Featured Articles:

**Consumer behavior**

*Merely Being with You Increases My Attention to Luxury Products: Using EEG to Understand Consumers' Emotional Experience with Luxury Branded Products.*


Electrophysiological and hemodynamic studies provide substantial evidence of dissimilar brain responses when people view emotional compared with neutral pictures. This study investigates consumer brain responses underpinning passive viewing of luxury (high emotional value) versus basic (low emotional value) branded products when participants are alone or with another person. Conforming to social facilitation theory and using electroencephalogram methods, the authors recorded event-related potentials while female participants passively viewed pictures of luxury and basic branded products. They examined event-related-potential amplitudes in three time windows, corresponding to the P2 and P3 components and the late positive potential (LPP). Dissimilar brain responses occurred in the Together but not the Alone condition for the P2 and P3 components over visual cortex sites. The LPP amplitude was higher for luxury than for basic branded products, but only in the Together condition, suggesting that the presence of another person magnifies the emotional effect of brand type. Taken together, the results suggest that LPP amplitude during passive viewing of relevant marketing images reflects increased attention allocation and motivational significance, both enhanced by the presence of another person, to stimuli with higher emotional value. [ABSTRACT FROM AUTHOR]

DOI: 10.1509/jmr.13.0560. (AN: 108801167)

Subjects: LUXURIES; CONSUMERS -- Psychology; BRAND name products; MARKETING; Marketing Consulting Services; EMOTIONAL experience; ELECTROPHYSIOLOGY; HEMODYNAMICS; EVOKED potentials (Electrophysiology); VISUAL cortex
Distribution

Development Strategies for International Distribution in luxury industry.


This paper is the joint work of three authors however, the introduction, the paragraphs on distribution strategies, selective or exclusive direct distribution, the distribution strategy for luxury goods in practice: the mixed option, distribution strategies in global markets, and the conclusions are attributed to Fabrizio Mosca, while the paragraphs on an Italian model for international development: Brunello Cucinelli, synergy with the local area as the cradle of the product, local production but distribution on a global scale, are the work of Bernardo Bertoldi, while the other paragraphs are the work of Chiara Giachino. [ABSTRACT FROM AUTHOR]

(AN: 102443298)

Subjects: PHYSICAL distribution of goods; RESEARCH; LUXURY goods industry; BUSINESS logistics; MARKETING research; MARKETING channels; Marketing Research and Public Opinion Polling

Luxury brand management

Luxury fashion brands.


Purpose – This paper offers insights into the consumption motives and purchasing behaviour of that market segment in Taiwan against the background of increasing consumption of luxury fashion brands by young female consumers in Asian countries. Design/methodology/approach – Analysis of data collected using face-to-face semi-structured interviews with 23 fashion-conscious females aged 18-32 years was completed and new empirical insights are offered. Findings – The study found a high level of involvement in the world of luxury fashion retailing. Asian consumers devoured media commentary, drew inspiration from female celebrities and treated information-seeking and discussion of luxury fashion brands with friends as a serious and enjoyable pursuit. The social status conferred by expensive fashion wear motivated them to spend on luxury brands even if their discretionary income was limited. Potential guilt in so doing was assuaged by rationalising that the quality was good and the purchase would be long lasting. Marketers targeting this valuable segment should communicate appeals to an aspirational lifestyle in traditional and social media, effective at reaching young women. Originality/value – The study reported in this paper contributes to the limited published research into the luxury-marketing sector in Asia by examining the buying behaviour of female Strawberry Generation consumers in Taiwan. It is the first to research and investigate the meanings attached to luxury by these individuals in the collectivist culture of Taiwan, as well as their motivations, and the factors influencing their purchase of luxury fashions. The study thus contributes with new knowledge to the buying of luxury fashion products by young female Taiwanese consumers, which may be extended to other collectivist cultures in Asia. [ABSTRACT FROM AUTHOR]

DOI: 10.1108/QMR-02-2014-0016. (AN: 103459706)

Subjects: LUXURIES; BRAND name products; MARKET segmentation; CONSUMER behavior; TAIWAN; ASIA; FASHION
Downward Price-Based Brand Line Extensions Effects on Luxury Brands.


This study tries to examine the brand concept consistency, the self-concept congruence and the resulting loyalty status of the consumers in order to evaluate whether a downward price-based line extensions in the luxury goods market has any negative or positive effect on them. By conducting focus group and in-depth interviews it was tried to filter out how brand concepts of luxury brands are perceived before and after a line extension. Results revealed that a crucial aspect for the evaluation of downward price-based line extensions is the exclusivity variable. Additionally, the research showed different modification to the brand concept consistency after an extension depending whether the brand is bought for pure hedonic or emotional reasons or actually for functional reasons. As practical implications brands appealing to hedonic/emotional motivations need to be crucially differentiated to those brands appealing to functional/rational motivations. In the case of a mixed concept an in-depth segmentation of the target markets is needed in order to successfully reach the consumers’ needs. [ABSTRACT FROM AUTHOR]

(AN: 112038416)

Subjects: BRAND name products; CUSTOMER loyalty; LUXURY goods industry; CONSUMER behavior; HEDONISTIC consumption

Psychology

Status Has Its Privileges: The Psychological Benefit of Status-Reinforcing Behaviors.


Many firms use loyalty programs to stratify their customers into status tiers and reward those with high status with special privileges. This research documents how consumers with high status willingly incur a cost to utilize the exclusive privileges, termed "status-reinforcing behaviors," that accompany their high status because doing so reinforces their high-status identity. They do so in the absence of threats to their high status or self-worth and also in the absence of an opportunity to conspicuously signal their high status to others through face-to-face interactions. This suggests that the behavior is undertaken neither for compensatory nor conspicuous reasons. Across two studies, results indicate that consumers who hold high status in a loyalty program engage in "status-reinforcing behaviors," even when doing so offers no material or conspicuous signaling benefit and in fact causes them to incur some costs. Engaging in status-reinforcing behaviors yields a distinct psychological outcome—elevated feelings of prestige. Results indicate that when high status is made salient, individuals demonstrate a greater propensity to engage in status-reinforcing behaviors. However, individuals who have a reinforced sense of status (i.e., already validated their high-status position) are less likely to engage in status-reinforcing behaviors, which suggests that utilizing status privileges does serve as a reinforcing behavior, even in the absence of a status threat. [ABSTRACT FROM AUTHOR]

DOI: 10.1002/mar.20811. (AN: 108397250)

Subjects: CUSTOMER loyalty programs; CONSUMER behavior; CONSUMERS; SOCIAL status -- Psychological aspects; ACHIEVED status; REINFORCEMENT (Psychology)
Sexual selection, conspicuous consumption and economic growth.

Collins, Jason; Baer, Boris; Weber, Ernst Juerg; Journal of Bioeconomics, Vol 17(2), Jul, 2015 pp. 189-206. Publisher: Springer; [Journal Article] Abstract: 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 an increase in economic activity that leads to economic growth. (PsycINFO Database Record (c) 2015 APA, all rights reserved)

Subjects: Animal Mate Selection; Sexual Reproduction; Signal Detection (Perception)
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Employment

Retaining talent by enhancing organizational prestige.


Purpose – The purpose of this paper is to investigate the impact of perceived external prestige on turnover intentions among retail employees in India. Moreover, this study aims to explore the mediating effect of affective commitment on the relationship between perceived external prestige and turnover intentions. Design/methodology/approach – This study is quantitative in nature. The data for the present study were collected from 186 employees working in various retail stores. Existing, established scales were used to measure the research constructs. Findings – The results of the study indicate a negative relationship between perceived external prestige and turnover intentions. A negative relationship was observed between affective commitment and turnover intentions. Moreover, affective commitment was observed to partially mediate the relationship between perceived external prestige and turnover intentions. Practical implications – This study provides valuable insights into understanding the significance of perceived external prestige in retaining employees working in the retail sector. Findings of the study indicate that adoption of non-conventional human resource strategies, like a focus on enhancing external prestige of the organization may be one of the ways to enhance employee commitment and reduce turnover intentions, and thus to retain employees in economies with highly mobile workforce. Originality/value – This research has investigated the significance of perceived external prestige in retaining employees in a context which is different, in several ways, from contexts where most of the previous research has been conducted. It, thus, contributes to current theoretical understanding about perceived external prestige and it impact on work attitudes. [ABSTRACT FROM AUTHOR]

DOI: 10.1108/PR-05-2013-0070. (AN: 102823348)

Subjects: EMPLOYEE retention; RESEARCH; OCCUPATIONAL prestige; RETAIL industry -- Employees; LABOR turnover; PERSONNEL management -- Research; Administration of Human
Employee value congruence and job attitudes: the role of occupational status.


Purpose – Extant research has shown the positive effects of value congruence on individual attitudes, behaviors and performance. However, very few studies have been conducted to examine the difference in the relationship between value congruence and attitudinal outcomes across people of different attributes. The purpose of this paper is to examine how the relationships between employee-organization value congruence and job attitudes vary across different occupational groups, with the focus on different levels of nurses. The study provides evidence to organizations to adopt better approaches to harness the benefit from employees' spontaneous work motivation.

Design/methodology/approach – Nursing homes provide a unique research context because of the different nursing occupations with varying degree of identifying characteristics including educational attainment, skill level, income and decision-making power. The present study thus examines how the relationships between nurses-home value congruence and nurses' job attitudes vary across different nursing occupations, instrumented by a survey of nursing staff of nursing homes in a Midwestern state in the USA. Findings – Consistent with prior research, value congruence is found positively associated with nurses' job satisfaction and organizational commitment, but negatively with turnover intention. Consistent with the "diminishing marginal effect" argument, the relationships between value congruence and job satisfaction and organizational commitment are found more pronounced among nurses of lower occupational level.

Originality/value – The extant literature does not explicitly compare the effect of within-occupation value congruence on various attitudinal and behavioral outcomes across different occupations. As values have individual and social foundations, in a specific workplace context, it is impractical, if not impossible, to gain a comprehensive view of employees' value profile and work-related consequences without looking further into the differences across types of employee. Although without sufficient existing literature to compare to, the present study does provide consistent results with theoretical predictions, and display a relatively clear picture of how the relationships between value congruence and job attitudes are unwrapped along the occupational dimension.

[ABSTRACT FROM AUTHOR]

DOI: 10.1108/PR-06-2013-0096. (AN: 102823349)

Subjects: ATTITUDES toward work; RESEARCH; OCCUPATIONAL prestige; EMPLOYEE motivation; EMPLOYEES -- Attitudes; VALUE congruence; EDUCATIONAL attainment

Sustainability

Marketing sustainability in the luxury lodging industry: a thematic analysis of preferences amongst the Indian transition generation.


Purpose – This paper aims to identify emerging themes that can help in understanding the preferences of Indian consumers, in the transition generation (25-44 years) (Sinha, 2011), toward sustainability in the luxury lodging industry. Design/methodology/approach – The paper uses a multi-method approach for data collection. Thorough literature review and personal interviews with marketers were conducted to explore the themes and construct tentative thematic webs. In total, 42 customer inputs were drawn through focus groups and personal interviews to validate the themes. Customer perspective, marketers’ perspective and findings from literature were juxtaposed to understand the themes. Findings – "Influence of Parents, Children and Travel agents", “Rewards for green behaviour” and “frequent communication around sustainability efforts” have been identified as some of the key motivations for consumers to choose sustainability. Some deterrents have been
identified as “limited awareness about sustainability issues in Tier II cities”, “detachment with the hotel’s operations”, “higher prices” and “unchecked wasteful/acquisitive consumption”. Practical implications – Findings from this research work have implications for the practitioners and policy-makers because establishing an understanding of the factors that deter and motivate consumers for engaging in green behavior is important for designing meaningful marketing strategies. Originality/value – Findings are based on the analysis of data from customer inputs and industry inputs. Themes in this research work have been analytically identified, and this study has made significant academic contributions to the marketing literature. It also provides valuable insights for the practitioners. [ABSTRACT FROM AUTHOR]

DOI: 10.1108/JCM-09-2014-1155. (AN: 108751804)

Subjects: MARKETING research; INDUSTRIAL management; HOTELS; INDIA; Hotels (except Casino Hotels) and Motels; Hotels; Commercial and Institutional Building Construction; Marketing Research and Public Opinion Polling; SUSTAINABILITY

Internationalization


Purpose: This paper deals with the international development of firms through the online sales channel. Despite the ever-growing importance of the issues involved in such internationalization strategies, they have received limited attention in the literature. Methodology/approach: The paper presents an analysis of an expressly developed database of 20 multibrand luxury retailers in the online fashion market. Findings: The analysis highlights the international dimension of these players and sheds some light on internationalization through e-commerce of the luxury fashion retailers. In particular, the paper states that e-commerce may be related to different degrees of internationalization in multibrand luxury fashion retailers and that internationalization of multibrand luxury fashion retailers through e-commerce is unrelated to physical stores abroad. Research limitations: Future research should be aimed at analyzing the characteristics of a greater number of actor, such as mono-brand luxury manufacturers, also comparing the fashion system with other sectors where the online channel exhibits a similar important trend. Originality/value: The paper’s originality is related to a new phenomenon that has yet to receive appropriate consideration in the literature, the online international company growth with particular focus on the online channel as a new means to develop into foreign markets. [ABSTRACT FROM AUTHOR]

DOI: 10.1108/S1474-797920150000026002. (AN: 110607686)

Subjects: GLOBALIZATION; ELECTRONIC commerce; RETAIL industry; All Other Miscellaneous Store Retailers (except Tobacco Stores); All other miscellaneous general merchandise stores; All other miscellaneous store retailers (except beer and wine-making supplies stores); Electronic shopping and mail-order houses; Electronic Shopping

Methodology of composition: On January 11th, 2016, the literature database of EBSCO Publishing (http://search.ebscohost.com) has been searched with scope limitations of publication date in July or August 2015, and publication type “Scholarly (Peer Reviewed) Journal” and application of search terms “luxur* OR prestige* OR conspicuous”. The search resulted in 113 hits, of which 103 have not been included in this abstract collection due to lacking any fit with the topic of luxury business and consumer research. Authorship of all listed articles and intellectual property lies with the identified authors. The reader intends to drive practitioner and scientific attention to the most valuable current contributions in the field. For full text, please visit EBSCOHost. The presentation of a study in this reader makes a statement about general topical relevance, not about scientific rigor.

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