

# The Luxury Brand Reputation Tracker - Using GenAI for context-specific real-time brand tracking

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# **The Luxury Brand Reputation Tracker - Using GenAI for context-specific real-time brand tracking**

**Abstract:** Real-time tracking of brand reputation is particularly critical for luxury brands. This study introduces the Luxury Brand Reputation Tracker (LX-BRT), an extension of the Brand Reputation Tracker (Rust et al., 2021), which utilizes multiple large language models (GPT-4, Llama 3 and Gemini) to semi-automatically generate 14 context-specific, theory-based custom dictionaries. We validate these dictionaries on over 192.000 tweets with luxury brands. Using Vector Autoregression (VAR) estimations, we examine the dynamics among subdrivers—brand, value, and relationship and. We then use the tracker to partially predict abnormal returns on the stock market. These results point at the effectiveness of large language models in enhancing text analysis dictionaries and demonstrate that the precision and granularity of brand reputation tracking / real-time social media analytics can be significantly improved by integrating AI-generated dictionaries with context-specific expertise.

*Keywords: GenAI, luxury, predictive analytics*

*Track: Methods, Modelling & Marketing Analytics*