

THE MYSTIQUE OF LUXURY BRANDS

— Shanghai Conference 2016 —

THURSDAY, 12 MAY 2016

WELCOME ADDRESS

8:00 - 9:00

Registration

Ballroom A
5th Floor

9:00 - 10:30

Opening Addresses

Ballroom A
5th Floor

Keynote Speeches:
Luxury Trends in
China

10:30 - 11:00

Coffee Break

Ballroom A
5th Floor

PANEL DISCUSSION ONE

11:00 - 12.30 | Ballroom A 5th floor

CHINESE LUXURY BRANDS: ENTREPRENEURSHIP AND INTRAPRENEURSHIP IN CHINA

Overview

With the growth of Chinese consumers' appetite for luxury goods, Chinese luxury brands have started to emerge in recent years. What should Chinese entrepreneurs or large corporations do to create their own luxury brands? How can Chinese luxury brands differentiate themselves from their Western counterparts? How can they be creative?

12:30 - 13:30

Lunch and
Networking

LiJing Xuan
Restaurant
4th Floor

PANEL DISCUSSION TWO

13:30 - 15.15 | Ballroom A 5th floor

LUXURY FASHION, WATCH AND JEWELLERY BRANDS: IDENTIFYING CHINESE CONSUMER INSIGHTS

Overview

Luxury brands in fashion, watches and jewellery are currently struggling to appeal to the Chinese consumers. This trend has resulted in some major players having to withdraw from the Chinese market. What are the key challenges for these major players to remain attractive and competitive in the Chinese market? How can these luxury brands revitalise themselves to be top preferences again for the Chinese consumers?

15:15 - 15:45

Coffee Break

PANEL DISCUSSION THREE

15:45 - 17:15 | Ballroom A 5th floor

LUXURY HOSPITALITY AND LIFESTYLE BRANDS: LEVERAGING ON CONSUMER RELATIONSHIP MANAGEMENT

Overview

With a growing middle-class in China, the demand for luxury hospitality and lifestyle services, in particular travel services, is spiraling on an upward trend. How can these luxury service providers capitalise on the booming market? What are the potential pitfalls? How can we build stronger and longer term relationships with these Chinese consumers?

17:15 - 17:30	Closing Remarks
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18:30 - 21:30	Paris of the East Charity Gala Dinner	VIP Hall 5th Floor
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ACADEMIC SESSION ONE

9:00 - 10.30 | Leeds Hall 3rd floor

SESSION 1.1: LUXURY FASHION MANAGEMENT

Session Chair: Bin Shen Jerry

Approach or Avoidance?

The Dual Role of Face in Fashion Consumption

Wangshuai Wang, Shanghai Jiao Tong University

Treasure Hunting:

Fascination behind Luxury Second-hand Consumption

Linda Turunen, University of Vaasa

Fashion Branding:

Assessing the Role of the Educational Environment

Monia Massarini, University of Udine

Brand Loyalties in Luxury and Fast Fashion Co-branding

Bin Shen Jerry, Donghua University

Jason Choi, Hong Kong Polytechnic University

10:30 - 11:00

Coffee Break

ACADEMIC SESSION ONE

9:00 - 10.30 | Lyon Hall 3rd floor

SESSION 1.2: ADVERTISING IN LUXURY BRANDING

Session Chair: Nigel de Bussy

The Peak of Luxury:

Vertical Height Enhances Perceived Prestige of Products

Eugene Chan, University of Technology Sydney

Sex Appeal, Luxury Value Perceptions and Consumer Evaluation of Luxury Brand Advertising

Fang Liu, University of Western Australia

Nurfareena Zahari, University of Western Australia

An Exploratory Study of how Consumers Perceive Genuine Claims in Advertising and its Effects on Consumers Purchase Intention

Brian T Hart, Curtin University

Min Teah, Curtin University

Special Workshop by

"Luxury Branding Consumer Research Lab"

Billy Sung, Curtin University

10:30 - 11:00

Coffee Break

ACADEMIC SESSION ONE

9:00 - 10.30 | Sydney Hall 3rd floor

SESSION 1.3: LUXURY BRANDING IN ASIA

Session Chair: Michel Phan

**Monogamy and Promiscuity: A Study of
Consumer (Mis)behavior of Luxury Brands in Thailand**

R Mandhachitara, Pennsylvania State University

**Higher Education as Luxury Good:
A Conceptual Model**

Alan Duesterhaus, Millikin University

Purchase Agents and Luxury Purchase Behavior in China:

An Agenda of Research Themes

Yang Sun, Zhejiang Sci Tech University

Shenghui Wang, Tongji University

Jing Fei Long, China Construction Bank

**Drivers of Perceived Luxuriousness of a
Premium Private Label Product**

Seoyoung Kim, Korea University Business School

Sungkyu Lee, Korea University Business School

Jong-Ho Lee, Korea University Business School

Charles R. Taylor, Villanova School of Business

10:30 - 11:00

Coffee Break

ACADEMIC SESSION TWO

11:00 - 12.30 | Leeds Hall 3rd floor

SESSION 2.1: LUXURY BRAND EQUITY

Session Chair: Isaac Cheah

Exploratory Study on Brand Equity Transfer of Parent Luxury Product to Service Brand

Jiseon Ahn, University of Houston

Jingwei Cai, University of Houston

Jungkun Park, Hanyang University

Applying Consumer-Based Brand Equity in Luxury Hotel Branding: An Empirical Study

Matthew Liu, University of Macau

Anthony Wong, City University of Macau

Tseng Ting-Hsiang, Feng Chia University

Angela Wen-Yu Chang, University of Macau

Factors Affecting Consumer Attitude and Purchase Intention of Luxury Brands

Isaac Cheah, Curtin University

Jared Lloyd, Curtin University

12:30 - 13:30

Lunch Break

LiJing Xuan
Restaurant
4th Floor

ACADEMIC SESSION TWO

11:00 - 12.30 | Lyon Hall 3rd floor

SESSION 2.2: HEDONIC CONSUMPTION

Session Chair: Vanessa Quintal

**Effects of Contextual Price Promotions and
Online Information on Luxury Hotel Revenue:
An Empirical Investigation of Global Resort Hotels**

Seongsoo Jang, ESC Rennes School of Business

Luiz Moutinho, Dublin City University

**The Effect of Presentation Order on Evaluation of
Experiential Options in Luxury Tour Packages**

Yu Chen Hung, University of Newcastle

Liang Song, Beijing International Studies University

Fred Chao, University of Newcastle

**Individual Hedonic Value Influences on Luxury Consumers:
The Moderating Effect of Interpersonal Effects**

Hao Zhang, Northeastern University

Yang Sun, Zhejiang Sci-Tech University

**Hedonic Binging Propensity and its Impact on Intention to
Engage in Indulgent Behaviour**

Zorana Soldat, Curtin University

Vanessa Quintal, Curtin University

12:30 - 13:30

Lunch Break

LiJing Xuan

Restaurant

4th Floor

ACADEMIC SESSION TWO

11:00 - 12.30 | Sydney Hall 3rd floor

SESSION 2.3: LUXURY CONSUMER BEHAVIOUR

Session Chair: Luke Butcher

Thai Traveller's Motivations to Purchase Counterfeits

While on a Holiday

Min Teah, Curtin University

Lokweetpun Suprawan, Bangkok University

Veblen Dual Forces and the Making of a Luxurised Society

Bayo Adekanmbi, University of London

The Impact of Luxury Brand Attachment on Consumer-Brand Relationship

Anwar Sadat Shimul, Curtin University

Michael Lwin, Curtin University

Sharing the Love in Online Luxury Communities

Luke Butcher, Curtin University

Nathan Currie, Curtin University

12:30 - 13:30

Lunch Break

LiJing Xuan
Restaurant
4th Floor

ACADEMIC SESSION THREE

13:30 - 15.00 | Leeds Hall 3rd floor

SESSION 3.1: COUNTERFEITING IN LUXURY BRANDS

Session Chair: Min Teah

**Unpacking Yin and Yang of Luxury Beef and
Food Counterfeiting in China**

Karen Miller, University of Southern Queensland

Faeze Rezazade, University of Southern Queensland

**Why some Consumers Buy Counterfeit Luxury Products when
they could Afford the Genuine Ones? A Tale of Two Cultures**

Norizan Kassim, King Abdulaziz University

Naima Bogari, King Abdulaziz University

Mohamed Zain, King Abdulaziz University

**Sellers and Buyers of Counterfeit Products via Digital
Platforms: Stories from the Dark Side**

Park Thaichon, S P Jain School of Global Management

Sara Quach, Swinburne University of Technology

The Counterfeit Shopaholic: The Case of US Travellers

Min Teah, Curtin University

Matthew Liu, University of Macau

15:00 - 15:30

Coffee Break

SESSION 3.2: LUXURY BRANDING STRATEGIES

Session Chair: Michael Lwin

Understanding Luxury Consumption Behavior in Vietnam:

A Research Agenda

My Lan Nguyen, Vietnam National University

Viet Dung Trinh, Vietnam National University

Communicating Authenticity in Product Packaging:

The Case of Luxury Korean Red Ginseng Creams

Sean Lee, Curtin University

Billy Sung, Curtin University

Aaron Lim, Curtin University

Vanessa Quintal, Curtin University

Design-Driven Luxury Brands

Ravi Chitturi, Lehigh University

Young Consumer's Irrational Motives of

Retail Borrowing

Michael Lwin, Curtin University

Anwar Sadat Shimul, Curtin University

15:00 - 15:30

Coffee Break

ACADEMIC SESSION THREE

13:30 - 15.00 | Sydney Hall 3rd floor

SESSION 3.3: SINFUL LUXURY CONSUMPTION

Session Co-Chair: Akinori Ono and Mai Kikumori

Is there a Relationship between Perceived Differentiation and Pricing Power? Multi-country Evidence from Luxury and Standard Whisky Categories

Jenni Romaniuk, University of South Australia

Justin Cohen, University of South Australia

Tommy Ha, University of South Australia

Creating Satisfaction and Attachment to Parks

Vanessa Quintal, Curtin University

Sean Lee, Curtin University

Measuring the Influence of Scarcity on the Perceptions of Luxury: The Case of a Boutique Luxury Chocolate Brand

Siobhan Hatton-Jones, Curtin University

Min Teah, Curtin University

The Impacts of NFU (need for uniqueness) on WOM (word of mouth): Considering the Difference Between Luxury and Ordinary Goods

Akinori Ono, Keio University

Mai Kikumori, Toyo University

Haoying Wang, Keio University

15:00 - 15:30

Coffee Break

SESSION 4.1: LUXURY LIFESTYLE CONSUMPTION

Session Chair: Thomas Lee

**From Country-of-Origin Towards Culture-of-Origin;
Branding Chinese for Luxury**

Pia Polsa, Hanken School of Economics

Fan Xiucheng, Fudan School of Management

**Conceptualising Perceived Risk and Past Experience
on Intention to Engage in Cosmetic Procedure**

Abhi Sood, Curtin University

Vanessa Quintal, Curtin University

Consumers' Perception of Shiseido in Australia

Weiwei Zhang, Curtin University

Min Teah, Curtin University

**How does Brand Orientation contribute to
Brand Performance and does Competitive Intensity Matter?**

Thomas Lee, Curtin University

Aron O'Cass, University of Tasmania

Phyra Sok, Monash University

17:00 - 18:00

Sundowner

Reception and

Award Ceremony

ACADEMIC SESSION FOUR

15:30 - 17.00 | Lyon Hall 3rd floor

SESSION 4.2: EMOTIONS IN LUXURY BRANDING

Session Chair: Graham Ferguson

**Applying Psychophysiological Methodologies
in Luxury Marketing**

Billy Sung, Curtin University

**Me, My Brand and I: Consumer Responses
to Brand-Related Rejection - The Role of Brand Identification
and the Source of Rejection**

Dina Khalifa, Glasgow Caledonian University

Paurav Shukla, Glasgow Caledonian University

A Study of Agonistic Behaviour of Luxury Brand Consumption

Elaine Sutrisna, Curtin University

Min Teah, Curtin University

**Exploring the Use of Less Prominent Branding
by Luxury Brands**

Graham Ferguson, Curtin University

17:00 - 18:00

Sundowner

Reception and

Award Ceremony

SESSION 4.3: LUXURY BRANDING ONLINE

Session Chair: Klaus Heine

**From Connoisseur Luxury to Mass Luxury:
Co-Value Creation and Destruction in the Online Environment**

Sara Quach, Swinburne University of Technology
Park Thaichon, S P Jain School of Global Management

Antecedents of Luxury Brand Hate

Douglas Bryson, ESC Rennes School of Business
Glyn Atwal, Univ. Bourgogne Franche-Comté
Peter Hultén, Umeå School of Business and Economics
Klaus Heine, Emlyon Shanghai Campus

**Consumer Traits and iPhone Consumption in China:
A Comparison between iPhone Owners and Non-iPhone Owners**

Gong Sun, Central University of Finance and Economics
Jie Li, Shanghai University
Wangshuai Wang, Shanghai Jiao Tong University
Zhiming Cheng, Macquarie University
Steven D'Alessandro, Charles Sturt University
Lester Johnson, Swinburne University of Technology

Special Workshop by The "Agency"

Luke Butcher, Curtin University

17:00 - 18:00

Sundowner
Reception and
Award Ceremony

NOTES

LUNCH AND
SUNDOWNER
VOUCHERS

THE MYSTIQUE OF
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Lunch Voucher Day One

12 May 2016

12.30 - 13.30

LiJing Xuan Restaurant

Admit one

THE MYSTIQUE OF
LUXURY BRANDS
— Shanghai Conference 2016 —

Lunch Voucher Day Two

13 May 2016

12.30 - 13.30

LiJing Xuan Restaurant

Admit one

Admit one

SUNDOWNER RECEPTION
AND
AWARD CEREMONY

13 May 2016

17.00 - 18.00

THE MYSTIQUE OF
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