

Interaction Between Luxury Brand and Customers: From the Perspectives of Service Moments of Truth in the Digital Context

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Abstract

As digital services are expanded along with technical development, interaction in the service moments of truth (MOT) between luxury brands and customers has diversified. This paper derived factors that luxury brands should consider in service MOT not only at the traditional points of contact, but also at the online points of contact where digital technology is applied. In-depth interviews were conducted with marketing and customer service personnel in luxury brands to examine interaction with customers in three areas: person to person, person to technology and person to physical environment. The result showed that activities to raise customers' experiences through digital technology in luxury brands should be offered at service MOT, and at the same time, the advantages of the offline points of contact, where a direct relationship and interaction between customers and employees take place, should be maximized. The finding of this study offers a practical implication for the differentiated marketing strategies of luxury brands, as well as an academic implication for luxury service research. Keywords: luxury, digitalization, service moments of truth, customer, experience

Keywords:

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