

Analyzing the Influence Factors on Brand Image

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Abstract. In the context of the "socialite" rebranding initiative, MIU MIU has successfully experienced a renewed sense of vitality. The purpose of this study was to explore what factors led to the concept of rebranding and why this action can be successful for MIU. This paper uses social identity theory, brand association theory, and brand positioning theory to carry out relevant analysis. The final analysis of brand re-shaping due to changes in consumer groups, widespread social media communication, and market trends suggests that the future should be appropriate to broaden the audience, regardless of age: more people who want to be "socialites" have the opportunity to buy, advertise on social media, collaborate with more stars, and upload the brand ambassador's clothes to attract more consumers. The brand can also use unique colors to express brand style, adding brand memory points and at the same time creating a unique style that is unique to MIU MIU. The value of such a study is to provide ideas for more brands to achieve brand image rebranding and improve the lack of papers on MIU MIU brand research.

Keywords: Social Media Promotion, Dissemination, Market Trends, Brand Positioning.

1. Introduction

1.1. Research Background

Modern society's rapid development has universally acknowledged the gradual popularization of information dissemination through social platforms, enabling more people to access the same information simultaneously through various social networking platforms. There is no denying that social media impacts the spread of information today. Luxury brands are gradually shifting their marketing efforts towards social media platforms in this increasingly complex world, and more brands are beginning to seek out brand ambassadors. On their social media accounts, the brand ambassadors will post brand-related content. This approach helps to promote the brand and enables the implementation of innovative marketing strategies. Due to the influence of online marketing, the target audience for luxury goods has gradually changed, with millennials and young people from Generation Z becoming the main characters and occupying the main market. Simultaneously, this phenomenon has shaped new fashion trends, drawing public attention to retro, gothic, and Y2K styles. Young people are no longer recognizing some of the past brand concepts and aesthetics, as consumer demand for personalization increases daily. Given the current circumstances, it is crucial to establish a fresh image and identify a new fashion style for the brand.

In order to better meet the needs of consumers, MIU MIU determined that the brand would create a "socialite" image; thus, from 2022 on, MIU MIU chose to build effective collaborations with a variety of young stars who have celebrity temperament and media value [1]. Among the influential collaborations was the announcement by MIU MIU of Jang Wonyoung as brand ambassador. In this way, MIU MIU infuses the brand image with youthful vitality.

Research scholars in academia, such as Tian Xinyue, are also concerned with MIU MIU, a luxury brand with a distinct influence. Tian Xinyue's research project focuses on MIU MIU as a subsidiary of Prada Group, which differs in style from Prada. Despite this, MIU MIU remains popular in the fashion industry and is adored by young girls [2]. Besides, Yang Ruiting dug into the MIU MIU brand leading the trend; its autumn/winter 2022 products have made ballet one of the hottest popular



styles in spring/summer 2023 [3]. Aside from this, Chen Chen took a deep dive into the MIU MIU brand and fashion trends, injected the concept of sustainable development into the fashion show, and decided to choose the pragmatic concept to show the brand's unique charm [4].

Although there is a lot of research on MIU MIU, previous researchers, based on how brands follow the trend to launch brand styles, lack analysis of the new marketing methods of MIU MIU brands from 2023 to 2024. To fill this gap, this paper will investigate what factors influenced MIU's rebranding. Today's social media undeniably influences brands; it's crucial to quickly adapt to changes in traditional brand marketing methods and make flexible use of social media. This is why selecting the right brand ambassador is crucial for both brand promotion and the development of a new brand image. Based on the growing influence of social media, the rise of millennials and Generation Z consumers has affected the luxury market, and luxury brands need to reinvent their brand concept to be competitive against a backdrop of increasingly personalized consumer demand. Researching on this phenomenon and using MIU MIU's successful marketing methods as an example can provide practical reference for other luxury brands in brand image adjustment and marketing strategies and provide practical reference for other brands. At the same time, it can also help enterprises respond quickly and calmly to market changes and take corresponding measures in order to improve brand competitiveness. Finally, it can help guide the healthy development of consumer culture and enhance understanding of the interaction between culture and business, so that the brand image is full of cultural connotations.

In order to solve the above research problems, this paper will first introduce the case of MIU MIU inviting Jang Wonyoung as the brand ambassador. She used social media software to further highlight or reshape the brand image of "socialist". Taking this case for a detailed introduction, and then combine this phenomenon with theoretical knowledge to analyze what causes or factors to reshape the brand image. Finally, based on the analysis results and combined with the current MIU MIU situation, give the brand further reasonable advice, and then how to implement the brand's marketing strategy to further enhance or emphasize the brand image.

2. Case Description

MIU MIU is a dynamic, colorful, and avant-garde fashion brand whose concept is to explore and express the nature and personality of women's freedom, deliberately break through stereotypical aesthetic images, and convey continuous change and insatiable desire. That's why MIU MIU makes it easier to attract young people who pursue individuality and have a rebellious spirit, as the unique logo of the MIU MIU brand is printed on MIUMIU/MIU-style clothing and bags. The prices of its ready-to-wear range from 3900 to 98000, handbags from 5650 to 30000, and shoes from 5300 to 13300. The price of accessories ranges from 1100 to 35000, while the price of fragrances ranges from 300 to 2000. As a sub-brand of the Prada Group, MIU MIU focuses on modern and punk styles in 2020-2021, while also highlighting elegant styles, positioning itself as a rich brand with a rebellious image. From 2022 onwards, MIU MIU has infused the rich image with more youthful vitality, combining the most popular styles to evoke the lively feeling of a "socialite" and redefine the MIU MIU brand.

3. Analysis on Problems

3.1. Reasons on Changes in Consumer Groups

Changes in consumer groups have had a significant impact on MIU MIU's brand image reshaping. MIU MIU's brand image has been reshaped. In the past, consumers paid more attention to elegant style; at the same time, luxury goods were generally popular with people in the 1970s. However, as consumers gradually became younger, millennials and Generation Z have emerged as major consumers in the luxury market, with these young consumers more focused on personalization and cultural identity. By creating a "socialite" image, MIU MIU has succeeded in attracting this

generation of consumers who have a strong need for fashion and personalized expression. MIU MIU distinguished itself from designing many trendy clothes, such as low-waist skirts, y2K-style clothes, and so on. Liu Jiawei concluded in his paper that the same environment affects people's cognition and emotions [5]. Therefore, in the case of fashion trends such as Y2K, people are unconsciously drawn to this style and subsequently purchase the goods; as a result, MIU MIU attracts a significant number of customers.

Based on the theory of brand identity, the thesis concludes that consumers' recognition of brand image is crucial, and their choices can lead to the transformation of brand image [6]. These days, the shifting preferences of the luxury audience have resulted in a reshaping of the MIU MIU brand image. Additionally, given that the majority of consumers are young, the MIU MIU brand has opted to project an image of "rich families" in order to attract a larger consumer base.

3.2. Reasons on Social Media Promotion and Dissemination.

MIU MIU promotes its brand image through social media platforms, especially through collaborations with celebrities who have a huge influence on social media, further expanding its influence. The MIUMIU-related content that Jang Wonyoung posts on Instagram has significantly increased its commercial value and played a crucial role in disseminating the brand image. On January 18, 2022, the MIUMIU brand officially announced that Jang, a member of the K-pop group named IVE, was a brand ambassador. After that, her outfit can be a trending topic in many countries for every show. In 2023, MIUMIU for the first time ranked among the top three brands in Paris Fashion Week, with brand ambassador Jang posting the highest single media commercial value (947k) of MIU MIU on Instagram. Jang's complete sets of show styling and wear draw in countless fans, enhancing both the brand's media and commercial value. In 2024, WWD took Jang's solo photo as the front page of MIU MIU's big show, affirming her expressive power and the matching degree of MIU MIU's "socialite" concept.

Consumers intuitively perceive MIU MIU's gradual transformation into a socialite, thereby solidifying MIU MIU's "socialite" label. Similar to Zhang's paper based on the opinion leader theory, it has been demonstrated that selecting the right ambassador can significantly increase brand interest [7]. Simultaneously, this approach has the potential to draw in a segment of the fan base, thereby broadening the brand's audience and fostering greater recognition of the "socialite" concept following the brand image transformation. In addition, the ambassador, through the social platform to release their own brand clothing photos, can let consumers understand the overall effect of clothing after wearing it and, to a certain extent, improve their willingness to buy.

3.3. Reasons on adjustment of Market Trends and Brand Positioning.

Now that the global luxury market is in the background of diversification and segmentation, MIU conforms to the market trend by repositioning the brand image. At the same time, MIU occupies a new market space. Despite the uncertainty of fashion trends, most luxury goods continue to adhere to their unique characteristics. In the past, consumers were more likely to choose their style just because of brand awareness. To some extent, consumers no longer feel the need for their own fashion trends. However, the market has long overlooked ordinary luxury styles due to shifting consumer groups. People are developing their own aesthetic needs, so luxury brands must adapt to fashion trends and innovate. At this time, MIU has successfully led the "socialite" trend through accurate brand positioning and spokesperson selection, making it popular on international platforms such as Paris Fashion Week.

Guo's paper used brand positioning theory to prove the importance of proper brand positioning for brands [8]. Through this positioning, combined with the two reasons mentioned above, consumers gradually agree that "socialite" is synonymous with the MIU MIU brand. In response to the present market demands, the "socialite" image draws in young individuals who aspire to embody this image and purchase brand products, thereby boosting brand sales. The determination of market positioning

also further clarified the audience of the MIU MIU brand, paving the way for future innovation tailored to consumer needs.

4. Suggestion

4.1. Suggestion on Changes in Consumer Groups.

The first aspect of the analysis, understanding the brand's audience and launching products that meet consumer needs, can help increase brand influence.

Therefore, the paper recommends that MIU MIU can have cooperation with older but still young mindsets. These methods can enrich brand concepts: Anyone who wants to be a "socialite" can buy MIU MIU. In the past, the MIU MIU brand has primarily targeted young women, but it's important to note that not everyone aspires to be a "socialite." Any young mentality or any desire to give people a sense of affluence or wealth can be called "socialite." Simultaneously, the MIU MIU brand can persist in selecting models, some of whom are older but possess a youthful mindset, to showcase in the fashion show, thereby fostering a more intuitive connection with consumers of the same age, who can also identify as "socialites." For example, the 2024 MIU MIU Show invited 70-year-old retired Chinese doctors and other professional women to the show, indicating that MIU MIU is suitable for all individual and intelligent women's attitudes. In the future, MIU MIU should maintain this approach, which not only represents the brand for young women but also encourages women of all ages to engage in discussions, thereby showcasing the brand's commitment to individual and free fashion. Currently, a growing number of older women are expressing a greater willingness to wear neutral clothing that is not limited by gender, and they are striving for a simple and free fashion style. The proposal is to add neutral wind clothing. As Mu and Pu. Concluded, neutral style has opened up modern women's clothing design ideas to some extent, increasing the added value of clothing [9]. The MIU MIU brand has been following the fashion trend, but it should also add a neutral style to create a new modern women's fashion style so as to attract more consumer groups.

4.2. Suggestion on Social Media Promotion and Dissemination.

According to the second aspect of the analysis, social media operations have a significant impact on brands today. As long as the brands focus on operating on social media, more consumers can learn about the brand this way, which can attract customers to buy. Therefore, in terms of social media operations, this paper recommends that MIU MIU should increase their cooperation with any social platforms if they want to cater to the current Internet trend and attract more fashionable people who like surfing the Internet.

As Huai concluded in his paper in 2021, the use of new forms of advertising communication can increase the influence and visibility of enterprises in the market [10]. Therefore, developing a more effective advertising marketing method can assist MIU MIU in further refining their new brand positioning, thereby enhancing awareness and improving sales. Ore attracted to consumers by uploading photos of brand ambassadors wearing brand clothes on social media, so this paper suggests that MIU MIU brands can properly add promotional videos containing brand concepts on social media. For example, in China's social media software (Weibo), when launching a new season of clothing, the brand can shoot to tell the concept of its creation and the story behind it, and the video will appear in microblog opening ads in the form of short videos. That's why more people will notice brands every time they open these kinds of social software, which has the potential to attract more types of consumers. In this subtle way, it is easier to influence some people in the subconscious; they will accept this information dissemination subconsciously, and to a certain extent, consumers in the face of similar brands will find it easier to choose some of their more familiar brands.

As Zhuo concluded in his paper using cognitive response theory, among others, some people have a positive attitude toward open-screen advertising that is fluid and has the right length [11]. This approach does appeal and acts as a hub for moderation between advertising audiences, consumers,

and brands in this metaphorical way. Properly increasing the frequency of advertising on social media will help promote the MIU MIU brand.

4.3. Suggestion on Adjustment of Market Trends and Brand Positioning.

In the context of global luxury market diversification, it is also important to follow the trend first and be able to attract consumers' attention. In the first quarter of 2024, the MIU MIU brand topped the list of the world's most popular luxury goods, but it is on the decline in the second quarter. Turning a temporary popularity into a permanent one is a huge challenge for MIU MIU. Therefore, this paper recommends that MIU MIU brands create uniqueness by leveraging their new concept of the "socialite." It can be achieved by employing unique color combinations and styling techniques that not only align with current fashion trends but also establish distinctive brand characteristics.

The paper on the impact of color saturation on luxury purchase willingness concludes that consumers seeking brand uniqueness may find high saturation and high brightness colors stimulating [12]. At the same time, for consumers who do not pursue the uniqueness of luxury goods, low saturation is more likely to stimulate consumption. Nowadays, the MIU MIU brand primarily relies on low saturation colors like gray, aligning with the current fashion trend of "quiet luxury." However, this approach has resulted in a loss of some consumers who prefer high-saturation colors.

Therefore, this paper suggests that the MIU MIU brand can appropriately increase high-end products and attract more consumers by focusing on high-saturation colors. For clothing with low saturation colors, excessive monotony can easily cause consumers to lose their sense of freshness. Therefore, the brand can choose to fold and match clothes with high saturation and low saturation, highlight the hierarchy, or overlap and match two low saturation clothes with the same color system but different depth and shade. Simultaneously, the brand actively collaborates with brand ambassadors, participating in fashion shows and sharing photos of their new outfits on social media platforms. This approach allows MIU MIU to showcase its unique color palette and overlapping style, a departure from the popular perception that socialites should only wear princess skirts. The T-shirt set on the outside of the long sleeve creates a unique "socialite" feeling in order to enrich the MIU, which has always wanted to convey a free, rebellious style.

5. Conclusion

The focus of this article is the growing acceptance of the MIU MIU brand among consumers who had previously rejected certain luxury concepts. Upon analyzing the elements that have contributed to the brand's success, it is deduced that the widespread use of social media and the revamped brand image have greatly boosted MIU MIU's revenue and attracted a substantial customer base.

This post is timely because it provides a realistic perspective that can help luxury goods brands reinvent their brand strategy. The academic aspect emphasizes the importance of changing consumer groups in brand development and underscores the influence of brand representatives. Nevertheless, the analysis component of this paper, which predominantly concentrates on empirical instances, lacks adequate theoretical support. In order to overcome the limitations in this subject, it is imperative that future learning and research integrate supplementary theories.

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