



4<sup>th</sup> EDITION

# MONACO SYMPOSIUM ON LUXURY 2021

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MANAGING LUXURY BRANDS  
PAST, PRESENT & FUTURE

## A WORD FROM THE ORGANISERS



**Dear Colleagues,**

Organized by the International University of Monaco with the support of the INSEEC U., the fourth edition of the Monaco Symposium on Luxury 2021, as you all know, have sadly been cancelled due to the terrible ongoing pandemic.

Unfortunately, regulations concerning sanitary and quarantine requirements did not permit us to welcome you all in Monaco. However, we do hope you will find this e-booklet format of the 4<sup>th</sup> edition useful!

All the short abstracts of accepted papers with authors and their affiliation are included in this booklet. We thought this would give you an opportunity to be aware of the most up to date research in the luxury field. Do not hesitate to go through all of these really innovative and stimulating research and to contact the authors for further details or collaboration opportunities. All in all, we received 97 papers, and selected 64 for presentation at the symposium. In parallel, we are still handling the submissions to the *Journal of Business Research* special issue linked to the Symposium.

Handling all these submissions would not have ever been possible without the tremendous help of many reviewers and the help of the members of our scientific committee. We would like to warmly thank all of them for their invaluable contribution to the success of both the Symposium and the Journal of Business Research special issue.

To end up with good news, the next and 5<sup>th</sup> edition of the Symposium will be held in April, 2023 in Monaco. We hope to see you all in two years: “*When there is a Will, there is a Way*”

**Best wishes,**

**The Conference Coordinators**

**Anastasia Stathopoulou & Pierre Valette-Florence**



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Thank You

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**First, WE ESPECIALLY THANK Professor Jean-Louis Chandon** for his outstanding contribution as a co-organizer in the 2020 edition preparation and organization of the Monaco Symposium on Luxury. His expertise and contribution were vital and invaluable for the progression and success of this edition!

**WE THANK** the members of our scientific committee: Barbara **Bickart** (Boston University, USA), Marie-Cécile **Cervellon** (EDHEC, France), Jean-Louis **Chandon** (International University of Monaco, Monaco), Darren **Dahl** (University of British Columbia, Canada), David **Dubois** (INSEAD, France & Singapore), Angy **Geerts** (Université de Mons), Silvia **Grappi** (University of Modena & Reggio Emilia, Italy), Young Jee **Han** (Sungkyunkwan University, South Korea), Oliver **Heil** (University of Mainz, Germany), Liselot **Hudders** (Ghent, Belgium), Barbara **Kahn** (The Wharton School, USA), Jean-Noël **Kapferer**

**MONACO SYMPOSIUM ON LUXURY 2021**

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**WE ALSO THANK** very deeply the 68 anonymous **reviewers**. Their contribution and cooperation were invaluable.

**WE THANK** the **authors** of the 97 submitted papers, who submitted their papers from 30 different countries.

**WE THANK** the **authors** of the accepted papers, who submitted their work at the 4<sup>th</sup> edition of the Monaco Symposium on Luxury. The most represented countries, after France are the UK, the USA, and Monaco. Other countries are represented: Australia, Belgium, Canada, China, Denmark, Egypt, Finland, Germany, Italy, Lebanon, Macao, Morocco, Pakistan, Portugal, Singapore, Spain, Switzerland, and the United Arab Emirates.

**WE THANK** the editors-in-chief of the *Journal of Business Research*, Professors **Naveen Donthu** and **Anders Gustafsson**, who gave us the opportunity to guest edit a special issue based on the 4<sup>th</sup> edition of Monaco Symposium on Luxury, as well as Professor **Geraldine Michel**, who is our co-guest editor of our special issue at JBR. This will add lasting visibility of the research submitted at the 4<sup>th</sup> edition of the Monaco Symposium on Luxury.

## Abstracts

### **“A Gift to Remember! The “WOW” Effect Is Priceless – The Super Rich Luxury Gift-Giving Behaviour”**

*Chen, Cheng-Hao (Steve) (University of Southampton, UK), Wu, Meng-Shan Sharon (University of Portsmouth, UK), Wang, WeiSha (University of Southampton, UK), Nguyen, Bang (University of Southern Denmark, Denmark)*

Applying the Luxury Consumption Value Model to the behaviour of luxury gift giving, we develop the model with considerations of other elements, including social status, the balance of power, and psychological impact, which may also contribute towards a decision of luxury gift-giving behaviour. As our intention is to investigate multi-millionaires’ value propositions towards luxury gift-giving consumption, we employed in-depth interviews with participants who have £20 million or more of networth (excluding properties) and offer great consumer insights into the area of luxury gift giving behaviour. Our findings reveal that, among the super rich, tangible gifts are more popular than intangible gifts. However, intangible gifts are more likely to be purchased for family members and close friends, since the memories they produce are more treasured and can be kept longer than the actual tangible gifts. Whether a gift is tangible or intangible, it can only be considered as a ‘perfect’ gift when it proves useful or meaningful to multi-millionaires.

### **“A Theory of Minimalist Luxury”**

*Liu, Zhenqi (Jessie) (The Johns Hopkins Carey Business School, USA), Yildirim, Pinar (University of Pennsylvania, USA), Zhang, Z. John (University of Pennsylvania, USA)*

In this paper, we incorporate incomplete information about consumer wealth and the presence of high-quality, low-price counterfeits to investigate when a consumer may engage in minimalist, as opposed to excessive, luxury consumption to signal wealth. Past literature has shown that when wealth is not observable, the wealthy are motivated to outspend the L-types to signal their wealth. We show that when high-quality, low-price counterfeits exist and are visibly indistinguishable from the authentic products, excessive consumption may no longer be effective as a signal for wealth. Instead, the wealthy may purposefully restrain from consumption of luxury goods to separate themselves from the mimickers, and hence, consuming fewer items can be a more effective signal for wealth. We derive this minimalist luxury equilibrium and explore managerial implications of the mechanism through which this equilibrium occurs.

## **“A Whisper, Not a Shout: The Inconspicuous Luxury Buying Intention”**

*Jiang, Ling* (University of Quebec in Montreal, Canada), *Gao, Huachao* (University of Victoria, Canada) & *Shi, Linda Hui* (University of Victoria, Canada)

**O**ne important trend in the luxury industry is the rise of inconspicuous luxury consumption relatively to the traditional conspicuous consumption. Building on the recent development in the cross-cultural consumer psychology literature, in this study we examine the effect of the cultural value power distance belief (PDB thereafter) on consumers' preferences for inconspicuous (vs. conspicuous) luxury consumption. Specifically, we find that high PDB consumers are more likely to hold a social-adjustive versus a value-expressive attitude toward luxury products, which makes them prefer inconspicuous luxury products to a less extent than their low PDB counterparts. Across two studies with different samples and different operationalization of key constructs, consistent results emerge to support not only the main effect of PDB on preference for inconspicuous (vs. conspicuous) luxury products, but also the mediating role of the two attitude functions. Counterintuitive to existing wisdom, which suggests high PDB consumers are more likely to pursue luxury consumption, we find that when it comes to inconspicuous luxury products, high PDB consumers are actually less likely to pursue it than their low PDB counterparts. In doing so, we contribute to both the inconspicuous luxury consumption and the cross-cultural consumer psychology literature.

## **“‘All You Need Is Love’ The Interplay Between Product Design and Luxury Brand Love: An Integrative Perspective”**

*Hemonnet-Goujot, Aurélie* (Aix Marseille Université, France) & *Valette-Florence, Pierre* (Université de Grenoble, France)

**W**hile product design is intrinsically linked to brand building and to the definition of luxury, consumers' sensitivity to luxury brands and to design is usually addressed separately limiting the understanding of how product design perception can enhance luxury brand value. This research specifically delves into the mechanisms behind how product-level sensitivity to product design can influence brand-level attitudes. Building on the value theory, it investigates the antecedents and consequences of product design perception for luxury brand value. Based on two quantitative studies (N1 = 276 and N2 = 249), a partial least square analysis was used. It contributes and extends literature on branding, design and luxury in three distinct ways. First, this research distinguishes two antecedents of the product design that are the social and the individual drivers. Second, it reveals how product design enhances luxury brand symbolic value, i.e. brand love, through the mediating role of two consumer-brand relationship dimensions (brand identification and brand equity). Third, it confirms the creation of economic value through the positive influence on willingness to pay a premium price.

## **“Alternative Luxury: Selling Secondhand Goods as Luxury Items, an Investigation on Emerging Business Models”**

*Pini, Fabrizio Maria (MIP-Politecnico di Milano, Italy), Cervellon, Marie-Cécile (EDHEC Business School, France) & Rigaud Lacresse, Emmanuelle (SKEMA Business School, France)*

**T**his paper explores the processes through which secondhand luxury and vintage fashion firms create value for their customers. The analysis of the value creation process takes place through the reconstruction of the business models of three firms, Vestiaire Collective, InstantLuxe and Le Dressing. We highlight five key processes linked to the creation of value for sellers, purchasers, brands and society: authentication, education, curation, community building and disposal processes. These processes protect the initial value created by luxury brands and demonstrate a set of competencies that make them appeal to a new generation of luxury customers.

## **“Altruistic Gift Giving Increases Luxury Consumption”**

*Chen, Ning (Zhejiang University of Finance and Economics, China), Petersen, Francine E. (University of Lausanne, Switzerland) & Lowrey, Tina M. (HEC Paris, France)*

**P**revious research suggests that altruistic behavior tends to influence indulgent behavior, such as the purchase of luxury products. We propose that the gift giving with an altruistic motivation (voluntarily make recipient happy) increases luxury consumption to a greater extent than gift giving with a social norm motivation (feeling obliged to give). While investigating the psychological process, we further propose that this relationship is moderated by how moral the givers perceive indulgences to be. This moderation supports an affect regulation mechanism. Across three studies, both with hypothetical and with actual gift giving, we find that altruistic gift givers are more willing to purchase luxury products as perceptions of morality of indulgences increase.

## **“An Exploratory Investigation into New Forms of Shared Luxury”**

*Christodoulides, George* (American University of Sharjah, UAE), *Boukis, Achilleas* (University of Sussex, UK) & *Semaan, Rania W.* (American University of Sharjah, UAE)

**N**ew forms of luxury in the sharing economy have recently emerged (e.g. Airbnb Luxe, Luxury Closet), threatening to disrupt the concept of luxury as we know it. Through twenty-five in-depth interviews with luxury consumers, this exploratory study sheds light onto the concept of luxury in the sharing economy and investigates consumer attitudes vis-à-vis shared luxury. The findings suggest that the sharing economy challenges key dimensions of traditional luxury such as exclusivity and high price and unveil different tiers of perceived luxury: *owned luxury, sequentially shared luxury* and *simultaneously shared luxury*. The paper empirically supports a more inclusive and less elitist conceptualization of luxury, and concludes with implications for traditional luxury brands as well as for new forms of luxury in the sharing economy.

## **“Attention-Seeking or Transformational? Luxury Brands’ Strategic Approaches to the Deployment of Augmented Reality”**

*Javornik, Ana* (Newcastle University Business School, UK), *Duffy, Kat* (University of Glasgow, UK), *Nobbs, Karinna* (ESCP Europe, UK), *Scholz, Joachim* (Brock University, Canada), *Motala, Anisa* (Holition, UK) & *Goldenberg, Adriana* (Holition, UK)

**L**uxury brands are at the forefront of developing compelling immersive experiences that involve integrating AR in the consumer journey. Yet, there is notably absent academic research on the strategic value that AR can create for luxury brands. Our study provides comprehensive industry insights based on 17 in-depth interviews with executives and senior managers that have extensive experience in luxury branding and digital marketing. We identify and discuss four strategic approaches that luxury brands can pursue when deploying AR. These approaches rely upon two key premises: how managers integrate AR in the existing digital marketing mix and whether they focus on consumer journey optimization or on experiential activities. This research contributes to the understanding of the challenges and opportunities that digital technologies pose for luxury brands. Finally, it offers managerial guidance on how luxury brands can leverage AR such that it enhances the key drivers of their brand value.

## **“Attraction or Rejection? Consumers’ Relationship to Luxury Brands: The Paradox of the Transgression of Recycled Product Innovations”**

*Fournaise, Thérèse (Université d’Aix-Marseille, France), Kessous, Aurélie (Université d’Aix-Marseille, France) & Valette-Florence, Pierre (Université de Grenoble, France)*

**I**f luxury has always been transgressive, this trend is now spreading to all supports (i.e. product, communication, distribution). It is shaking up the established codes of the sector and particularly affects brand initiatives in terms of sustainable development. The aim of this research is to examine the relationship between consumers and luxury brands in the specific context of transgression linked to product innovations designed from recycled materials. A qualitative study carried out on twenty-five luxury consumers highlights the transgressive nature of this type of innovation. It is the visual identification (or not) of the sustainable attribute that determines the rejection (or attraction) of the product. Indeed, if the sustainable attribute is not visible, the innovation is perceived as a positive transgressive act due to its innovative and value-bearing character. However, if the sustainable attribute is visible, the innovation is considered as a major negative transgression that may jeopardize the consumer-brand relationship. More generally, it seems that recycled sustainable innovation only makes sense if it is part of a global approach to sustainable brand commitment. Finally, this research provides several theoretical and managerial implications, and presents some research limitations and perspectives.

## **“Battling for a Share of Memory: The Case of Luxury Cars Across Four Cultures”**

*Chandon, Jean-Louis (IAE Aix en Provence, France), Laurent, Gilles (ESSEC Business School, France) & Lambert-Pandraud, Raphaëlle (ESCP Europe, France)*

**W**e study brands’ share of memory in the luxury car market. We offer two new measurements of a brand position in the memory of luxury consumers. The new concept of memory set pattern goes beyond citations and pairwise citations by including relevant multi-citations. It is the foundation of the new indices of dominance and share of memory. We integrate brand fame (percentage of total citations), with brand dominance (percentage of first citations of the focus brand over total first citations for all brands) and brand share of memory (percentage of first citations of the focus brand among all the citation patterns of the focus brand). The ability of these three indices to summarize brand memory position is assessed by demonstrating their sensibility to factors (gender, age, “excursionism”, and attitude toward luxury) related to evoked-set size and preference in the luxury literature. Finally, using a large sample of luxury consumers, we establish that the above relations are moderated by four cultures: Latin (France, Italy and Spain), Anglo-Saxon (United Kingdom, Germany and US), Gulf nationals (in Saudi Arabia and United Arab Emirates) and Expatriates in these two Gulf countries.

## **“Brand Love in the Market of Luxury Brands: New Antecedents in a Conceptual Model”**

*Costa, Paula (Universidade Portucalense, Portugal) & Rodrigues, Paula (Lusíada University – North, Portugal)*

**T**he purpose of this research is to analyze the antecedents that helps create a strong emotional relationship between the consumer and the brand – brand love - and its consequences at the level of luxury brands. For this, a new conceptual model was developed to be tested by structural equations that relate the concept of brand love (what establishes the relationship of the consumer with the brand) and its antecedents (consumer-based brand authenticity, self-expressive brand perception, personal orientation toward luxury brands and congruence with the internal self) and consequents (brand loyalty, premium price, positive word-of-mouth). The methodology followed in this empirical research is a quantitative methodology. The collection of primary data was based on a single instrument – the questionnaire survey, in the various studies involved, using several luxury brands. In the statistical analysis of the data, the structural equations modeling technique was used with SPSS-AMOS software - 22.0. It can be concluded that in order to establish a strong emotional relationship between the consumer and the luxury brands, the most important constructs are the authenticity of the brand based on consumer perception and the expressive self-image.

## **“Can a Label Close the Trust Gap? The Impact of an Authenticity Label on Customers’ Perceived Risk and Trust in Mono- Versus Multi-Brand Luxury Online Stores”**

*Bao, Wuxia (Ghent University, Belgium), Beuckels, Emma (Ghent University, Belgium), Hudders, Liselot (Ghent University, Belgium) & Yu, Shubin (Peking University, China)*

**T**his study investigates the risk-reducing and trust-building ability of an authenticity label on mono- versus multi-brand luxury online stores. By using a 2 (authenticity label: absent vs. present) by 2 (online store type: mono-brand vs. multi-brand) between-subjects design, the study revealed that multi-brand online stores cope with high risk perceptions, whereby the use of an authenticity label on such online stores had the ability to raise WoM (Word-of-Mouth) and purchase intention through risk-reduction and trust-inducement. The risk perception for the mono-brand luxury online stores was much lower, whereby the authenticity label did not succeed in reducing risk and increasing trust.

## **“Commercial Friendships in Luxury Stores: Between Intimacy and Servility”**

*Welté, Jean-Baptiste* (University of Paris II Panthéon Assas, France), *Cayla, Julien* (Nanyang Technological University, Singapore) & *Cova, Bernard* (Kedge Business School, France)

**L**uxury boutiques have been described as the new urban cathedrals, allowing consumers to admire luxury objects as if they were visiting a museum. Building from extensive ethnographic fieldwork, our research extends beyond this description of luxury boutiques as spectacular brand incarnations to expose another dimension of luxury boutiques. For some luxury consumers, boutiques can become homey spaces in which they can develop intimate relationships with salespeople. Luxury salesmanship helps build intimacy and unearth the consumer’s story through commercial friendships. If this could have positive impacts on the business of the luxury store, it is not without raising questions about the status of such an ambiguous intimacy nearing servility.

## **“Customer Engagement with Shoppable Video Content: A Luxury Fashion Perspective”**

*Connell, Cara* (Glasgow Caledonian University, UK), *Drylie Carey, Lindsey* (Glasgow Caledonian University, UK), *Cervellon, Marie-Cécile* (Edhec Business School, France) & *Traynor, Emma* (Glasgow Caledonian University, UK)

**C**hanging media consumption habits has meant that video has emerged as a key marketing channel for brands. The advent of technology making such video content directly shoppable represents an important opportunity and a number of brands within the luxury fashion sector have begun to integrate shoppable video content into their promotional mix. However, little is known about the communication medium in terms of how it engages customers, how that engagement manifests and what the consequences are for a brand’s image. The present study addresses these gaps by considering customer engagement (CE) with shoppable video content. Following an exploratory research design, 21 in-depth interviews with female millennial luxury fashion consumers were conducted. Thematic analysis reveals the drivers, the nature of CE with shoppable video content as well as the consequences for brands. From there, a conceptual model of the phenomenon is proposed. The findings of the present study add to the growing body of CE research with individual customer touchpoints and offer a unique insight into shoppable video content that could form the foundation of future research.

## “Determinants of Brand Value (BV) in Luxury”

*Bravo-Gonzalez, Ramon* (University of Glasgow, UK), *Docherty, Iain* (University of Stirling, UK) & *Shaw, Deirdre* (University of Glasgow, UK)

**B**rand value (BV) is a key asset in luxury. Given the current economic pressures facing the industry, it is essential to understand the consumer- and company-based factors that create and preserve BV in luxury. Existing research on luxury and BV has not fully addressed this area of knowledge, even though its understanding is fundamental not only from a theoretical but also from a business perspective, so that luxury brands can remain financially sustainable during these uncertain times. Through a mixed research method approach, the paper combines the results from quantitative analysis of statistically significant factors for BV in luxury and ‘credibility checks’ (qualitative interviews) with senior executives and stakeholders from the industry on the importance of those factors. The results are then combined to identify the determinants that matter, are overemphasized and overlooked within luxury. These findings advance luxury research by making a contribution to the literature on BV in luxury by filling a gap in knowledge regarding which luxury-specific consumer- and company- based factors contribute to BV within the industry, and how each of these significant factors create that value. Furthermore, this research recommends changes to two existing consumer-based constructs of BV and sets a precedent for the inclusion of a luxury construct based on the consumer perception of how prestigious and upper class a brand is considered to be. The paper also provides recommendations for the industry on the key factors that create value within luxury, so that they can be leveraged by luxury brands as part their business strategy.

## “Developing a Measure of Inconspicuous Luxury Motivation”

*Eastman, Jacqueline K.* (Georgia Southern University, USA) & *Iyer, Rajesh* (Bradley University, USA)

**T**he luxury marketplace is growing and changing, as what represents luxury to consumers includes everything from ‘masstige’ to aspirational luxury to traditional luxury. There is a movement in the luxury marketplace though to offer more subtle luxury options for consumers who wish to be more inconspicuous in their luxury consumption. The purpose of this research is to develop, in a series of three studies, a measure of inconspicuous luxury motivation, the ILM scale. In Study One, with qualitative research utilizing three focus groups of undergraduate students, three consistent themes emerged regarding ILM: *who is the luxury consumer, levels of conspicuousness can occur with many different product categories, and inconspicuous luxury consumers are independent and confident.* In Study Two, the initial ILM scale was developed and tested with a sample of undergraduate business students, resulting in two factors: inconspicuous luxury motivation unknown to the masses and inconspicuous luxury motivation for the elites. Finally, in Study Three, utilizing a snowball sample, the two factors of the ILM scale were refined resulting in an eight-item scale (five items for the *unknown to the masses* factor and three items for the *elite* factor).

## **“Eco-Friendly’ versus ‘Polyester’ Gucci Handbags: The Effect of Matching Green Claims and Temporal Frame on Product Evaluation of Self-Enhancement Brands”**

*Talukdar, Nabanita* (Hult International Business School, USA), *Yu, Shubin* (Peking University, China) & *Nervino, Esterina* (Universita' degli Studi di Modena e Reggio Emilia, Italy)

**A**mid demand for sustainable products, there is a wide usage of terms and phrases describing social and environmental characteristics of products and producers. However, green claims (i.e. terms and phrases such as ‘biodegradable’, “cruelty-free alter nappa leather”) are not widely communicated in marketing messages originating from luxury brands. This is due to the incompatibility of self-enhancement brand concept (i.e. abstract meanings such as prestige) associated with luxury brands and self-transcendence brand concept (i.e. abstract meanings such as environmental protection) associated with sustainability. Drawing on construal-level theory and temporal distance, in this study we examine how message-orientations of green claims using temporal construal affects consumers’ evaluation of self-enhancement brands. Through a survey experiment, we provide support for the assertion that there is a significant interaction effect of the cross product (construal level \* temporal distance) and individuals’ green orientation. Specifically, a high construal level and high temporal distance green message (vs. three message types: low construal level and low temporal distance, low construal level and high temporal distance, high construal level and low temporal distance) improved the product evaluation through higher processing fluency for high green orientation individuals and not for low green orientation individuals. A second experiment will be conducted.

## **“Establishing Brand Legitimacy in the Subculture of Watchgeeks: Case Study of a Newly Launched Swiss Niche Luxury Brand”**

*Duma, Fabio* (Zurich University of Applied Sciences, Switzerland) & *Björck, Albena* (Zurich University of Applied Sciences, Switzerland)

**T**here is a lively scene of Swiss and other independent luxury watch brands acting in the shadow of the big, well-known players and addressing specific market niches of connoisseurs and collectors. These niche brands are catering to watch lovers who are looking for something new, different and beyond the mainstream: mechanical art pieces, bespoke watches and timepieces with ever more intricate complications or unusual designs. For newcomers in the industry, the world of mechanical watchmaking and the subculture of those, who often refer to themselves as #watchgeeks, can be a veritable minefield with many blunders to avoid. Building context-specific brand legitimacy, a congruence between what the brand stands for and the values, norms and beliefs of a social group, and implementing respective clues into the brand’s communication strategy, are crucial to gain acceptance and ensure long-term success. The present study, based on a qualitative methodology and the in-depth analysis of the case of a newly founded Swiss manufacturer of bespoke mechanical timepieces, sheds light on the brand legitimization process in a subculture of knowledgeable and demanding luxury consumers and industry insiders. It aims at a theoretical and practical contribution using brand legitimacy as a theoretical lens to a concrete business challenge.

## **“Experiential Value Co-Creation within an Online Luxury Community: A Netnographic Approach”**

*Chapman, Alexis (Middlesex University London, UK) & Dilmeri, Athina (Middlesex University London, UK)*

**A** constant challenge for luxury brands is to identify ways to add value to the offering to compensate for the high price charged. Previous research has highlighted that the value of an offering is linked to the customers’ perception on the experience they receive and the importance of combining multiple actors to create value. Furthermore co-creation between a brand and its customers has been suggested as solution to create an online experience. Little research, however has explored this experiential value creation between the customer and the brand. Drawing upon Holbrook and Woodside’s value typology and using netnography, the study examines postings from a luxury hotel brand community. The results suggest that the hedonic and social content, create experiential value. Furthermore, the study reinforces the benefits of using the experiential approach to build a successful online brand community. Theoretical contributions and managerial implications are also discussed.

## **“Exploring Key Characteristics of Iconic Luxury Products”**

*El Euch Maalej, Mariem (Paris School of Business, France), Salvador, Marielle (Institut Paul Bocuse, France) & Benzi, Monica (Institut Français de la Mode, France)*

**I**conic products are objects endowed with the power to embody a powerful symbolism like the brand itself. These products are most of the time among the original models produced by the brand, and highly contributed to the success of the brand itself. Iconicity in luxury is still understudied in the literature. This study has the ambition to fill this gap and to identify the key characteristics of luxury iconic products. With this aim, we conducted a qualitative study in order to explore these characteristics by analyzing representations and perceptions of luxury consumers and professionals in the luxury sector, on different product categories identified as iconic by the respondents. This contribution suggests to consider specific motivations to purchase iconic luxury products and a specific product strategy to fuel desirability over time.

## **“Exploring the Impact of Luxury Democratization on Value Perceptions and Purchase Intentions”**

*Shukla, Paurav (University of Southampton, UK), Rosendo-Rios, Veronica (Colegio Universitario Estudios Financieros, Spain) & Khalifa, Dina (University of Cambridge, UK)*

**L**uxury goods, once only available to the upper echelons of the society, are now accessible to a substantially large segment of consumers due to democratization. However, academic research on the effects of democratization on luxury consumption is silent. This study provides empirical examination on how democratization influences the relationship between consumer luxury value perceptions and purchase intentions and shows a varying positive and negative influences of democratization. These first academic insights on luxury democratization offers several theoretical advancements and will also help luxury firms in developing a coherent long-term positioning strategy and manage the challenge of democratization.

## **“From Caviar to Wild Herbs, How Luxury Dining is Shifting to Ethical Food: Exploring Consumers’ Perceptions”**

*Batat, Wided (American University of Beirut, Lebanon)*

**T**his research draws on the consumer culture theory as a new theoretical foundation to explore the consumers’ perceptions of ethical food production and consumption practices within luxury restaurants. Through a contextualized qualitative exploration of the French luxury dining settings among 35 consumers with different profiles, food cultural backgrounds, and gastronomic knowledge, the findings reveal three major forms of ethical food: promoting environmental sustainability, improving food well-being, and investing in the preservation of cultural heritage. A critical investigation of these forms uncovers that these forms are related to the degree of experience and knowledge in the luxury gastronomy field. Thus, we suggest that ethical food in the luxury restaurant field can have multiple meanings ranging from functional and emotional to cultural.

## **“How Power Distance Belief Influence Consumers’ Purchase Intention of Shanzhai Products”**

*Qin, Yao (Macau University of Science and Technology, Macau), Shi, Linda Hui (University of Victoria, Canada) & Tan, Kang (Frank) (ACIP Group, Canada)*

**R**ecent years, a copycat phenomenon called shanzhai products bring huge threats to global multinationals. Started from imitating original leadings’ appearance and function, shanzhai products try to revise and add additional functions to better cater to local markets’ needs. This research investigates the effects of power distance belief (PDB) on the evaluation and purchase intention of shanzhai products. We propose that high PDB consumers feel more negative attitude and are less likely to purchase shanzhai products than the low PDB consumers. More importantly, valence of similarity mediates and imitation type moderates above effects. We provide theoretical contribution for brand imitation literature and managerial implications for brand practitioners.

## **“Impact of Cultural Constraints on Gender Effects: Luxury Brand Recall in Saudi Arabia and United Arab Emirates”**

*Lambert-Pandraud, Raphaëlle (ESCP Europe, France), Laurent, Gilles (ESSEC Business School, France) & Chandon, Jean-Louis (IAE Aix en Provence, France)*

**W**e focus on gender effects in Saudi Arabia and in the United Arab Emirates. Women in these traditional and collectivist cultures face strong social constraints that limit their access to luxury brands, compared to Western countries. These constraints remain important despite a recent modernization of women status. Using as benchmarks Western countries in which luxury is long established (both Latin countries and Anglo-Saxon countries), we analyze the spontaneous recall of luxury brands by women and men in Saudi Arabia and the UAE. This variable is important, as spontaneous awareness is an important first step in the consideration process. We focus on three categories: designer-fashion brands, car brands, and watch brands. Our results confirm an overall deficit in luxury brand awareness among women in these two Middle East countries, compared to Western countries. Importantly, we observe three additional differences. In Middle East countries, women do worse for car brands and watch brands, but they do better than men for designer-fashion brands. Compared to Saudi Arabia, recall is better in the UAE, where social constraints are less strong. In each of the two countries, expatriates (people from another nationality) recall more brands than nationals, and are closer to what is observed in Western countries.

## **“Impoliteness in Luxury Stores: A Marketing Perspective”**

*De Boissieu, Elodie (Ecole de Management de Normandie, France) & Urien, Bertrand (Université de Bretagne, France)*

**D**erived from linguistics, the theoretical framework of (Im)politeness has been rarely mobilized in examining consumer behavior and in a marketing context. In this article, we have focused on the comprehension of the Impoliteness phenomenon which has frequently occurred in the luxury store subculture. Through a qualitative study based on Grounded Theory, we have conducted in-depth interviews of eighteen sales experts working in luxury stores as well as fourteen luxury consumers. Among our findings, we can highlight a new concept: Impoliteness towards the brand. Moreover, studying the different strategies used by salespeople to manage consumer impoliteness in a luxury subculture reveals the existence of four new strategies (Overplaying Politeness, Educating, Applying Standard Procedures, Excluding from Community) which lead to several managerial implications. Understanding the type and the addresser of consumer impoliteness and proposing a designated impoliteness response could be a new way for brand management to monitor brand attachment and detachment in luxury stores.

## **“Income versus Culture? What Can Explain the Gap Between France and Anglo-American Countries in Luxury Online Purchases”**

*Delpal, Franck (Institut Français de la Mode, France)*

**P**urpose – We explore the reasons why French luxury clients are less likely to shop online than in store compared to British and American customers.

*Design/methodology/approach* – Relying on an exclusive set of customer data, we carry statistical analysis on a global panel of 2000+ luxury customers from three countries. We build a typology of motivations for luxury purchases and apply it for the different markets.

*Findings* – The influence of the country of origin is statistically established as the second most important factor after consumer’s age. Different purchasing attitudes among countries, with an emphasis put by French clients on emotional dimensions, can explain why an online journey might be less engaging for them.

*Originality/value* – Our approach is dedicated to e-shoppers, using independent variables that are not often introduced in customer choices analysis.

## **“Is Less More? The Effect of Substitution Product Innovations on Consumer-Luxury Brands Relationships”**

*Hemonnet-Goujot, Aurélie (Aix-Marseille University, France), Kessous, Aurélie (Aix-Marseille University, France) & Magnoni, Fanny (Aix-Marseille University, France)*

**I**ntegrating the sustainable dimension into luxury product innovation and its consequences for the luxury brand has become a major concern for managers. This research draws on the theoretical framework of consumer-brand relationship to bring new perspectives on the sustainable product innovations effects on product demand and brand relationships in the luxury sector. Focusing on a specific type of sustainable product innovations, substitution innovations, the results of an experiment (N=536) conducted on the two brands Chanel and Zara (luxury and non-luxury) show that product demand and relationship with the brand are less favorable for luxury brands. Especially “impure” innovations (using materials that have already been used before) have a stronger negative impact for luxury than for non-luxury brands. Yet, luxury brands are not more negatively affected by “pure” innovations (using materials that have never been used before) than non-luxury brands showing that luxury brands are not more incompatible with sustainable innovation than non-luxury ones. This research contributes to clarifying substitution product innovations and its consequences on product and brand in the luxury sector, and to confirming the relevance of the consumer-brand relationship framework for product innovation.

## **“Luxury Brands and Influencer Marketing Campaigns: A Comprehensive Understanding from Brands’ Perspective”**

*Syed, Tahir Abbas (The University of Manchester, UK) & Mehmood, Fahad (Lahore University of Management Sciences, Pakistan)*

**T**o accentuate the exclusivity dimension of their products and the perception of the brand's image simultaneously, Luxury brands show an increasing appetite for influencer marketing campaigns. While literature reinforces influencer marketing as a competent promotional strategy for reaching niche audience and persuasive marketing, studies to investigate engagement strategies in influencer marketing for luxury brands to evade associated challenges remain scant. Thus, influencer marketing remains in peril of wasted investment and low success rate. This research investigates how brands identify, collaborate with, and measure the performance of social media influencers (SMIs) based on the interviews of 35 brand representatives and 24 SMIs from 28 cases of luxury brands. Our findings present SMI identification strategies, control factors to steer brands-SMI collaboration, and performance measuring practices. The contribution of the grounded theorization of influencer marketing strategies in this study has integrative value because it weaves together previously dispersed findings and offer more nuanced perspective. This paper marks an exploratory step toward the understanding of influencer marketing from brands' perspective and offers guidance for luxury brands on how to best engage in influencer marketing campaigns.

## **“Luxury Brands Websites’ Evolution: Does It Fit with Personal and Interpersonal Luxury Consumption?”**

*Geerts, Angy (University of Mons, Belgium), Veg-Sala, Nathalie (Paris Nanterre University, France) & Valette-Florence, Pierre (Université de Grenoble, France)*

**T**he objectives of this research are: (1) to define the evolution of the luxury brands websites communication, (2) to define the luxury consumers’ perceptions regarding the confrontation between their luxury consumption motives and the luxury brands websites content and (3) to compare them with websites evolution in order to develop theoretical and managerial contributions. In order to reach these a literature review is conducted on the theory of the luxury duality (personal vs interpersonal) and on luxury brands online communication. Then a twofold research methodology (a cluster analysis on the luxury brands websites evolution and a qualitative analysis of the luxury consumers’ perceptions) is implemented. The semiotic square is used to analyze respondents’ speech. Following the MFA method, a fourfold segmentation of the websites is highlighted (First Luxury E-Shoppers, Luxury Traditionalist Social Marker, VIP E-Shoppers, Everlasting Window shopping). This segmentation is confronted with luxury customers’ expectations. The results show that all luxury brands should integrate e-commerce and foster opportunities for interaction with their customers, rather to improve the global online experience rather than to absolutely increase sales. Unlike what some luxury brands are trying to develop, it is not necessary to offer online demonstration and social enhancement tools. Theoretical and managerial contributions are presented.

## **“Luxury Dynamics Through Pandemics in Anthropocene Paradigms”**

*Cristini, Hélène (International University of Monaco, Monaco) & Woodside, Arch G. (Boston College, USA)*

**P**andemics afflict human beings for millennia. Pandemics in the Anthropocene arise in different historical periods reflecting particular cultural ethos. Pandemics are time markers that take place in different paradigms. Epidemics versus Pandemics, are caused by people’s movements; epidemics are more triggered throughout history by economic processes encompassing the luxury industry. This study provides several paradigms of unique processes of pandemics associating respective luxury behaviours. This study’s objective is to not only to question growth models but also to examine how the Anthropocene is transformable for the better or worse.

## **“Luxury Without Craftsmanship? A Strategic Marketing Asset of Luxury Companies Threatened by Disappearance”**

*Tarquini, Annalisa (International University of Monaco, Monaco), Muhlbacher, Hans (International University of Monaco, Monaco) & Kreuzer, Maria (International University of Monaco, Monaco)*

**S**killed craftspeople are an essential strategic asset of luxury companies. The luxury industry faces increasing difficulties in attracting adolescents to become craftspeople. Research on why adolescents show little interest in luxury craftsmanship is missing. Based on the interest model of Social Cognitive Career Theory (SCCT) narrative biographical interviews with craftspeople and expert interviews with stakeholders in Italian luxury clusters reveal two distinct paths of career decision-making: an envisioned from childhood on and a career path discovered after having been tracked off another path. Direct exposure to craftspeople at work and passion for creative activity are major drivers for selecting a career in luxury craftsmanship. Main barriers are low reputation of craftsmanship in general and lacking knowledge about the work of luxury craftspeople. Luxury companies should supplement employer-branding actions by cooperative counseling with educational institutions and craft businesses to effectively inform adolescents, provide direct experience and to overcome prejudices concerning craftsmanship.

## **“Me versus We: The Perceived Evolution of the Role of Luxury Brand Managers in Times of Brand Meaning Co-Creation”**

*Riedmeier, Julia (International University of Monaco, Monaco) & Kreuzer, Maria (International University of Monaco, Monaco)*

**E**xtant academic literature postulates a rather authoritative role of luxury brand managers as creators and guardians of a brand. Recent literature defines their role as orchestrators of dynamically evolving brand meaning co-creation processes. So far, empirical research on how luxury brand managers actually experience their role is missing. This study empirically investigates the role of luxury brand managers in times of brand meaning co-creation in the Swiss luxury watch and German luxury living industry. Our findings add to existing literature by empirically deriving four different role types of luxury brand managers: the autocratic guardian, the smart guardian, the agile facilitator, and the connecting supernovist. Brand managers will benefit from valuable implications to run a luxury brand.

## “Modeling Anticipated Phygital Experiences for At-Home Luxury Restaurants”

**Salvador, Marielle** (Institut Paul Bocuse, France), **Jeannot, Florence** (INSEEC Grande Ecole, France), **Dampérat, Maud** (Université de Lyon, France), **El Euch Maalej, Mariem** (Paris School of Business, France) & **Jongmans, Eline** (Université Grenoble Alpes, France)

**L**ike many industries in the economy, the gastronomy sector has been affected by the COVID-19 pandemic. During the lockdown and in order to maintain a certain level of turnover, luxury restaurants had to innovate by developing take-out delivery services. This research has two objectives: 1) to better understand at-home luxury restaurant delivery from an expert-based perspective and 2) to propose a three-stage model of the mechanisms that lead to the intentions of customers to purchase at-home experiences of luxury restaurants and to purchase physical experiences of luxury restaurants. From this perspective, we refer to two complementary facets of the literature: studies about gastronomy in physical luxury restaurants and studies about how organizations integrate the phygital dimension into their service and/or product offers. We set up two-step research using both qualitative and quantitative studies. Fifteen interviews with restaurant chefs and experts were conducted to better understand their point of view on the meal delivery offer of luxury restaurants. The quantitative study will test the proposed model and its related hypotheses to understand the underlying mechanisms of the phygital experience from a consumer-based perspective.

## “Multi-Actor Interactions in Luxury Service Encounters”

**Holmqvist, Jonas** (Kedge Business School, France), **Wirtz, Jochen** (National University of Singapore, Singapore) & **Fritze, Martin P.** (University of Cologne, Germany)

**H**ow can luxury brands adapt to an increasingly digitalized world, in which technology and multi-actor interactions are fast changing traditional service encounters? In this article, we address these challenges for luxury brands in an economy where multi-actor interactions and digitalization are fast increasing in importance. Building on insights from managers in the luxury field, we recognize the existence of two opposite views: one is the dominating view in luxury that the luxury service encounter is so special that it cannot be opened up to multi-actor interactions. The opposing view sees nothing special in the luxury field, meaning that extant ecosystem research applies to luxury contexts as well. We argue that both of these opposing views are mistaken. In line with extant luxury research, we acknowledge that there are important factors setting luxury apart, meaning that merely adopting current ecosystem approaches to luxury contexts is likely to backfire. However, while cautioning against an *adopted* ecosystem, we recognize the value and possibilities of an *adapted* multi-actor ecosystem. We focus on the interactions between employees-technology-customers-customers to show how adapting all aspects of a technology-enhanced multi-actor service ecosystem to luxury brands is not only feasible, but may also carry important implications for luxury brands in the digital age.

## **“Not All the Face-Conscious Consumers Love Counterfeit Luxury Products: The Mediating Role of Risk of Embarrassment”**

*Jiang, Ling* (University of Quebec in Montreal, Canada) & *Shan, Juan* (Shanghai University, China)

**E**xisting studies reveal inconsistent and sometimes inconclusive finding regarding whether face consciousness is associated, positively or negatively with consumers' willingness to buy luxury counterfeits. The current research seeks to resolve these inconsistencies by incorporating the mediating role of risk of embarrassment. Study 1 demonstrates that the effect of face consciousness on the willingness to buy luxury counterfeits will be negative when mediated by risk of embarrassment. Study 2 finds that this negative relationship will be only hold when the counterfeit is high-conspicuous. When the counterfeit is low-conspicuous, face consciousness will instead positively predict willingness to buy luxury counterfeits. Further, Study 3 finds that when consumer's moral rationalization is high, face consciousness will have positive impact on willingness to buy luxury counterfeits regardless of the product conspicuousness.

## **“Perceived Corporative Philanthropy in the Luxury Tourism Sector. Which Impact for Brand Authenticity?”**

*Trespeuch, Léo* (EG UQTR, Canada) & *Robinot, Elisabeth* (ESG UQAM, Canada)

**T**his research relates to the association between perceived corporative philanthropy and brand authenticity. These elements are pertinent when considering the tourism industry, given the recent qualitative work by Lamma et al. (2015), in which luxury consumers are considered to be philanthropists via their purchases. Thus, whereas many studies have been conducted on the concept of perceived corporative philanthropy, they have not reached a consensual definition. Our first contributions are the proposal of a definition, after having reviewed 2,590 articles of literature, and the development of a scale for measuring perceived corporative philanthropy. After that, three quantitative studies, one of which was conducted among 1130 participants, highlight the differences in the perception of corporative philanthropy between consumers of luxury hotels and those of standard hotels, and its impact on brand authenticity. These studies have given rise to a number of managerial recommendations.

## **“Picasso, Monet, and Louis Vuitton: How Art Dampens the Desire for Luxury Goods”**

*Wang, Yajin (University of Maryland, USA), Xu, Alison Jing (University of Minnesota, USA) & Zhang, Ying (Peking University, China)*

**L**uxury brands are increasingly embracing the display of art in various environmental settings, including high-end shopping malls, department stores, and luxury brand boutiques. However, little is known about the actual impact of viewing art on consumers’ desire for luxury consumption. The current research shows that viewing art in fact dampens consumers’ desire for luxury goods. We propose that art appreciation induces a psychological state of “self-transcendence,” which undermines consumers’ status-seeking motive, and consequently, decreases their interest in status-enhancing luxury goods. The effect disappears when we a) manipulate a treatment condition that prevents self-transcendence from occurring; or (b) position a luxury product as an attractive item but not a status symbol. We conducted both field studies and lab experiments to support our hypotheses.

## **“Positioning High- and Low-Status Brands in Social Media: The Potential of Communication Style”**

*Kleinlercher, Kristina (University of St. Gallen, Switzerland), Boettger, Tim M. (IÉSEG School of Management, France) & Rudolph, Thomas (University of St. Gallen, Switzerland)*

**S**ocial media have disrupted marketing communication by enabling brands to publicly communicate with their customers in a personal way. For some brands, this social closeness to customers may be less beneficial than for others in terms of brand positioning. Luxury brands keep a certain distance from their customers in order to maintain an exclusive image and create a desire for their brand. Do luxury brands also create this distance in social media and address their customers differently than non-luxury brands so? If yes, what are the consequences for luxury brands of using a distant communication in social media? We address these questions with the help of two text analyses of 50’000 brand tweets and three online experiments with customers. We find that the communication style, i.e., the way in which brands communicate in social media, may convey different levels of social distance to customers and may influence like intentions in social media.

## **“Prestige-Seeking Consumers: Motivations to Consume or Not Luxury Tourism Through Private Sales Websites”**

*Geerts, Angy (University of Mons, Belgium) & Masset, Julie (University of Namur, Belgium)*

**T**he luxury tourism sector is very successful and it will continue to grow in the future. In this context, holiday private sales websites have emerged for a few years now. Their business model includes an online private club where the members benefit from a selection of luxury trips and leisure activities around the world for a limited time, with discounts of up to 70%. But the luxury consumption through such websites is an intrinsically paradox because of the antagonism between luxury and the Internet, and luxury and discounts. Referring to the prestige-seeking behavior theory of Vigneron and Johnson (1999), this research aims at understanding the motivations of luxury consumers to consume or not luxury hotels through such websites. Moreover, our research strives to put these motivations in perspective with the managerial position of the luxury hotels to be or not on such websites. We used a twofold qualitative approach during which we interviewed 13 hotels’ managers and 37 consumers of 5-star hotels and palaces. Emerging from data analysis and interpretation, we highlight four profiles of luxury consumers according to their luxury motivations and the importance of price perception as an indicator of prestige: the “Quality Seekers”, the “Group Followers”, the “Too Good To Be True Consumers”, and the “Show-Off Consumers”. We also underline two contrasted managerial perspectives on the presence of luxury hotels on such websites.

## **“Price Is Pride! Why Luxury Needs to Be Very Expensive: An International Comparison”**

*Kapferer, Jean-Noël (INSEEC U., France) & Valette-Florence, Pierre (Université de Grenoble, France)*

**M**ost definitions of luxury include expensiveness as a core attribute. Surveys of luxury buyers confirm that high price is one of luxury’s most salient attributes; it refers to goods and services that derive value from exclusivity. As luxury brands continue to penetrate the market, their cachet is being threatened, and brands are increasing their average prices to maintain desirability. Strategic questions thus arise: Which levers make consumers willing to pay high prices? Are these levers the same across countries? A review of research into the benefits sought from luxury products suggests several variables related to both intrinsic and extrinsic values. A cross-country partial least squares analysis of the impact of these values on the belief that luxury must be expensive reveals that extrinsic motivations dominate in both Western and Asian and mature and emerging countries. These results have implications for the continued growth of the luxury market.

## **“Re-Arranging Dressing Practices: The Role of Objects in Spreading Ugly Luxury”**

*Zanette, Maria Carolina (Neoma Business School, France), Pueschel, Julia (Neoma Business School, France) & Touzani, Mourad (Neoma Business School, France)*

**H**ow do consumers adopt an object that is considered ‘ugly’ in their fashion dressings? In this paper, we explore the trend of Ugly Shoes to understand how ordinary consumers’ taste (that of middle or upper middle-class luxury buyers who present an ‘ordinary’ fashion taste) adjust their dressing practices when confronted with a luxury object that is aesthetically disruptive. By using a practice theory approach alongside the concept of extended materiality, we demonstrate that the dressing practices are adapted through the de-stabilization and re-stabilization of objects, competences, and connoted meanings of the physical elements of materials, design, and marketing communications. By orchestrating these elements, and re-arranging dressing practices around the ugly object, consumers change their aesthetic understandings, and, as such, their taste.

## **“Revisiting Luxury. Tri-Categorization of Luxury Perspectives”**

*Gummerus, Johanna (Hanken School of Economics, Finland), Von Koskull, Catharina (University of Vaasa, Finland) & Kauppinen-Räsänen, Hannele (University of Vaasa, Finland)*

**T**his conceptual study explores the approaches to luxury in literature, and shows that despite the coexistence of several perspectives on luxury, previous research has not clearly characterized them, causing confusion and resulting in incommensurable results. Hence, the aim of this study is to explore the perspectives that previous research has taken on luxury. In doing so, the study creates a classification of them. The systematic analysis contributes to luxury research by revealing three main perspectives on luxury: provider-created, consumer-created, and co-created luxury. Whereas traditionally, research focused on provider created luxury, researchers have also approached luxury embedded in the consumer life-world (consumer-created), or as co-created, as illustrated by our findings. The classification can be used to formulate luxury strategies for e.g. segmentation, market communication, product development and customer service.

## “Risk Proneness as an Explanation for the “Sex Sells” Hypothesis in Relation to Luxury Brands”

*Gierl, Heribert* (University of Augsburg, Germany), *Bartikowski, Boris* (Kedge Business School, France) & *Fastoso, Fernando* (Pforzheim University of Applied Sciences, Germany)

Owing to their premium prices, luxury brands carry considerable financial risk for consumers. Drawing from evolutionary research, we theorize that exposure to eroticism in luxury advertising enhances consumers’ willingness to take financial risks and, through it, evaluations of the advertised brand. We test these expectations experimentally in two studies (N = 465; N = 105) and for three categories of luxury brands (wristwatches, vodka and perfumes), using different measures of risk proneness and brand evaluations. Both studies lend broad support to our expectations. We introduce risk proneness as a new theoretical account for the “sex sells” hypothesis in relation to luxury brands.

## “‘Say It or Not Say It?’ An Exploration of Inspirational Figures in Ethical Luxury Communication: A Step Out of the Paradox.”

*Lahbib, Oxana* (Université d’Aix-Marseille, France), *Kessous, Aurélie* (Université d’Aix-Marseille, France) & *Valette-Florence, Pierre* (Université de Grenoble, France)

Luxury brands, sometimes perceived as compatible with CSR requirements, sometimes as incompatible, can meet difficulties to clearly ensure if they can promote their ethical efforts or not. In addition, an increasing number of consumers now doubt the trustworthiness of the brands ethical moves, and may accuse them of using woke or green washing strategies. Drawing on the paradox of ethical luxury, this study assumes that an inspirational figure could participate to reconcile the tensions between the motives to consume luxury for its symbolic and personal benefits, and the increasing ethical incentives of luxury clients. By promoting its ethical roots through an influential spokesperson, the brand can demonstrate its efforts indirectly. The purpose of this research is to better understand how individuals mentally represent the role of an inspirational figure in ethical luxury communication. Through the projective method Album On-Line, twelve participants have imagined a luxury brand’s CSR engagement through two scenarios: the presence of impacts of the ethical commitment on the luxury brand’s final products (e.g., the use of recycled materials) and the absence of impacts (e.g., supporting a charitable cause). A common tendency of scepticism regarding the ethical pledge and situations of emotional ambivalence has been observed across the two groups. Interesting divergences have moreover emerged between the two scenarios regarding the visual and semantic representation of the message. Managerial and theoretical contributions are provided, alongside avenues for future researches.

## “Social and Communication Heuristics in Luxury Hotel Reviews”

*Petrescu, Maria* (International University of Monaco, Monaco) & *Gironda, John* (University of North Carolina Wilmington, USA)

**P**urpose – The purpose of this paper is to assess the essential heuristics for consumers in evaluating and creating word-of-mouth about luxury hotels and analyze the impact of deception in online consumer reviews.

*Design/methodology/approach* – A two study mixed-methods approach was undertaken utilizing interpersonal deception theory and social proof theory as lenses by which to conduct our analyzes. For the first study, a qualitative conceptual mapping analysis was conducted examining online consumer reviews in order to identify key concepts and their relationships in the context of luxury travel. In the second study, the themes were further examined using a fuzzy-set qualitative comparative analysis (fsQCA) to analyze their causal complexity and association between variables in order to determine how they influence the perceived helpfulness of online reviews.

*Findings* – The results underline the importance of functional, objective variables, such as the number of reviews and stars for social proof heuristics, and the objective, analytic tone as interpersonal communication heuristics. Consumers use a combination of social and interpersonal communication heuristics to extract information from reviews and manage deception risk.

*Originality/value* – This study contributes to the tourism literature by providing a framework of heuristics that consumers use when evaluating luxury services and contributes to the word-of-mouth as well as online reputation research by highlighting factors that may make online reviews more helpful and effective in general.

## “Streetwear in the Luxury Market: What Consequences for Brand Perception?”

*Mosca, Fabrizio* (Università degli Studi di Torino, Italy), *Chiaudano, Valentina* (Università degli Studi di Torino, Italy) & *Rivolta, Marco* (Università degli Studi di Torino, Italy)

**M**ost of new trends that have affected the luxury market in recent time are closely linked to the new youngest generations of luxury brand consumers, Millennials and, Gen Z, that with their huge size have the power to influence the luxury brand market. While some of the new trends have already been studied by the academic literature the approach of luxury brands to streetwear has not been explored yet. Even if streetwear does not seem at first sight compatible with the traditional values embodied by luxury product, streetwear allows luxury brand to satisfy the latest preferences of younger consumers (Millennials and Gen Z), who are more logo-driven and look for products that conveyed their unique personality and their attention to experiential dimension. The sample of 234 respondents shows that the collaborations between luxury and streetwear brands generally do not change the brand perceptions and if we consider the Z Generation people, they perceive the mix between luxury and streetwear as an improvement of the luxury brand.

## **“Stroking Luxury Product Images on Online Retail Increases Purchase Intentions: The Effects of Image Interactivity”**

*Pelet, Jean-Éric (KMCMS, France) & Taieb, Basma (Léonard de Vinci Pôle Universitaire, France)*

**P**rior research has examined the effects of image interactivity technology on consumer responses. However, such effects have not been fully investigated in the context of online luxury shopping. In this study, we seek to extend the theoretical understanding of the effectiveness of image interactivity technology (zoom, rotation and 3D) by examining the relationships between image interactivity of displayed luxury products, perceived control, as well as mood and willingness to purchase online. We also are interested in exploring whether the type of interfaces (touch screen vs mouse) moderates these relationships. A confirmatory study was conducted. The data were collected through an online survey (n=395). The results show that image interactivity positively influences perceived control and willingness to purchase luxury product online. The effect of image interactivity on willingness to purchase becomes stronger when this relation is mediated by perceived control. Image interactivity has no effect on mood, which, in turn, does not seem to predict willingness to purchase. The results indicate no significant differences when accessing interactive images through a touch screen compared to a mouse. Managerial implications for luxury brands are discussed.

## **“The Devil Works Hard, but Diet Prada™ Works Harder”**

*Wright, Anna Louise (Glasgow Caledonian University, UK), Garcia Medina, Irene (Glasgow Caledonian University, UK), Docherty, Joe (Glasgow Caledonian University, UK) & González Romo, Zahaira Fabiola (Universitat Internacional de Catalunya, Spain)*

**C**onsumer awareness of ethical issues within the luxury fashion industry is growing. This article is an investigation of whether Diet Prada’s exposure of ethical issues within the luxury fashion industry influences Generation Y’s consumer behaviour. The ethical consumer debate is a central focus of this research. Research showed that Generation Y do not fall into either category identified in literature, rather they fall somewhere in between. Generation Y, as ethical consumers, are conscious of ethical issues and acknowledge their active awareness and consideration of them. This would agree with Shaw et al. (2006) that consumers are ethically aware. However, findings from this study suggest that Generation Y consumers often do not translate that into action, justifying their lack of action with excuses of convenience. In this respect, this would tend to agree with Devinney et al. (2010).

## **“The Evolution of Luxury Service Ecosystems: L’art de Vivre in the Billionaires’ Playground”**

*Taishoff, Marika (International University of Monaco, Monaco), Mühlbacher, Hans (International University of Monaco, Monaco) & Kaupinen-Räsänen, Hannele (University of Vaasa, Finland)*

**C**omplex service ecosystems have gained attention from marketing researchers fairly recently. The establishment and maintenance of luxury service ecosystems remain unstudied. This research addresses that gap by studying the development of the luxury service ecosystem of Monaco over the last 160 years. A historical analysis of the impact of changes in the global context on the shared value proposition, co-created services, the actors involved, their norms of behavior, shared meanings and symbols reveals the need for continuous adaptation of the ecosystem that never becomes fully stabilized. The study’s findings contribute to existing knowledge on service ecosystems and luxury marketing. A focal actor must take the initiative to establish a luxury service ecosystem. Marketing managers of the focal actor must understand at which points in the system value is created, which partners are needed and which roles they should play value co-creation. Geo-political events and changes in actors strongly impact the structure of the system. Marketing managers should develop a strategy for the entire ecosystem in light of the development of the internal and external contexts. They have to stimulate complementary partner investments, to reduce any monetary or psycho-social costs in the cooperation between actors, and to facilitate joint learning.

## **“The Hidden Value of Second-Hand: Opportunities for Designer-Led Fashion Brands”**

*Turunen, Linda Lisa Maria (Aalto University, Finland), Castrén, Martina (University of Helsinki/Harvard Law School, Belgium)*

**D**esigner-led fashion brands with high quality are desired in extensively growing second-hand market. One would expect these brands to be eager to engage in the second-hand market to make profits, control the brand’s image and enhance sustainability. However, they seem to have left the market for third parties. This paper examines what kinds of opportunities the second-hand market could bring for the luxury- and designer-led premium brands, and what are perceived as the current hindrances to develop the resale business under the brand. The empirical data consists of interviews from two case companies: Stella McCartney and Marimekko. Both brands are currently collaborating with second-hand players in online context.

## **“The Interplay Between Materialism, Interpersonal Influences and Status Consumption Among Religious Consumers; A Cross-Cultural Study”**

*Shokri, Mohammad* (Macquarie University, Australia), *Siahtiri, Vida* (Macquarie University, Australia) & *O’Cass, Aron* (Macquarie University, Australia)

**S**tatus brands are becoming accessible to a diverse range of consumers across the globe who previously were not a part of status market. For example, previously it was posited that driven by religious values, religious consumers of different countries refrain from status consumption (see O’Cass, Jin Lee, & Siahtiri, 2013), whereas, figures demonstrate that religious consumers are among status consumers generating sound profit margin (see Hamelin & Thaichon, 2016; Veer & Shankar, 2011). Such an example demonstrates that the diversity of consumers makes marketing status brands complicated. Therefore, a better understanding on motivators of religious status consumers and their purchase behaviour seems crucial to develop more effective marketing strategies. By adopting person-environment fit and social identity theories, this study provides a holistic understanding of status consumption among religious consumers across two countries of USA and Malaysia representing developed and developing countries respectively. In doing so, this study investigates materialism and interpersonal influences as motivators of status consumption among religious consumers. Additionally, this study contributes to the existing findings on the comparability of purchase behaviour of status consumers across countries by showing that status consumption strengthens purchase intention and willingness to pay across countries.

## **“The Luxury Servicescape in the Digital Age”**

*Bouvier, Béryl* (Christian Dior Couture, France), *Holmqvist, Jonas* (Kedge Business School, France) & *Alcalá, Thaïs* (Hermès & Kedge Business School, France)

**S**ervicescapes strongly influence customers (Bitner 1992) and the servicescape of luxury boutiques plays a direct role for how customers perceive the luxury brand (Wirtz, Holmqvist & Fritze 2020). This paper studies how top luxury fashion brands can develop digital servicescape matching the sumptuousness of their boutiques. Luxury thrives on exclusiveness, elaborate boutiques, and personalized service (Kapferer & Bastien 2009); aspects that are harder to maintain online. However, digital luxury sales continue to grow and brands need to adapt to new forms of digital luxury (Holmqvist, Wirtz & Fritze 2020). In this paper, we study five leading French luxury brands through ethnographic interviews with seventeen managers and frontline employees, on-site observations and netnography. We uncover challenges in adapting luxury servicescapes to a digital economy, and outline how luxury brands can manage these challenges.

### **“The New Rich Life: The Role of Life Satisfaction in Status Signaling”**

*Yanar, Evrim* (University of Lausanne, Switzerland), *Morhart, Felicitas* (University of Lausanne, Switzerland) & *Wilcox, Keith* (Columbia University, USA)

**T**he purpose of this research is to examine whether life satisfaction is an alternative status signal. Across three experimental studies, we find that signaling life satisfaction leads to heightened perceptions of warmth and competence, which in turn enhances social status. This enhanced social status is manifested in participants’ intentions to interact with the target person in various ways. In the first study, this interaction was in the form of meeting with and contacting the target person and in the second study it involved liking a post by the target person on social media. In the third study, we show that enhanced perceptions of social status due to life satisfaction can lead to higher intentions to purchase a product. Finally, the results show that when it is decoupled from life satisfaction, signaling wealth does not increase social status.

### **“The Price of Social Status Desire and Public Self-Consciousness in Luxury Consumption”**

*Balabanis, George* (City University London, UK), *Stathopoulou, Anastasia* (International University of Monaco, Monaco), *Spyropoulou, Stavroula* (Leeds University, UK) & *Katsikeas, Constantine* (Leeds University, UK)

**T**his study examines the factors that influence what is an acceptable price for a luxury product. In particular, it tries to see how much people are prepared to pay for different categories of luxury products to satisfy their desire for status and to avoid public embarrassment that may result from their level of public self-consciousness. The effects of these two main factors, together with that of price consciousness, income, attachment to luxury products and the extent the consumer uses price to infer the luxuriousness level of a product, were modelled and empirically tested. Using data from U.S. consumers, the model was tested with latent moderated structural equations in nine luxury product categories. The results show that attachment to luxury and public self-consciousness influence the price-luxuriousness inferences consumers make. Desire for social status can influence price acceptability levels mainly for conspicuous type of products.

## **“The Role of Luxury Value Perception in Consumer Behavior Towards Counterfeit Luxury Goods: The Case of Moroccan Consumers”**

*Bouderbala Idrissi, Kenza (Hassan 1<sup>st</sup> University, Morocco), Jazi, Salima (Hassan 1<sup>st</sup> University, Morocco) & Mourad, Siham (ISCAE Group, Morocco)*

**C**ounterfeiting is a growing industry all over the world and Morocco is not an exception, as counterfeiting is widely spread due mainly to the absence of strict regulation in this matter. The researches about the consumer’s behavior towards luxury counterfeit are very rare in Moroccan context. Our study attempts to contribute to this field by studying the effect of luxury value perception and attitude toward counterfeiting on consumer’s behavior toward luxury counterfeit. Concerning the methodological facet, we have conducted a quantitative study with a sample of 210 Moroccan consumers of luxury counterfeit products. We have also performed a PLS model that includes word-of-mouth (WoM) and purchase intention as consumer’s behavior explanatory variables. We concluded that the luxury value perception influences the WoM that influences the purchase intention of counterfeit, whereas attitude toward counterfeiting has no significant effect. From a managerial perspective, brand managers should focus promoting their luxury brand value instead of fighting counterfeiting in a context where counterfeiting is fairly common.

## **“The Role(s) of Luxury Brand Managers in Times of Brand Meaning Co-Creation”**

*Riedmeier, Julia (International University of Monaco, Monaco)*

**E**xtant academic literature postulates a rather authoritative role of luxury brand managers as a creator and/or guardian of the brand. More recent literature sees their role as an orchestrator of dynamically evolving brand meaning co-creation processes. Little research has investigated brand managers’ own perceptions on their role(s) so far. This research builds on role theory and applies a phenomenological approach to identify how brand managers of luxury brands and their key stakeholders in the watch and jewelry industry perceive the manager’s role. The findings will add to existing literature by adding empirical evidence on the perceived role of brand managers in luxury ecosystems. The findings will allow to derive strategies for brand and human resource managers in the field of luxury on how to cope with potential dilemmas between reality and expectations – own ones and those of others.

## **“The Ultimate Luxury: Exploring the Yacht Owner Experience (YOX)”**

*Klaus, Philipp ‘Phil’ (International University of Monaco, Monaco), Tarquini, Annalisa (International University of Monaco, Monaco) & Alawad, Nawal Ahmed Mostafa (Arab Academy for Science Technology and Maritime Transport, Egypt)*

**T**he market for luxury has been growing consistently. In 2018, the luxury segment represented an estimated \$1.2 trillion. Academic research reflects the sector growth as rooted in its solid foundation of luxury goods and brands knowledge. Scholars and managers alike emphasize the ever-increasing importance of the luxury experience for understanding and catering to the luxury customer. However, understanding and exploring what constitutes the luxury experience is a challenge. This is in particularly true of ultra-high net-worth individuals (UHNWI), who only comprise 220,000 individuals with a collective net worth of more than \$30 trillion. By robustly stimulating the demand for luxury and, therefore, its growth, this segment has become increasingly important for the luxury industry. Some luxury sectors, such as the market for superyachts - one superyacht sells for an average of \$10 million – are exclusively focused on UHNW. Our article’s contribution is four-fold: First, our study is, as far as we know, the first to empirically explore and conceptualize UHNWI customer experiences. Second, we define superyacht owners’ characteristics and overall experiences (YOX). Third, we provide a conceptual foundation for the UHNWI customer experience. Fourth, we discuss our findings’ implications for luxury research and practice, thus providing a future research agenda on UHNW.

## **“Theatrical Storytelling in the Retail Experience of Luxury Men’s Tailoring”**

*Ahmed, Iram (University of Warwick, UK) & Arnott, David (University of Warwick, UK)*

**T**he evolution of the luxury retail industry has changed the way customer’s shop, with brick and mortar stores looking for alternative strategies to pull customers in to the store and build long-term relationships. A theatrical story telling practice is proposed that integrates elements of drama and retailing to form a conceptual framework that analyses how luxury men’s tailoring stores create stories that engage customer attention and direct deep relational and experiential spaces. It suggests the use of an ethnographic methodology and a dramaturgical analysis to observe and examine the environment (staging) and how sales associates systematically engineer brand narratives that turn performances into experiences within a luxury retailing setting. It proposes an alternative perspective of such environments and a practical contribution by developing a storytelling framework and analytical tool whereby the luxury service can be better designed to create experiences and relationships.

## **“Transference: The Influence of the UK Casuals Subculture on Premium and Luxury Fashion Brands”**

*Drylie Carey, Lindsey* (Glasgow Caledonian University, UK), *Canning, Catherine* (Glasgow Caledonian University, UK) & *Simpson, Richard* (Glasgow Caledonian University, UK)

**T**his paper suggests the presence of certain characteristics within fashion subcultures which enable a transition into trends within a mainstream fashion context using the example of the UK *Casuals* subculture emanating from the 1970’s as a basis for the athleisure wear trend within current premium and luxury brands. Their identification shows influence on the development of casual, leisure, athleisure and sportswear within the premium and luxury brand sector through specific elements of the subculture including; a strong identity, peripheral influences (from sport), belonging to a social class and the presence of a form of brand co-creation. This research delves deeper into the transference issue as an entity in itself in order to question how and why certain subcultures have transferred into fashion trends. The link between *the Casuals* and the leisure trend in the premium and luxury market is particularly interesting as it allows the development of a set of criteria which could then be tested within further contexts.

## **“Understanding the Luxury Experience: A Managerial Approach to Experiential Luxury Services”**

*Ponsignon, Frédéric* (Kedge Business School, France) & *Holmqvist, Jonas* (Kedge Business School, France)

**T**he customer experience has a strong influence on how customers perceive the brand, yet the current luxury literature has tended to focus more on products. In this paper, we argue that experiences need to go beyond the ordinary, just as luxury itself should be extraordinary, yet many luxury brands seem to have settled for adequate rather than extraordinary experiences. In order to study this phenomenon, we conduct an in-depth study of a classic luxury brand, Hennessy in the LVMH group, and the experience they offer at their main site in order to reinforce the brand. Through an ethnographic study involving interviews with customers, frontline employees, managers as well as observations, we find that customer involvement plays a crucial role in shaping the luxury experience. While even a passive experience with customers as spectators can be adequate, our findings lead us to argue that active customer participation is the crucial aspect to turn the experience into a memorable event, in order to truly strengthen the luxury brand.

## **“What Constitutes a Luxury Service Experience? Insights From a Qualitative Study”**

*Fritze, Martin P. (University of Cologne, Germany), Holmqvist, Jonas (Kedge Business School, France), & Wirtz, Jochen (National University of Singapore, Singapore)*

**L**uxury research attracts increasing attention from practitioners and researchers. Much of the academic research focuses on luxury goods whereas luxury services are still under-researched. Experiences as the pivotal object of luxury have become more important in recent years. However, the analysis of luxury services and experiences is underrepresented in current luxury research. Addressing this gap, we here focus on the research question ‘what constitutes a luxury service experience’? We report results from exploratory interviews conducted with luxury service consumers to understand how they perceive differences between luxury and non-luxury services. We cooperated with a German Michelin star restaurant and approached customers attending an exclusive summer party organized by the restaurant. Our results reveal key luxury perception dimensions in the search, decision, consumption and post-consumption states of luxury services. This framework provides important insights for both academics and practitioners, and research propositions with concrete direction for further investigations.

## **“When and How Motion Speed Alters Luxury Perceptions in Video Advertising”**

*Jung, SungJin (INSEAD, Singapore) & Dubois, David (INSEAD, Singapore)*

**S**low motion is a pervasive visual effect used in video advertising in the luxury sector. Across eight studies, the present research shows that relative to normal or fast motion, slow motion increases the luxury perceptions of the advertised product or brand, resulting in greater purchase intentions. This effect of slow motion on luxury perceptions occurs because watching a video ad in slow motion evokes visual pleasure, which prompts people to expect greater hedonic benefits from the target product or brand, ultimately leading to higher luxury perceptions. Consistent with this account, the effect is attenuated in the presence of (1) video buffering that dampens visual pleasure, and (2) a multisensory label that increases the salience of hedonic benefits regardless of motion speed. Implications for the literature on luxury branding and motion dynamics are discussed.

## **“When Brand Rejection Causes Brand Dilution”**

*Khalifa, Dina (University of Cambridge, UK) & Shukla, Paurav (University of Southampton, UK)*

**I**ntegrating the social rejection and brand dilution literature, this study investigates consumer responses when others reject a brand that a consumer is connected to in their social context. Across four studies, a threat to the brand elicits negative affective responses among consumers with high self–brand connection, while consumers with low self–brand connection are not affected. The findings explain how consumer affective responses mediate behavioural responses to brand rejection causing brand dilution and further elaborate the moderating role of self-construal and the rejection source (in-group vs. out-group) respectively. Specifically, brand rejection by an in-group significantly causes brand dilution than rejection by an out-group for consumers with an interdependent self-construal, while consumers with an independent self-construal only decrease their behavioural intentions when rejection is initiated by an out-group. The findings offer substantive contributions to the social rejection, brand dilution and self-construal theory and provide important managerial insights.

## **“Who Feels Guilty for Buying Luxury? A Cross-Cultural Comparison”**

*Kapferer, Jean-Noël (INSEEC U., France) & Michaut, Anne (HEC Paris, France)*

**A**s long as luxury has existed, it has been criticized by philosophers and moralists; they have condemned those who indulge in hedonism for the sake of vanity. Studies of luxury buyers’ emotions accordingly reveal that many luxury buyers experience feelings of guilt. This study assesses the level of guilt among luxury buyers across six major luxury markets, including Western and Asian and mature and emerging countries. It also identifies the main levers of guilt by country. Overall, the main source of feelings of guilt is that luxury is a visible sign of economic and social inequality. Because a sector cannot thrive if it attracts criticism and induces guilt, this research further identifies motivations that can reduce guilt. In our international replication, we find that hedonism reduces feelings of guilt. Paradoxically, it concludes that to sell luxury without inducing guilt, marketers should avoid using the word “luxury.”

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