

Special Issue of Journal of Business Research on Luxury

The special issue includes seven articles that are the final outcome of a lengthy selection process. It began with the second Monaco Symposium on Luxury, organized in April 2016 by the International University of Monaco and INSEEC Business School. The Monaco Symposium on Luxury is a biennial event and the third symposium will be held in Monaco on April 12-13, 2018. For the second symposium, we received 81 submissions from 19 countries. After a double-blind review process involving the Symposium's Scientific Committee and ad hoc reviewers (two reviewers per submission), we selected 45 papers to be presented at the Symposium. After the Symposium, 24 of them were rewritten as articles and submitted for publication in the special issue. After two rounds of a new double-blind review process involving three new reviewers per paper, seven articles were finally selected to appear in this special issue.

The Symposium was organized by Jean-Louis Chandon, Gilles Laurent, and Pierre Valette-Florence, who were also guest editors of the special issue (papers submitted by the editors were handled according to a separate, double-blind process involving three anonymous reviewers).

Editorial

The editorial ("*In Search of New Planets in the Luxury galaxy*" by Jean-Louis Chandon, Gilles Laurent, and Pierre Valette-Florence) identifies a broad array of promising avenues for research on luxury, before introducing the seven articles in the Special Issue. Recent luxury research is a vibrant galaxy with many distinct planets. We believe that this will remain the case in the next few years. In addition to the current planets, new planets will appear, with new research themes of first magnitude. We discuss eleven avenues for luxury research, which we believe will become new planets in the luxury galaxy: alternative modes of access to luxury (new modes of acquisition, counterfeiting), different angles for investigating luxury consumers (status and power, guilt, neuroscience, emotions), the limits of luxury (its price frontier, the contrast with premium, hyper luxury), brand history and story-telling, digital economy and luxury. (<http://doi.org/10.1016/j.jbusres.2017.04.006>)

The evolution of research on luxury (2000-2015)

In "*Mapping the luxury research landscape: A bibliometric citation analysis*," Hannes Gurzki & David Woisetschlager review the present state of luxury research through a bibliometric

analysis of 49,139 cited references from 1,315 publications on marketing, consumer behavior and related fields including sociology, anthropology, economics, psychology and cultural studies. They identify ten main clusters of research publications: foundations, social consumption and signaling, economic perspective and public policy, intercultural perspective, luxury culture, self-concept and brand relationships, brand equity, counterfeiting, evolutionary perspective, and luxury brand management. They identify the intellectual foundations and the key publications for each cluster (which sometimes appeared well before 2000) and the timeline of cluster evolutions: strong global growth in publications and articles with strong citation bursts. Finally, they develop an integrative conceptual framework, providing numerous theoretical and practical perspectives, and discuss recent developments in the luxury research field. (<http://dx.doi.org/10.1016/j.jbusres.2016.11.009>)

Consumer perceptions of responsible luxury

In “*Should luxury brands say it loud? Brand conspicuousness and consumer perceptions of responsible luxury*,” Catherine Janssen, Joëlle Vanhamme, & Sina Leblanc question the compatibility between perceived luxury and corporate social responsibility. Their study addresses the issue of potentially unfavorable consumer responses toward responsible luxury. Focusing more specifically on the incidence of brand conspicuousness in consumers' attitudes toward responsible luxury brands, their findings suggest that the influence of brand conspicuousness is twofold. First it impacts on the extent to which consumers perceive a responsible luxury brand as socially responsible. Second it affects consumers' perceptions of self-congruity with the brand. From a managerial standpoint, the article provides luxury brand managers with useful guidelines for promoting responsible luxury while simultaneously managing CSR and branding strategies in an efficient manner.

(<http://dx.doi.org/10.1016/j.jbusres.2016.12.009>)

Luxury counterfeit consumption

Two articles offer highly original approaches to this important topic.

In “*Schadenfreude, attitude and the purchase intentions of a counterfeit luxury brand*,” François Marticotte & Manon Arcand apply the concept of Schadenfreude to luxury brands, the pleasure felt in response to another's misfortune. Here, they focus on the misfortune of a counterfeited brand and the pleasure a consumer may derive from it. They examine how this emotion relates to the intention to purchase a counterfeit, the attitude toward the original brand and the attitude toward the counterfeit. Based on an online survey completed by 420

respondents and a structural equation modeling approach, the results indicate that Schadenfreude positively influences the intention to buy and the attitude toward counterfeiting, but negatively influences the attitude toward the original brand. From a managerial perspective, luxury brand managers should be aware of the potential negative and pernicious effects of Schadenfreude on their genuine luxury brand.

(<http://dx.doi.org/10.1016/j.jbusres.2016.12.010>).

In “*Coping with copies: The influence of risk perceptions in luxury counterfeit consumption in GCC countries*,” Julia Pueschel, Cécile Chamaret & Béatrice Parguel investigate counterfeit consumption in the United Arab Emirates (UAE) and other countries from the Gulf Cooperation Council (GCC). Consumers are so affluent in these countries that their consumption of counterfeit goods, while rare, is intriguing. A first quantitative exploratory survey conducted in the UAE reveals that, although GCC nationals purchase counterfeit luxury products, perceived performance, psychosocial and moral risks might prevent them from engaging deeply in such consumption. Moreover, a follow-up qualitative study based on 19 in-depth interviews identifies the strategies Emiratis use to cope with the cognitive dissonance generated by the perception of such risks. Here again, the findings are of major interest for public policy as well as for luxury brand managers fighting counterfeiting.

(<http://dx.doi.org/10.1016/j.jbusres.2016.11.008>).

Social identity and the attitude toward local vs. global brands

Extant studies typically report the assimilative effects of social identities, such that consumers high on national/ethnic identity favor brands with a local consumer culture positioning, while consumers high on a cosmopolitan identity favor brands with a global culture positioning. In “‘*Seeing is being*’: *Consumer culture and the positioning of premium cars in China*,” Boris Bartikowski & Mark Cleveland suggest that such identity outcomes may not be generalizable. In an experimental study focusing on the Chinese premium car market, they reveal that national/ethnic identity has an assimilative effect (preference for local premium brands), whatever the degree of a consumer’s Need for Uniqueness (NFU). In contrast, cosmopolitanism has an assimilative effect (preference for global brands) only for consumers with a low NFU, while it has a contrastive effect for consumers with a high NFU, such that consumers high on both cosmopolitanism and NFU tend to prefer brands with a local positioning. The managerial implications are considerable, given the roughly 2.4 million Chinese millionaires (in US\$). (<http://dx.doi.org/10.1016/j.jbusres.2016.12.008>).

Generativity and luxury consumption.

The last two papers in this special issue focus on the role played by generativity in connection with some specific types of luxury consumption.

In “*Mediational role of perceived personal legacy value between consumer agentic generativity and attitudes/buying intentions toward luxury brands*,” Caroline Lacroix & Alain Jolibert use the agentic dimension of consumer generativity as a segmentation variable for luxury brands. Their results point to the superiority of a high-end luxury watch versus an accessible or standard luxury watch with respect to personal legacy. In addition, a structural equation modeling approach enables them to show the mediating role of personal legacy between consumer agentic generativity and attitudes/buying intentions toward brands. From a managerial perspective, the results highlight the important role of personal legacy as an added value for luxury brands. They also demonstrate the relevance of targeting agentic generative consumers in a luxury consumption context.

(<http://dx.doi.org/10.1016/j.jbusres.2016.12.012>).

The last paper in this special issue, “*Luxury watch possession and dispossession from father to son: A poisoned gift?*” by Aurélie Kessous, Pierre Valette-Florence & Virginie De Barnier, investigates the feelings linked to the transmission of luxury watches from father to son. They investigate the three stages of the gift-giving process through iterative content analyses of individual discourse in three successive qualitative studies. The first stage is characterized by positive feelings linked to freedom, accomplishment or legacy, whereas, in the second stage, negative feelings such as finitude or contempt appear to complement the positive feelings. The third stage reveals mixed feelings, both positive and negative, among the sons. A fourth stage is then suggested: the appropriation stage.

(<http://dx.doi.org/10.1016/j.jbusres.2016.12.006>).

Overall, the seven articles provide a variety of stimulating insights into luxury consumption and management. As scientific organizers of the 2016 Monaco Symposium on Luxury and guest editors of the present Special Issue, we express our deep gratitude to the members of our distinguished Scientific Committee (Marie-Cécile Cervellon, Darren Dahl, David Dubois, Susan Fournier, Silvia Grappi, Oliver Heil, Nadine Hennigs, Liselot Hudders, Barbara Kahn, Jean-Noël Kapferer, Eunju Ko, Michel Laroche, Angela Lee, Joe Nunes, Mario Pandelaere, Bernd Schmitt, LJ Shrum, Luk Warlop, Klaus-Peter Wiedmann, Judy Zaichkowsky, John Zhang) and to the additional 63 reviewers of the Symposium and of the special issue. The

quality of the final set of articles reflects the expertise and commitment they showed in the selection and revision process.