Luxury Reader
Current, recommended publications in the field of luxury consumption and management,
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Edited by Benjamin Berghaus, Institute of Marketing, University of St.Gallen

Featured Articles:

Advertising

The devil wears Prada: Advertisements of luxury brands evoke feelings of social exclusion.

By: Jiang, Ming; Gao, Ding-Guo; Huang, Ren; DeWall, C. Nathan; Zhou, Xinyue.


Luxury goods symbolically represent social segregation and exclusion, thereby communicating superiority, exclusivity and distance. In three experiments, we tested the hypothesis that exposure to luxury advertisements in Chinese samples activates mental representations similar to those of social exclusion. Participants were more likely to perceive being rejected by models in the luxury advertisements than models in the non-luxury advertisements. Moreover, exposure to luxury advertisements increased participants' expectations of being rejected in a subsequent ambiguous social interaction. Finally, looking at luxury advertisements resulted in decreased life satisfaction, and this effect was more pronounced for participants with high rejection sensitivity than those with low rejection sensitivity. Overall, the results suggest that luxury advertisements evoke feelings of social exclusion in Chinese.

DOI: 10.1111/ajsp.12069. (AN: 98999158), Database: Psychology and Behavioral Sciences Collection

Subjects: CHINA; SOCIAL isolation -- Psychological aspects; UNDERGRADUATES -- China; HYPOTHESIS; ADVERTISING; ANALYSIS of variance; CLOTHING & dress; COMPARATIVE studies; COMPUTER-aided design; CORRELATION (Statistics); EXPERIMENTAL design; PROJECTIVE techniques; QUESTIONNAIRES; RESEARCH -- Finance; SAMPLING (Statistics); SATISFACTION; CULTURAL values
When luxury advertising adds the identitary values of luxury: A semiotic analysis.

By: Anido Freire, N.


The majority of researches on luxury focus on the behaviour and opinions of consumers and let drop the important role that advertising produces on them, as is done in this work and shown with a relational model. In addition to their commercial message, some remarkable and artistic advertisings convey the identitary values of luxury (IVL) characterizing luxury parent Houses. We list and analyze these IVL: craft production, raw materials, respect of craftsmen, their knowledge, know-how, gestures and traits of artistic genius. A semiotic and rhetoric analysis of two selected advertisings (Louis Vuitton, Hermés) allow to identify the semic richness of discursive content of symbolic images and identitary narratives of each luxury brand (“griffe”), revealing the implicit IVL. We conclude that strength and power of major luxury Houses lie in the global coherence they apply everywhere (creation, products, narratives and advertisings), reinforcing their brand image and attracting more loyal consumers.

DOI:10.1016/j.jbusres.2014.04.004. (AN: 97934217), Database: Business Source Complete

Subjects: ADVERTISING; VALUE; CONSUMERS -- Attitudes; BRAND image; Outdoor Advertising; Other Services Related to Advertising; LUXURY; SEMIOTICS; RHETORIC

History

The House of Ussher: Histories and Heritages of Improvement, Conspicuous Consumption, and Eviction on an Early Nineteenth-Century Irish Estate.

By: Whelan, David; O'Keeffe, Tadhg.


Arthur Ussher, owner of the Ballysaggartmore estate in west County Waterford in the early 1800s, was one among many notorious landlords in Ireland during the Great Famine of 1847-52. He is remembered to this day in the locality for evicting hungry tenants and demolishing their houses for the non-payment of rents on his small estate, having earlier secured some improvement of land-quality through their labor. Buildings and designed-landscape features of Ussher's demesne remain today, and are capable of an archaeological reading. They speak eloquently, even spectacularly, of the self-aggrandizing values of his social class. Relatively little 'tenant archaeology' survives above-ground on the former estate, and most of the sites of eviction before and during the Famine are unidentified, but the story of their removal, and of tenant resistance-or non-resistance, more accurately-to it, is of some interest to students of the historical archaeology of the period. This paper documents the rise and fall of the Ussher project, illuminating the social violence that was often unleashed from landlord culture through the agency of Improvement. [ABSTRACT FROM AUTHOR]

DOI: 10.1007/s10761-es 014-0276-z. (AN: 99087112), Database: Historical Abstracts

Subjects: PLANTATIONS -- History -- 19th century; LANDLORD & tenant -- Ireland; EXCAVATIONS (Archaeology) -- Ireland; IRELAND -- Social conditions -- 19th century; EVICTION -- History -- 19th century; ARCHAEOLOGY & history -- Ireland; IRELAND -- History -- 1837-1901
Asia

Traditional culture, political ideologies, materialism and luxury consumption in China.

By: Sun, Gong; D’Alessandro, Steven; Johnson, Lester.


China is now the second largest luxury market in the world. This study examines the effect of traditional Chinese cultural values and support for political ideologies on materialism and interest in luxury products. Results showed that both traditional Chinese cultural values (face, harmony and guanxi) and political ideology (Maoism vs. Deng’s theory) influenced materialistic aspirations and interest in luxury products. This suggests that researchers should also consider the influence of political ideology as much as they consider cultural values, as many developing societies are in transition.

10.1111/ijcs.12117. (AN: 98949808), Database: Business Source

Subjects: CONSUMPTION (Economics); LUXURY goods industry; AFFLUENT consumers; POLITICAL doctrines; CHINA; CULTURAL values

Counterfeiting

A matter of love: consumers' relationships with original brands and their counterfeits.

By: Castaño, Raquel; Perez, Maria Eugenia.


Purpose -- This paper aims to explore brand personality relationships in the context of original versus counterfeit products. Specifically, it investigates consumers' perception of both original brands and their counterfeits. Design/methodology/approach -- The authors present four studies conducted with 657 Mexican consumers who own or have owned an original luxury-brand product as well as a counterfeit of the same brand. Data were analyzed through regression analyses, t-tests, correlation coefficients and one-way ANOVA. Findings -- Results show that consumers who voluntarily acquire both original luxury brands and their counterfeits transfer the symbolic personality traits of the original brand to the counterfeit, experience significantly higher coincidence between their personality traits and those of the original brand and also experience a stronger overlap between their overall self-concept and the original brand's concept than with the counterfeit's concept, and feel higher levels of love towards the original brands than towards their counterfeits. Research limitations/implications -- This study plays a relevant role in understanding how consumers form relationships with original and counterfeit brand products. Managers of original brands are advised to build their efforts around the idea of consumers' love for the original brand, emphasizing issues of authenticity and congruence between consumers and their purchase decisions. Practical implications -- Managers of original brands are advised to build their efforts around the idea of consumers’ love for the original brand, emphasizing the trust element of a love relationship in order to encourage consumers to be "faithful" to the original brands. Originality/value -- This study provides insights into the relationships consumers form with brands and their counterfeits. This is novel because, so far, most of the studies on counterfeits have mainly sought to explain why and how consumers choose counterfeits instead of original brands.
Methodology of composition: On February 6th, 2015, the literature database of EBSCO Publishing (http://search.ebscohost.com) has been searched with scope limitations of publication date in November or December 2014, and publication type "Scholary (Peer Reviewed) Journal" and application of search terms "luxur* OR prestige* OR conspicuous". The search resulted in 101 hits, of which 96 have not been included in this abstract collection due to lacking any fit with the topic of luxury business and consumer research. Authorship of the listed articles and intellectual property lies with the identified authors. For full text, please visit EBSCOHost. The presentation of a document makes a statement about general topical relevance, not about scientific rigor.

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