaction with the brand experience
	Trust in the brand and its advertisements
	Mental engagement with the brand
	Attitude towards consumerism in the digital space
Trust and credibility in social media	Credibility of the message source (influencer, official brand, real users)
	Trust in user recommendations
	Security and privacy in brand interactions
	Prevention of false or exaggerated information
	Brand's track record in communication integrity
	Consistency between advertising and the actual product experience
	The level of the brand's responsiveness to complaints
	Signs of trust (endorsements, positive comments)
Digital purchasing experience and decision-making process	The role of social media in brand awareness
	Stages of behaviour change from interest to purchase
	Integration of content and e-commerce
	User feedback after purchase
	Satisfaction with the online shopping experience
	Impact of ease of payment process
	Repeat purchase based on previous experience
	Post-purchase behaviour tracking
Cultural values and social norms	Class norms in luxury brand selection
	Change in cultural values among the younger generation
	Social symbolism of brand consumption
	Cultural differences in the perception of luxury
	Attitude towards authenticity versus luxury
	The importance of the digital lifestyle
	Tendency towards cultural differentiation from others
Market strategies and behavioural change	Story-based content campaigns
	Experience-based influencer marketing
	Use of influencer marketing
	Interactive social media marketing
	Implementing a messaging strategy and platform features
	Emotional and symbolic marketing
	Synergy between online and offline media

Based on the results of the present study, it was determined that the dimensions and indicators in creating a strategic model for changing consumer behaviour in social media include social influence and online interactions, brand perception and mental image, user experience and media content design, psychological and cognitive factors, trust and credibility in social media, digital shopping experience and decision-making process , influencer marketing strategy, and changes in behaviour and cultural values and social norms . Figure (1) illustrates these aspects.

Figure (1) Axial coding

After conducting the research interviews, a total of 64 codes were identified. Table (3) shows the results related to these codes.

Table (3) Results of open coding in the qualitative section

Row	Extracted codes	Frequency	Entropy value	Significance coefficient
1	The impact of influencers' comments	9	0.524714	0.062148
2	Social identity in the virtual space	10	0.695814	0.081479
3	Social pressure to consume specific brands	13	0.914408	0.103587
4	User interaction with brand content	9	0.524714	0.062148
5	Imitation of other consumers' behaviour	12	0.869874	0.098952
6	The role of social credibility in decision-making	11	0.794419	0.094596
7	Social Comparison in the Online Space	8	0.475849	0.057418
8	Inspiration from the lifestyles of famous people	11	0.794419	0.094596
9	Connection to the brand's fan community	9	0.524714	0.062148
10	Symbolic value of luxury brands	10	0.695814	0.081479
11	Brand recall on social media	10	0.695814	0.081479
12	Prestige and brand positioning in the consumer's mind	11	0.794419	0.094596
13	Digital brand experience	10	0.695814	0.081479
14	Consistency of brand messages in the media	9	0.524714	0.062148
15	Content aesthetics and brand visual design	10	0.695814	0.081479

16	Brand differentiation from competitors in the permitted space	10	0.695814	0.081479
17	Digital brand reputation management	10	0.695814	0.081479
18	Visual appeal of posts and videos	9	0.524714	0.062148
19	Interactive content (polls, challenges, quizzes, etc.)	10	0.695814	0.081479
20	Quality of brand-generated content	11	0.794419	0.094596
21	Brand storytelling	10	0.695814	0.081479
22	Personalised content for users	10	0.695814	0.081479
23	Brand communication tone and style	8	0.475849	0.057418
24	Speed and ease of access to brand information	10	0.695814	0.081479
25	Feeling of pleasure and excitement when viewing content	9	0.524714	0.062148
26	Brand responsiveness to comments and feedback	8	0.475849	0.057418
27	Internal purchase motivations (prestige, pleasure, self-expression)	9	0.524714	0.062148
28	Perception of the value of a luxury product	8.	0.475849	0.057418
29	Positive emotions resulting from interaction with the brand	8.	0.475849	0.057418
30	Reduction of cognitive dissonance after purchase	8.	0.475849	0.057418

31	Satisfaction with the brand's authorised experience	8.	0.475849	0.057418
32	Trust in the brand and its advertising	8.	0.475849	0.057418
33	Mental engagement with the brand	8.	0.475849	0.057418
34	Attitude towards consumerism in the digital space	8.	0.475849	0.057418
35	Credibility of the message source (influencer, official brand, real users)	8.	0.475849	0.057418
36	Trust in user recommendations	10.	0.695814	0.081479
37	Security and privacy in brand interactions	10.	0.695814	0.081479
38	Prevention of false or exaggerated information	10.	0.695814	0.081479
39	Brand's history in communication integrity	8.	0.475849	0.057418
40	Consistency between the advertisement and the actual product experience	9.	0.524714	0.062148
41	The extent to which the brand responds to complaints	9.	0.524714	0.062148
42	Signs of trust (endorsements, positive comments)	9.	0.524714	0.062148
43	The role of social media in brand awareness	8.	0.475849	0.057418
44	Stages of behaviour change from interest to purchase	8.	0.475849	0.057418
45	Content Integration and E-Commerce	8.	0.475849	0.057418
46	User feedback after purchase	9.	0.524714	0.062148

47	Satisfaction with the online shopping experience	9.	0.524714	0.062148
48	Impact of ease of payment process	9.	0.524714	0.062148
49	Repeat purchase based on previous experience	12.	0.869874	0.098952
50	Post-purchase behaviour tracking	6.	0.584417	0.061783
51	Class norms in luxury brand selection	7.	0.782517	0.0852470
52	Changing cultural values in the younger generation	7.	0.782517	0.0852470
53	Social Symbolism of Brand Consumption	8.	0.475849	0.057418
54	Cultural differences in the perception of luxury	9.	0.524714	0.062148
55	Attitude towards originality versus luxury	8.	0.475849	0.057418
56	The Importance of Digital Lifestyle	7.	0.782517	0.0852470
57	Tendency to cultural differentiation from others	7.	0.782517	0.0852470
58	Story-based content campaigns	7.	0.782517	0.0852470
59	Experience-based marketing	7.	0.782517	0.0852470
60	Use of influencer marketing	8.	0.475849	0.057418
61	Interactive marketing on social media	8.	0.475849	0.057418
62	Implementing messaging strategy and platform features	8.	0.475849	0.057418

63	Emotional and symbolic water marketing	9.	0.524714	0.062148
64	Synergy between online and offline media	9.	0.524714	0.062148

According to the results of the research, it was determined that the social pressure item for the consumption of specific brands, with a Shannon entropy value of 0.914408 and a significance coefficient of 0.103587, is the most important index extracted in the creation of a strategic model for changing consumer behaviour in social media regarding luxury consumer products.

2. Discussion and Conclusion

Based on the results of the present study, it was determined that the dimensions and indicators in creating a strategic model for changing consumer behaviour on social media include social influence and online interactions, brand perception and mental image, user experience and media content design, psychological and cognitive factors, trust and credibility in social media, digital shopping experience and decision-making process, market strategy, and changes in behaviour and cultural values and social norms.

Based on the results of the present study, it was determined that the dimensions and indicators in creating a strategic model for changing consumer behaviour on social media include social influence and online interactions, brand perception and mental image, user experience and media content design, psychological and cognitive factors, trust and credibility in social media, digital shopping experience and decision-making process, market strategy, and changes in behaviour and cultural values and social norms. The results of the present study showed that in the process of shaping the strategic model for changing consumer behaviour in social media, a set of diverse dimensions, including social influence and online interactions, brand perception and mental image, user experience and media content design, psychological and cognitive factors, trust and credibility in social media, digital shopping experience and decision-making process, market strategies, and finally cultural values and social norms, play a role. These findings indicate that consumer behaviour in the luxury goods sector is a multifaceted phenomenon shaped in the context of social media through individual, social, cultural, and technological actions.

In the first step, the results showed that social influence and online interactions have the greatest impact on changing consumer behaviour. Social media has provided a platform where consumers share their information, experiences and attitudes widely and instantly. These interactions create a kind of "social confirmation" that can change attitudes and even purchasing decisions. In such environments, individuals tend to align their behaviour with those who are socially or aesthetically admired. This is in line with the findings of domestic researchers such as Karim and Ahmad (2024) and Abbasi et al. (2022), who showed that online and social media activities in virtual spaces have a direct impact on purchase intent and customer loyalty. Similarly, at the international level, studies such as those by Goudi et al. (2016) and Chen and Liu (2018) have confirmed that social interactions, content, recommendations and individual-based e-marketplaces significantly change the behaviour of consumers of luxury brands. As a result, it can be said that social influence plays a central role in changing the attitudes and behaviour of consumers, as they seek validation, identity, and belonging in the media space.

In the second dimension, brand perception and mental image were identified as among the most important factors influencing consumer behaviour in luxury products. Luxury products are purchased not only because of their material quality, but also because of the symbolic value and mental image they create in the consumer's mind. Social media has provided an unprecedented opportunity for brands to create a desirable mental image in the minds of their audience through visual narratives, brand storytelling, and the creation of a sense of prestige. This finding is consistent with the research by Dehdasht and Nael (2021) and Bahram (2022), which showed that the market signals of social media and brand trust in the digital environment have an impact on the perceived value of the brand and the intention to purchase. Similarly, international studies such as those by Martin Conseguerra et al. (2019) and Kim and Ku (2016)

have also shown that the consumer's mental engagement with the brand and their interaction with its mental image play a key role in creating behavioural intent. Therefore, brands that can create a "luxury mental experience" on social media will be more successful in changing consumer behaviour.

The third dimension is dedicated to the user experience and the design of media content. The findings of the present study show that visual appeal, the quality of media content, and its interactivity (such as the use of surveys, quizzes, and challenges) have a significant impact on users' willingness to engage with the brand. When users encounter rich and engaging content, they develop a greater sense of closeness and belonging to the brand, which can serve as a catalyst for changes in their consumer behaviour. Domestic studies, such as those by Shirzad et al. (2023) and Jalilian et al. (2021), have also shown that the type and extent of social media use have a direct impact on behaviours before, during, and after consumption. In foreign studies, Motori (2024) and Aziza et al. (2024) have also confirmed that visual and interactive content transforms the user experience into a lively and inspiring one and plays a decisive role in shaping consumer preferences. Therefore, content design in social media should not be solely advertising-oriented, but should also create an emotional, inspiring, and participatory experience for the audience.

Next, psychological and cognitive factors play another key role in changing consumer behaviour. The findings of the present study showed that internal factors such as the desire for prestige, social distinction, self-expression, and the feeling of pleasure from consumption are intensified in interaction with social media. When exposed to luxury content, consumers place themselves in a position of comparison with others, and this process of comparison can change their attitude and purchase intention. This result is consistent with the findings of Hallival, Singh, and Paul (2020), who identified psychological and social factors as the primary drivers of luxury purchases. At the national level, the results of research by Mikan et al. (2020) and Soghatfarsh (2023) showed that attitude, sensitivity to quality, and the desire to be fashionable play an important psychological role in the inclination towards luxury consumption.

Accordingly, it can be said that social media paves the way for changing consumer behaviour by stimulating the mind and strengthening the mental connection with the brand. Another factor is trust and credibility in social media, which is considered the foundation of a lasting interaction between the brand and the customer. Today's consumers are exposed to a massive volume of advertising information, and the credibility of the message source plays a vital role in their decision-making. In this context, brands that are transparent, accountable and honest in their media communications can gain and maintain consumer trust. This finding is consistent with the results of Bahram (2022) and Dehdashti and Nael (2021), who showed that digital trust and brand transparency are among the most important market dimensions of social media. In foreign research, Chen and Liu (2018) also identified the credibility of media influencers as one of the main factors in changing purchase intentions. Accordingly, trust in the brand and the message source plays a facilitating role in the transition from awareness to behavioural action.

Another dimension identified in the present study is the digital purchasing experience and the decision-making process. Social media is not only a tool for information and interaction but has also become one of the main channels for purchasing and consumer experience. By viewing brand content, users enter the process of recognition, evaluation, decision-making, and purchase, and an easy, fast, and enjoyable purchase experience can increase the likelihood of repeat purchases. This result is consistent with the research by Shirzad et al. (2023), which demonstrated the impact of social media use on the behaviour of health service consumers. At the international level, studies such as Motori (2024) have also identified social media as a factor in the "democratisation of the purchasing process", which accelerates consumer behaviour by reducing the gap between awareness and action.

On the other hand, social media marketing strategies also play a decisive role in changing consumer behaviour. Successful luxury brands on social media use strategies such as emotional marketing, storytelling, influencer marketing, and interactive content to capture the consumer's attention and interest. The present study also showed that these strategies can guide consumer behaviour from the awareness stage to the actual purchase. This finding is consistent with the results of Asgharzadeh Shyadeh et al. (2023) and Karim and Ahmadi (2024), who emphasised in their studies that social media marketing strategies and the use of influencers facilitate changes in attitudes and purchasing behaviour. Globally, studies by Azizah et al. (2024) and Goudi et al. (2016) have shown that effective

media marketing improves brand value and consumer behaviour through interaction, entertainment, fashion, and word-of-mouth advertising.

Finally, cultural values and social norms also have a special place in the proposed model. Luxury consumer behaviour cannot be explained solely at the individual and psychological level but also makes sense within the cultural context of society. Social media, by shaping tastes on the one hand and emphasising cultural distinctiveness on the other, has created new consumption patterns. In societies like Iran, where luxury consumption sometimes encounters a cultural dichotomy (between a desire for display and the need for concealment), social media has provided a platform for the expression and representation of these identities. The studies by Miyaghan et al. (2020) and Dehdashti and Nael (2021) have also emphasised that cultural values, social class and society's attitude towards luxury can guide consumer behaviour. In international research, such as that of Hallival et al. (2020), the cultural dimension has been identified as one of the main pillars explaining luxury purchasing behaviour. Overall, the results of this study show that consumer behaviour in the field of luxury products on social media is the result of a complex interaction between social, perceptual, cognitive, psychological, market, and cultural dimensions. Social media is not only a platform for brand advertising but also a space for redefining consumer identity. Today's consumer is not just a buyer; they are a "co-creator of meaning" in their interaction with the brand. From this perspective, the final model of the present study presents a multidimensional picture of the behaviour change strategy, which is based on three fundamental principles: social influence as the primary stimulus, brand edrock as the cognitive pathway, and the consumer experience as the outcome. Therefore , it can be concluded that in order to create an effective strategy for changing the behaviour of luxury product consumers on social media, attention must be paid simultaneously to the social (influence and interaction), psychological (emotion and affect), cognitive (brand perception), technological (user experience), and cultural (norms and values) dimensions.

In conclusion , social media in the current era is not only a communication tool but also the primary platform shaping the behaviour of luxury consumers; a platform where the boundaries between advertising, experience and identity are completely blurred.

According to the research results, it was determined that the item of social pressure for the consumption of specific brands, with a Shannon entropy value of 0.914408 and a significance coefficient of 0.103587, is the most important index extracted in the creation of a strategic model for changing consumer behaviour in social media regarding luxury consumer products. The research findings showed that among the various indicators identified, the social pressure item for the consumption of specific brands has the highest entropy and, consequently, the highest significance coefficient. This result clearly shows that the social factor, especially environmental and group pressure, plays a key and decisive role in the process of shaping consumer behaviour on social media. In fact, the behaviour of the luxury consumer stems not only from individual desires, but also from the need for social acceptance, identification and the display of status. This finding is fully in line with the spirit of the theories of social influence, social comparison and symbolic consumption. In today's world, where social media has blurred the line between private and public life, individuals are more exposed than ever to the gaze of others. In such a context, the selection and consumption of luxury brands has become a means of displaying social status and gaining the approval of others. Social pressure in this sense is not an obvious external compulsion, but rather a soft, imperceptible force that forms from within social networks and digital interactions.

On social media, people are constantly exposed to images and content related to luxury lifestyles, branded goods, and influential figures. This repeated exposure creates a kind of 'new social norm' in which the consumption of certain brands becomes a symbol of success and distinction. As a result, users adapt their consumption behaviour to the expectations of the online environment in order to conform to this norm or avoid social rejection. This has made social pressure the most influential indicator in the consumer behaviour change model. Previous studies also strongly support this finding. In Soghatfosh's (2023) domestic research, which examined the behaviour of buying luxury clothing among Generation Y, it was found that fashion sensitivity and the desire for social acceptance play a decisive role in the use of social media advertising. Similarly, research by Miqani et al. (2020) showed that one of the main drivers of buying luxury brands in Iran is the desire to display social status. Internationally, Adhamiri et al. (2024), in

their study of customer interaction behaviour with luxury brands on social media, emphasised that motivations such as the desire to be seen, social support and the search for social status are among the main factors for engaging with luxury brands. These results all confirm that social pressure in the digital space has created a new form of 'collective role' in consumer behaviour. Unlike traditional advertising, where the audience was merely the recipient of the message, social media has created a two-way, interactive space where each user is both the producer and the consumer of the message. This feature has multiplied the power of social influence. Sharing images of luxury goods, a particular lifestyle, or participating in campaigns by reputable brands, directly or indirectly, creates expectations among users that lead to imitative behaviour.

Users compare themselves to others, which reinforces their sense of being behind or the need to upgrade, and as a result, the desire to buy specific brands increases. Research by Kim and Ku (2016) points precisely to this phenomenon; they showed that social media intensifies the sense of competition and self-expression in the field of fashion among the younger generation, making consumer behaviour more influenced by peer pressure. In this regard, Motori (2024) also stated that by democratising fashion, social media causes even ordinary users to become caught up in the cycle of displaying and imitating a luxurious lifestyle. In such an environment, the concept of "social influence" operates in a chain-like manner: celebrities, influencers, and high-level users set the consumption pattern; their followers adopt similar behaviour with the aim of conformity; and finally, this pattern spreads widely to other users. Therefore, social pressure stems not only from official advertising, but also from the interactive structure of social media. From a theoretical perspective, the finding regarding the importance of social pressure in luxury consumer behaviour can be explained by several scientific approaches.

First, Festinger's social comparison theory states that individuals naturally compare themselves to others to determine their place in the social hierarchy. Social media has taken this comparison to an unprecedented level. Second, according to Veblen's theory of conspicuous consumption, the consumption of luxury goods is a means of displaying wealth and status; in the digital age, this display has shifted from the physical to the virtual space. Third, the theory of normative influence also emphasises that individuals tend to align with the behaviour and values of a social group in order to be accepted by it. Therefore, observing a particular consumption behaviour on a social network gradually becomes an acceptable norm. Based on these principles, it can be concluded that social pressure on social media creates a kind of 'digital luxury norm'; that is, users who display symbols of luxury in their interactions are considered a desirable social model, and this model is transmitted to others.

In Iranian society, where social media forms an important part of the daily life of the younger generation, the concept of social pressure has a special flavour. On the one hand, the desire to display success, beauty and a desirable lifestyle, and on the other hand, the hidden competition to gain social status, cause the consumption of certain brands in the online space to be considered a form of social status. Domestic research, such as that of Karimi and Ahmadi (2024) and Dehdashti and Naili (2021), has also shown that social media advertising in Iran affects the perceived value of a brand and the intention to buy more than other methods, because consumers feel that their behaviour is being observed in this space. Therefore, social pressure in Iran is not only the result of imitating global models, but also the product of a combination of cultural traditions and the desire to be modern. These findings emphasise that brands active in the Iranian luxury market must pay attention to cultural and social sensitivities in their strategy, because social pressure in this space can quickly lead to the two opposite sides of inclination (purchase and following) or resistance (rejection and criticism). Although the social pressure item for consuming specific brands was of the highest importance, other indicators also play a supporting role in the model. Indicators such as "perception of brand authenticity", "trust in user recommendations", "visual appeal of content", "easy and satisfying shopping experience", and "sense of social distinction" are of secondary importance. These findings are consistent with the studies by Goudi et al. (2016) and Azizah et al. (2024), which showed that it is the combination of social, psychological and content factors that ultimately drive consumer behaviour.

However, among these factors, social pressure has the greatest power of stimulation and the least cognitive resistance, because, unlike direct advertising, it operates through the internalised pathway of the "desire to be seen". The high importance of social pressure can be explained in the context of the "symbolic system of luxury

consumption". According to Bourdieu, consumer goods are not only functional tools but also symbols of cultural distinction. Social media has reproduced these signs in the language of images and interaction. As a result, social pressure is a kind of symbolic compulsion to participate in this discourse. In other words, consuming specific brands on social media is equivalent to joining a symbolic community that defines its values through the display and representation of luxury goods. In this regard, the findings of Gupta et al. (2023) on the luxury experience show that the consumption experience is no longer solely dependent on product quality but stems from a sense of belonging to a particular group. Therefore, social pressure to consume specific brands can be considered the 'gateway to the luxury experience' in the virtual world.

In conclusion, it can be said that the high importance of the social pressure index in the consumer behaviour change strategy model indicates a fundamental change in the logic of luxury marketing in the social media era. Whereas in the past the main driver of luxury purchases was an individual's desire for quality or beauty, today the most important motivation is the desire to be seen, accepted, and to belong socially. Social media has reinforced this desire and turned it into a new consumption norm. From a management perspective, this finding suggests that luxury brands should shift their strategies from 'product-centric marketing' to 'social influence-centric marketing'. Focusing on influencers, fan communities, interactive campaigns, and content that evokes a sense of belonging and social approval can have a much greater impact on changing consumer behaviour. On the other hand, from a cultural and social perspective, it is also necessary to pay attention to the effects of this pressure. This is because the continuation of such a pattern can lead to the strengthening of consumerist and performance-oriented tendencies. As a result, policymakers and researchers must simultaneously consider the ethical and cultural aspects of this phenomenon. Overall, the findings of this study show that in the strategy model for changing consumer behaviour on social media, the social pressure index is not only the most important influencing variable, but also the "key to understanding modern consumer behaviour"; a behaviour that fluctuates in the digital space between the desire for differentiation and the need for belonging, and luxury brands are the most astute exploiters of this social tension.

Given the results of the first research question, which indicate that social influence and online interactions, brand perception, user experience, trust in the media, and cultural values are among the most important dimensions of the consumer behaviour change strategy model in social media, it is recommended that brands active in the luxury goods sector change their communication structure from one-way advertising to two-way interactive communication. This can be achieved by creating customer communities, running interactive campaigns on social platforms, and encouraging users to produce brand-centric content (UGC); an action that can lead to the formation of the brand's social identity and long-term consumer engagement.

Given the results of the second research question, which indicate that the social pressure to consume specific brands has the highest importance coefficient in the model, it is recommended that luxury brand marketing strategies be designed based on the conscious management of social influence and the targeted use of influencers. Brands should identify the reference groups and thought leaders of each platform and use this capacity to strengthen the brand image and stimulate healthy imitation behaviour. At the same time, it is necessary to observe ethical and cultural frameworks when using influencers so that the brand message does not conflict with the values of society. The following topics can also be used for future research:

- A. Developing a comparative model of digital trust and brand loyalty on social media between luxury and non-luxury products
- B. Analysis of the role of influencers in shaping social pressure and changing consumer behaviour in different industries
- C. Investigating the effect of brand storytelling on brand perception and purchasing behaviour on social media
- D. Comparative study of the effect of cultural norms on luxury consumer behaviour in Eastern and Western societies

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