Featured Articles:

Sociological Perspectives


This article uses Zanzibari court cases in which male Muslims brought their female relatives to court to stop or end marriages where the bride's social status was not equal to her husband's. It argues that these cases are markers of moments of stress among male elites during the colonial period and that the hidden transcripts of these cases reveal the affect--love--that lies underneath the apparent economics of marriage in Zanzibari society. By examining these cases, Swahili poetry, and divorce rates in Zanzibar, this article demonstrates that unmet expectations in Zanzibari marriages are usually based on the notion of marrying for family prestige and economics. [ABSTRACT FROM AUTHOR] (AN: 102887287), Database: Political Science Complete
Subjects: RELIGION & social status; ZANZIBAR; RELIGION & marriage; MUSLIM women -- Social conditions; DIVORCE
In this paper I propose an evolutionary model of human status that expands upon an earlier model proposed by Henrich and Gil-White Evolution and Human Behavior, 22,165–196 (2001). According to their model, there are two systems of status attainment in humans—“two ways to the top”: the dominance route, which involves physical intimidation, a psychology of fear and hubristic pride, and provides coercive power, and the prestige route, which involves skills and knowledge (competence), a psychology of attraction to experts and authentic pride, and translates mainly into influence. The two systems would have evolved in response to different selective pressures, with attraction to experts serving a social learning function and coinciding with the evolution of cumulative culture. In this paper I argue that (1) the only one way to the top is competence because dominance itself involves competence and confers prestige, so there is no such thing as pure dominance status; (2) dominance in primates has two components: a competitive one involving physical coercion and a cooperative one involving competence-based attraction to high-ranking individuals (proto-prestige); (3) competence grants the same general type of power (dependence-based) in humans and other primates; (4) the attractiveness of high rank in primates is homologous with the admiration of experts in humans; (5) upon the evolution of cumulative culture, the attractiveness of high rank was co-opted to generate status differentials in a vast number of culturally generated domains of activity. I also discuss, in this perspective, the origins of hubristic pride, authentic pride, and nonauthoritarian leadership. (PsycINFO Database Record (c) 2015 APA, all rights reserved)

Database: PsycINFO
Subjects: No terms assigned

Racialized Incorporation: The Effects of Race and Generational Status on Self-Employment and Industry-Sector Prestige in the United States.


This study examines how race and generational status shape self-employment propensities and industry-sector prestige among the self-employed in the U.S. It draws on theories of assimilation, racialization, and a combined framework, racialized incorporation, to guide the analysis and interpret the results. It uses data from the U. S. March Current Population Survey (2000-2010) offering the first nationally representative examination of second-generation self-employment in the U. S. This study investigates three questions. First, do the odds of being self-employed decline in the second and third generations? Second, do generational patterns in self-employment propensities vary by race? And finally, do race and generational status affect the odds of being self-employed in low-, medium-, and high-prestige industry sectors? Results offer some support for the assimilation perspective: Immigrants are generally more likely than third-generation groups to be self-employed with the exception of Asians, where second-generation Asians have the greatest odds of being self-employed. However, results also reveal that generational patterns in self-employment propensities vary by race and industry-sector prestige. Accordingly, first- and second-generation whites have the greatest odds of being self-employed (across all levels of industry-sector prestige), and third-generation whites are more likely than all generations of blacks and Hispanics to be engaged in high-prestige self-employment. These findings suggest that immigrants, their offspring, and native-born groups undergo a racialized incorporation in which self-employment is organized along hierarchical and racial lines associated with uneven levels of prestige. [ABSTRACT FROM AUTHOR]

DOI: 10.1111/imre.12087. (AN: 103531357), Database: SocINDEX with Full Text

Subjects: SELF-employment; RACIALIZATION; SOCIOECONOMIC factors; ASSIMILATION of immigrants; ECONOMIC opportunities; SOCIAL aspects

Whereas much research has been done on the benefits of social capital, less is known about the causes of the unequal distribution of social capital in people's networks. This study examines inequalities in access to social capital in terms of the socio-economic resources that are embedded in personal networks. Using data from NELLS, a nationally representative survey of the Dutch population aged 15–45 years, results show that within this age group access to social capital increases with age and educational qualifications, and is lower among women. Residing in a less affluent neighbourhood and scoring lower on a measurement for cognitive abilities are associated with less social capital. Participation in voluntary associations and having an ethnically diverse network are associated with more access to social capital. Surprisingly, when studying differences across national origin groups, we do not find that Turkish immigrants are disadvantaged in access to social capital. [ABSTRACT FROM PUBLISHER]

DOI: 10.1177/0038038514543294. (AN: 103026947), Database: SocINDEX with Full Text

Subjects: EQUALITY; SOCIOLOGY; SOCIAL capital (Sociology); PRESTIGE; NETHERLANDS; RESEARCH

Violence and the politics of prestige: the fascist turn in colonial Libya.

In 1922–1923, Fascist Party leaders hoped to define a sharp break from previous approaches to colonial rule and imperial expansion in Italy's Libyan territories. Mussolini's nomination of Luigi Federzoni, a leading figure of the Italian Nationalist Association, as the Minister of Colonies at the end of 1922 signalled a new era in Italian colonial administration focused on aggressive expansion and the institution of what was known as a 'politics of prestige'. This definition of a fascist style of colonial rule appealed to the enthusiasm for violence among blackshirt militias and early fascist supporters in the Libyan territories. This definition of a fascist style of colonial rule, however, inspired immediate reaction from both colonial officials, with stakes in maintaining a measure of continuity and stability, and from those within the nascent Fascist Party who wanted to promote an alternative model of fascism in the colonies. This article examines contests to define fascism and fascist colonial rule in the Libyan territories through the employment of voluntary militias, the competing voices of Fascist Party outposts, and various programmes for the development of a colonial culture. [ABSTRACT FROM PUBLISHER]

DOI: 10.1080/13532944.2015.1024214. (AN: 102809560), Database: Historical Abstracts

Subjects: FASCISM -- Italy -- History; LIBYA -- Politics & government -- 1912-1951; IMPERIALISM -- History -- 20th century; MILITIA -- History -- 20th century; VIOLENCE -- Italy; PRESTIGE; FEDERZONI, Luigi, b. 1878; MUSSOLINI, Benito, 1883-1945

Sexual selection, conspicuous consumption and economic growth.
Collins, Jason; Baer, Boris; Weber, Ernst Juerg; Journal of Bioeconomics Publisher: Springer;

We propose that the evolution by sexual selection of the male propensity to engage in conspicuous consumption contributed to the emergence of modern rates of economic growth. We develop a model in which males engage in conspicuous consumption to send an honest signal of their quality to females. Females prefer males who express the costly and honest signal, leading males who engage in conspicuous consumption to have higher reproductive success than those who do not, increasing the prevalence of signalling males in the population. As males fund their conspicuous consumption through participation in the labour force, an increase in the prevalence of signalling males gives rise to
Financial Perspectives

**Prestige without purpose? Reputation, differentiation, and pricing in U.S. equity underwriting.**

Clustering of IPO underwriting spreads at 7% poses two important puzzles: Is the market for U.S. equity underwriting services anti-competitive and why do equity underwriters invest in reputation-building? This study helps resolve both puzzles. Modeling endogeneity of firm-underwriter choice using a two-sided matching approach, we provide strong evidence of price and service differentiation based on underwriter reputation. High-reputation banks receive average reputational premia equaling 0.65% (0.47%) of average IPO (SEO) underwritten proceeds, which constitutes 10% (13%) of their underwriting spreads. Equity issuers working with high-reputation underwriters receive significant benefits, including higher offer values and lower percentage spreads net of reputational premia.

**Abstract from Author**
DOI: 10.1016/j.jcorpfin.2015.04.002. (AN: 102979838), Database: Business Source Complete

Subjects: SECURITIES underwriting; GOING public (Securities); Investment Banking and Securities Dealing; PRESTIGE; DIFFERENTIATION (Sociology); EQUITY -- United States

Consumer Behavior

**Devil continues to wear "counterfeit" Prada: a tale of two cities.**

Purpose – This paper aims to examine the influence of social and personality factors on attitudes towards counterfeiting of luxury brands and purchase intention between China Chinese and Taiwan Chinese consumers. Design/methodology/approach – Data collection was conducted using a mall intercept approach in downtown Shanghai and Taipei. A self-administered questionnaire was developed and back-translated from English to Chinese and distributed. Structural equation modelling in LISREL was used to analyze the data. Findings – It was found that collectivism has a positive relationship with attitudes towards counterfeiting of luxury brands for the China Chinese but not for the Taiwan Chinese. Personal gratification was found to have a negative relationship with attitudes towards counterfeiting of luxury brands for the Taiwan Chinese consumers. Integrity and status consumption were found to have a positive relationship with attitudes towards counterfeiting of luxury brands for both the China Chinese and Taiwan Chinese consumers. Research limitations/implications – The findings are limited to comparison between China Chinese from Shanghai and Taiwan Chinese from Taipei; therefore, the results may not be generalizable across all Chinese consumers or international consumers. In addition, only luxury brands were examined in this paper. Future studies would need to address other contexts or specific product categories. Practical implications – This paper presents findings from two Chinese cities. The consumers may be from the same region;
however, it is found from the study that they pose different attitudes and purchase intentions towards counterfeits of luxury brands. Therefore, the insights from this paper provide a deeper understanding into the differences between Chinese consumers and implications for practitioners, academics and policy makers. Originality/value – Majority of the cross-national studies are often compared between the so-called Western or Eastern countries. This paper examined counterfeiting from China (which is deemed as one of the largest manufacturers of counterfeits) and Taiwan (which was one of the largest counterfeiters decades ago). This provides insights into the development and differences between regional consumers and their attitudes towards counterfeits of luxury brands. [ABSTRACT FROM AUTHOR]

DOI: 10.1108/JCM-03-2014-0908. (AN: 102992941), Database: Business Source Complete

Subjects: PRODUCT counterfeiting; LUXURIES; LUXURY goods industry; CONSUMERS; STRUCTURAL equation modeling; CHINA

The rise of inconspicuous consumption.

Ever since Veblen and Simmel, luxury has been synonymous with conspicuous consumption. In this conceptual paper we demonstrate the rise of inconspicuous consumption via a wide-ranging synthesis of the literature. We attribute this rise to the signalling ability of traditional luxury goods being diluted, a preference for not standing out as ostentatious during times of economic hardship, and an increased desire for sophistication and subtlety in design in order to further distinguish oneself for a narrow group of peers. We decouple the constructs of luxury and conspicuousness, which allows us to reconceptualise the signalling quality of brands and the construct of luxury. This also has implications for understanding consumer behaviour practices such as counterfeiting and suggests that consumption trends in emerging markets may take a different path from the past. [ABSTRACT FROM PUBLISHER]

DOI: 10.1080/0267257X.2014.989890. (AN: 101869042), Database: Business Source Complete

Subjects: LUXURIES; CONSUMPTION (Economics); CONSUMERS’ preferences; QUALITY of products; CONSUMER behavior; PRODUCT counterfeiting; EMERGING markets

Is having a taste of luxury a good idea? How use vs. ownership of luxury products affects satisfaction with life.

Previous research showing that luxury consumption can be beneficial for one’s well-being equate consumption with ownership. The current paper experimentally investigates whether the impact of luxury consumption on one’s satisfaction with life differs when this consumption implies ownership versus mere use of (democratized) luxury products. While we find that ownership of luxury products is associated with a higher satisfaction with life compared to ownership of non-luxury products, the mere use of luxuries decreases an individual’s satisfaction with life. This finding is obtained for both a durable (a pen) and a non-durable (a chocolate). (PsycINFO Database Record (c) 2015 APA, all rights reserved)

Database: PsycINFO
The role of perceived value in vertical brand extensions of luxury and premium brands.

This study examines the role of perceived value in the relationship between brand attitude, perceived fit, extension attitude and consumers’ purchase intention of downscale vertical extensions of luxury and premium brands in two product categories: cars and shoes. Results from 236 individuals with different income levels show that extension attitude is positively related to purchase intention both directly and indirectly, via the perceived value of the extension; the latter is more strongly correlated than extension attitude to consumers’ purchase intention. Brand attitude is also positively associated with perceived value. Overall, perceived value partially mediates the relationships of brand attitude and of extension attitude with purchase intention. The product category affects the strength of some of the relationships in the model, including the role of fit. [ABSTRACT FROM PUBLISHER]

Impact of luxury brand retailer co-branding strategy on potential customers: A cross-cultural study.

This study examines how consumers from two different cultures react to the luxury brand retailer co-branding strategy. A 2 (Familiarity: Familiar vs. Unfamiliar) × 2 (Product Fit: Fit vs. Unfit) × 2 (Brand Fit: Fit vs. Unfit) × 2 (Country: U.S. vs. Indonesia) between-subjects design was conducted. The results show that co-branding with retailers is not a good strategy for luxury brands in Indonesia, which is characterized by a high level of collectivism. However, consumers in the U.S., which is characterized by a low level of collectivism, demonstrate a positive attitude change toward the luxury brand when they are not familiar with the luxury brand or when the luxury brand collaborates with a high-end retailer. This study provides some valuable insights for luxury brands regarding their expansion strategy into foreign countries. One contribution is that we demonstrate that cross-cultural theories on brand extension and co-branding literature might not be applied to luxury brands. We find that Hofstede's power distance and individualism/collectivism dimensions could be used to explain the discrepancy. We also provide valuable insights for co-branding strategy for luxury brands. (PsycINFO Database Record (c) 2015 APA, all rights reserved)

Conceptualizing luxury buying behavior: the Indian perspective.

Purpose – The study aims to draw on existing knowledge and investigates how luxury is perceived in a developing nation with economic and cultural diversity. The present study aims to develop a conceptual framework to understand luxury buying behavior in a developing nation context.
Design/methodology/approach – The study utilizes qualitative research (focus group discussions) with 72 luxury consumers (and partly with practitioners) of apparel and accessories in two major metro cities and two major non-metro cities of India. Findings – A framework of luxury buying behavior was constructed with cultural background, antecedents, buying process and post-purchase consequences of luxury buying behavior as its sub-constructs. Gender was identified as a moderating variable between antecedents of purchase and purchase behavior. Research limitations/implications – The most important contribution of the present study is the creation of a comprehensive framework of luxury buying behavior within a developing nation context and a set of testable propositions to further validate using quantitative research. Practical implications – Provides the manager with a workable model of luxury buying behavior that he/she could use to generate the right consumer responses. Originality/value – The present study is the first of its kind which integrates cultural backdrop, antecedents and consequences of luxury consumption in the context of a developing nation.

Management

Assessing the Effects of Leadership Styles on Employees' Outcomes in International Luxury Hotels.

This study examines the effects of transformational, transactional, and non-transactional leadership on hotel employees' outcomes including extra effort, perceived efficiency, and satisfaction with managers. Employees from eleven 4-star hotels in Spain provided the collected data. A series of statistical analyses (1) identify the elements of three leadership styles using a multi-factor leadership questionnaire (MLQ-5X); (2) examine the effect of leadership styles on employees' outcomes. The results of this study indicate that 'idealized attributes' of transformational leadership and 'contingent reward' from transactional leadership are the most important factors that positively affect all three outcomes (i.e., extra effort, perceived efficiency, and satisfaction); and (3) to assess the moderating effect of different types of ownership of hotel properties on the relationship between styles of leadership and outcomes of employees' activities other than these two elements, the significant factors indicating positive or negative relationships vary depending on the types of individual outcomes as well as ownership of hotel properties. The discussion sections indicate theoretical and practical implications of the findings.

Subjects: LEADERSHIP; RESEARCH; HOTEL management; TRANSACTIONAL leadership; HOTELS; HOTEL employees; JOB satisfaction; JOB involvement; Hotels (except Casino Hotels) and Motels; TRANSFORMATIONAL leadership; SPAIN; LUXURY hotels; ATTITUDES

The role of the flagship store location in luxury branding. An international exploratory study.
Purpose – The purpose of this paper is to explore the strategic role of the flagship store geographic location in improving luxury brand positioning. Design/methodology/approach – Drawing on the literature review on flagship store format, retail geography and place marketing, the study adopted a qualitative research design based on case studies of six luxury fashion retailers. A conceptual framework of flagship store location has been proposed, and the flagship store locations of these case studies have been examined in six worldwide capitals. Findings – The presence and the geographical proximity of many flagship stores in the same particular urban area contribute to developing a “luxury sense of place” related to their brands. Thus, through a co-branding strategy inherent in the selection of the best site for their flagship stores, luxury firms improve their brands’ positioning by the generated “luxury sense of place”. Research limitations/implications – The principal limitation of the research is the scale of the case studies, but the findings show the feasibility of extending the research basis to a larger number of luxury retailers. Originality/value – This study addresses an under-researched area in the retail literature, investigating the relationship between flagship store location and luxury branding. It is the only research to explore the social dimension of the geographic location of luxury flagship stores and the first one to examine cities in terms of flagship store density. [ABSTRACT FROM AUTHOR]

DOI: 10.1108/IJRDM-08-2013-0158. (AN: 103150976), Database: Business Source Complete

Subjects: FLAGSHIP stores; RETAIL stores; LUXURIES; MARKET positioning; PLACE marketing; All Other Miscellaneous Store Retailers (except Tobacco Stores); All other miscellaneous store retailers (except beer and wine-making supplies stores); All other miscellaneous general merchandise stores; Commercial and Institutional Building Construction