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

Featured Articles:

Consumer Behavior

Luxury values and experience as drivers for consumers to recommend and pay more.

Loureiro, Sandra Maria Correia; Araújo, Cristiano Mineiro Branco de.


The study aims to analyse how individual and social luxury values affect the customers' attitude, behavioural control and subjective norms and how these variables and past experience influence the intentions to recommend and pay more for luxury clothing in the Brazilian market. Respondents were surveyed in the São Paulo area of Brazil through a panel sample and using an online survey during April and May 2012. The findings suggest that individual values influence intentions positively. Social values have a positive influence on subjective norms and a negative influence on behavioural control. Past experience does not influence intentions significantly. Extend the theory of planned behaviour introducing luxury values as external variables and past experience as a direct antecedent of intentions to pay more and to recommend the luxury brand. [Copyright Elsevier]

DOI: 10.1016/j.jretconser.2013.11.007. (AN: 95125926)

Database: Business Source Premier
Measuring Luxury Brand Consumption And Female Consumers' Religiosity In The UAE.

Alserhan, Baker Ahmad; Bataineh, Mohammad Khair; Halkias, Daphne; Komodromos, Marcos.


Luxury brand consumption by female consumers in the rich Arab Gulf states has never been systematically studied, and thus most of our knowledge in this area remains shaped by preconceived notions that are not likely to withstand scientific scrutiny. This study fills that gap in research and provides significant evidence on the actual consumption behavior of this enigmatic consumer segment. In our study, focus groups and expert feedback were used to construct a Luxury Consumption Scale (LCS) to measure actual luxury purchases, while Tiliouine's Scale (RS) was used to measure religiosity. Results show that the sample tended to be religious with moderate luxury consumption, but no relationship was observed between these two. Results also demonstrate that brands transcend boundaries; ridges created by politicians and extremists are bridged by Burberry, Hermes and Versace. Religious Arab women did not perceive a problem in being defined by international brands of non-Muslim origin. This study contributes to the literature by examining the underexplored intersection of female luxury brand consumption and religiosity in the lucrative markets of the Arab Gulf. [ABSTRACT FROM AUTHOR]

DOI: 10.1142/S1084946714500095. (AN: 96955396)

Database: Business Source Premier

Getting Ahead of the Joneses: When Equality Increases Conspicuous Consumption among Bottom-Tier Consumers.

Ordabayeva, Nailya; Chandon, Pierre.


It is widely believed that increasing the equality of material possessions or income in a social group should lead people at the bottom of the distribution to consume less and save more. However, this prediction and its causal mechanism have never been studied experimentally. Five studies show that greater equality increases the satisfaction of those in the lowest tier of the distribution because it reduces the possession gap between what they have and what others have. However, greater equality also increases the position gains derived from status-enhancing consumption, since it allows low-tier consumers to get ahead of the higher proportion of consumers clustered in the middle tiers. As a result, greater equality reduces consumption when consumers focus on the narrower possession gap, but it increases consumption when they focus on the greater position gains (i.e., when consumption is conspicuous, social competition goals are primed, and the environment is competitive). [ABSTRACT FROM AUTHOR]

DOI: 10.1086/658165. (AN: 96398226)

Database: Business Source Premier
The devil wears Prada: Advertisements of luxury brands evoke feelings of social exclusion.

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. (PsycINFO Database Record (c) 2014 APA, all rights reserved)

Database: PsycINFO

Counterfeiting

Social power, product conspicuousness, and the demand for luxury brand counterfeit products.

Bian, Xuemei; Haque, Sadia; Smith, Andrew.


The aim of this article is twofold: (1) to achieve a better understanding of the psychological determinants of the demand for luxury brand counterfeit products (LBCP) through exploring the effects of social power; (2) to extend power literature by identifying boundary conditions of the relationship between social power and compensatory consumption identified by Rucker and Galinsky ([Rucker, D. D., 2008], J. Consum. Res., 35, 257–267) and Rucker and Galinsky ([Rucker, D. D., 2009], J. Exp. Soc. Psychol., 45, 549–555). Findings from three experiments demonstrate that social power holds key insights into understanding consumers' purchase propensity for LBCP; product conspicuousness moderates the effects of social power on purchase propensity for status products; these moderation effects are only observed when the status products are LBCP but not genuine products. This article, therefore, contributes to the literature regarding the demand for counterfeits as well as the social power and compensatory consumption literature. (PsycINFO Database Record (c) 2014 APA, all rights reserved)

Database: PsycINFO
Research paper Luxury counterfeit purchasing: The collateral effect of luxury brands’ trading down policy.

Kapferer, Jean-Noël; Michaut, Anne.


Counterfeiting constitutes a problem for the luxury industry, one that has arisen in recent years, parallel to the growth of the industry itself. This paper argues that counterfeit purchases stem from a boomerang effect of luxury brands’ ongoing strategy to attract more consumers. To grow in volume, luxury brands offer more accessible and conspicuously branded products. Exclusivity and exceptional quality -- the core values of luxury -- have been violated by these lower cost products. The focus has moved from true values -- quality of craftsmanship -- to superficial ones such as logo conspicuousness. Beyond making good copies easier to produce, this may have increased cynicism among consumers and lessened the moral barriers attached to the purchase of counterfeit products. A study on 966 actual luxury consumers shows indeed that negative ethical judgments about luxury and perception of luxury as being superficial are strong predictors of luxury counterfeit purchasing. [ABSTRACT FROM AUTHOR]

AN: 96564912

Database: Business Source Premier

Management Strategy

The artification of luxury: From artisans to artists.

Kapferer, Jean-Noël.


Growth is the biggest challenge for a luxury brand in that volume dilutes the brand cachet. In addition, it violates the credo of rarity on which the luxury sector is originally based. This article reveals how the current leading luxury brands use 'artification,' a process of transformation of nonart into art, to circumvent the volume problem. Artification takes time and substantial investment. It cannot be undertaken by the brands alone: It requires the active collaboration of art authorities and renowned artists. The goal is to change the status of the brand, of its founder and products, and in so doing, to reinforce the idea of a better-than-ordinary brand whose price and symbolic power are undisputed. It is also strategic for the globalization of luxury: Art is universal. [Copyright Elsevier]


Database: Business Source Premier
Social Psychology

An investigation of African-American women's prestige domain interests and choice goals using social cognitive career theory.

Scheuermann, Taneisha S.; Tokar, David M.; Hall, Rosalie J.


Social Cognitive Career Theory (SCCT; Lent, Brown & Hackett, 1994) provides a framework for understanding career development, taking into account background and contextual variables using a social cognitive perspective. Given SCCT's focus on both personal and contextual factors, it has been widely applied to understanding the career development of ethnic minorities and women. This study extends the SCCT framework by testing the SCCT career choice model with variables defined along the prestige dimension, in a sample of 198 African-American college women. Path analysis results supported SCCT propositions for the relations of prestige self-efficacy and prestige outcome expectations with prestige of vocational interests, and of prestige outcome expectations and prestige of vocational interests with prestige of choice goals. The relation of prestige self-efficacy to prestige of choice goals was fully mediated by prestige of vocational interests; the relation between prestige outcome expectations and prestige of choice goals was partially mediated by prestige of vocational interests. Contrary to SCCT, the hypothesized relation of prestige self-efficacy to prestige outcome expectations was non-significant. These findings provide preliminary evidence for the utility of SCCT in explaining the development of prestige-related career interests and choice goals among African-American women. (PsycINFO Database Record (c) 2014 APA, all rights reserved)

Database: PsycINFO

The Red Sneakers Effect: Inferring Status and Competence from Signals of Nonconformity.

Bellezza, Silvia; Gino, Francesca; Keinan, Anat.


This research examines how people react to nonconforming behaviors, such as entering a luxury boutique wearing gym clothes rather than an elegant outfit or wearing red sneakers in a professional setting. Nonconforming behaviors, as costly and visible signals, can act as a particular form of conspicuous consumption and lead to positive inferences of status and competence in the eyes of others. A series of studies demonstrates that people confer higher status and competence to nonconforming rather than conforming individuals. These positive inferences derived from signals of nonconformity are mediated by perceived autonomy and moderated by individual differences in need for uniqueness in the observers. An investigation of boundary conditions demonstrates that the positive inferences disappear when the observer is unfamiliar with the environment, when the nonconforming behavior is depicted as unintentional, and in the absence of expected norms and shared standards of formal conduct. [ABSTRACT FROM AUTHOR]

DOI: 10.1086/674870. (AN: 96086062)

Database: Business Source Premier
Effects of Sexual Objectification on Conspicuous Consumption and Materialism.

Haddadi Barzoki, Meysam; Tavakol, Mohamad; Vahidnia, Azadeh.


Few studies have examined the effect of sexual objectification on consumption and materialism. We addressed this gap in the literature by examining whether sexual objectification is related to conspicuous consumption and materialism. More specifically, we attempt to answer the following questions: ‘What are some of the major antecedents of conspicuous consumption and materialism?’ and ‘Is there any relationship between conspicuous consumption and materialism?’ Using a quantitative approach, a multistage and cluster sampling method, and self-report questionnaires, we gathered responses from 362 young females living in Iran, as a developing country governed by Islamic codes. Participants completed self-report measures of the following variables: interpersonal sexual objectification scale (ISOS), body surveillance, body shame, conspicuous consumption, and materialism. Results showed that conspicuous consumption was significantly related to materialism. Regression analyses also indicate that body surveillance, as the main variable of self-objectification, had the highest impact on conspicuous consumption. Finally, according to our findings, conspicuous consumption was the main antecedent for materialism. The following study provides evidence for the negative effects of objectification on consumption and materialism. [ABSTRACT FROM AUTHOR]

DOI: 10.1007/s13178-014-0156-7. (AN: 96150184)

Database: SocINDEX with Full Text

Sustainability

Conspicuous conservation: The Prius halo and willingness to pay for environmental bona fides.

Sexton, Steven E.; Sexton, Alison L.


This paper develops a theory of conspicuous conservation, a phenomenon related to conspicuous consumption in which individuals seek status through displays of austerity amid growing concern about environmental protection. We identify a statistically and economically significant conspicuous conservation effect in vehicle purchase decisions and estimate a mean willingness to pay for the green signal provided by the distinctively designed Toyota Prius in the range of $430–4200 depending upon the owner's location. Results are related to the growing literature on green markets and suggest that policy should target less conspicuous conservation investments that will be under-provided relative to those that confer a status benefit. [Copyright Elsevier]

DOI: 10.1016/j.jeem.2013.11.004. (AN: 95884483)

Database: GreenFILE
The prestige of sustainable living: implications for water use in Australia.

Pearce, Meryl; Willis, Eileen; Mamerow, Loreen; Jorgensen, Bradley; Martin, John.


The paper outlines water conservation behaviours and assesses the level of congruity between the stated water use of householders against their actual metered consumption. A profile of high water users in three parts of South Australia is offered: two metropolitan areas differing in socio-economic characteristics and a regional town. The research used a postal questionnaire, a follow-up telephone interview and corresponding household water meter readings. Location, household size and annual household income have significant predictive qualities for high per capita water use. The number of times gardens were watered in a week, watering the garden more often than was permitted under the restrictions, and the manner in which conservation behaviours were carried out helped predict high per capita water use. Participants had an accurate idea of the magnitude of their water use and how it compared with that of other households. High water users knew that they were high consumers of water. Implications of the findings for water demand management are briefly outlined. [ABSTRACT FROM AUTHOR]

DOI: 10.1111/geoj.12016. (AN: 95603083)

Database: SociINDEX with Full Text

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Methodology of composition: On July 5th, 2014, the literature database of EBSCO Publishing (http://search.ebscohost.com) has been searched with scope limitations of publication date in May or June 2014, and publication type "Scholary (Peer Reviewed) Journal" and application of search terms "luxur* O R prestige* OR conspicuous". The search resulted in 94 hits, of which 82 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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