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FOREWORD

This conference aims to provide a platform for academics and industry professionals within the luxury industry to collaborate and present their research. The two-day conference explores contemporary issues and innovative research in the area of luxury branding management. Bringing together over 150 industry and academic presenters specialising in the area of luxury branding, the conference aims to bridge the link between industry and academia.

The first day of the conference encompasses three interactive sessions from industry experts in the area of (1) “High Fashion and All Things Bling”, (2) “Corporate Social Responsibility (CSR) in the Luxury Branding Industry”, and (3) “Luxury lifestyles”. The panel discussions will focus on strategies for luxury brands to build a strong consumer-brand relationship and differentiate themselves from their counterparts. This conference serves as a platform for sharing research ideas, findings and insights within the luxury branding area. Authors from across the globe submitted the manuscripts and a total of 48 papers were accepted with a focus on luxury brands.

The conference proceedings have been divided into 11 sessions namely, Luxury Branding Strategy, Luxury Experiential Marketing, Luxury Consumer Behaviour, Sustainability in Luxury Branding, Online Luxury Branding, Innovation in Luxury Branding, Luxury Lifestyle, Bling Luxury Bling, Luxury Branding on Social Media, Luxury Consumer-Brand Relationship, Luxury Pride and Prejudice and Demystifying Luxury with Design Thinking. All full papers and abstracts submitted to The Mystique of Luxury Brands Conference 2018 have gone through a peer review process, using knowledgeable experts in their selected areas. This proceedings include the short abstracts of the accepted papers that are presented at the conference.
On behalf of Curtin University’s Luxury Branding Research Centre, Singapore University of Social Sciences and the Louken Group, we would like to welcome you to The Mystique of Luxury Brands Conference 2018!

This year’s conference explores contemporary issues and innovative research in luxury brand management. It features prominent industry experts from Singapore and internationally, as well as over 80 academics from more than 50 universities globally.

Our esteemed presenters specialise in the area of luxury branding and serve to bridge the link between industry and academia. It is our hope that this conference will create synergies and inspire as much discussion on and off stage so as to provide a platform for practitioners and academics to engage with the future of luxury branding.
Singapore is one of Asia’s largest luxury markets. Driven by an affluent, brand-conscious and fashion-savvy population and a vibrant tourism industry, the island nation has served as a cash cow for many international luxury brands.

From luxury fashion to luxury accommodation, the luxury industry contributes to approximately S$1.3 billion to the Singaporean economy and has seen immense growth over the last 10 years. However, global trends have seen significant changes in the way that luxury brands operate in the contemporary market.

The influence of innovative technologies has reshaped the luxury marketing landscape with the proliferation of social media-based influencers and e-commerce platforms. Lifestyle decisions are also shifting towards luxury consumption permeating into every aspect of one’s life. Yet, while hedonic experiences remain as a key driver of luxury consumption, the global emphasis on corporate social responsibility (CSR) has seen luxury brands incorporate CSR into their brand DNAs. This aligns with the socially conscious values that is being more prevalently embraced by the internet generation of today.

At this point in time, there is no better place to discuss luxury as we are here in the heart of the most important luxury markets. We welcome you to the conference and to Singapore, the heart of luxury in South East Asia!
INDUSTRY DAY

09.00 - 10.00  REGISTRATION
10.00 - 10.15  OPENING ADDRESS
10.15 - 11.15  KEYNOTE SPEECH
11.15 - 11.30  COFFEE BREAK
11.30 - 12.30  PANEL DISCUSSION 1:
                HIGH FASHION AND ALL THINGS BLING
12.30 - 13.30  LUNCH
13.30 - 14.30  PANEL DISCUSSION 2:
                CORPORATE SOCIAL RESPONSIBILITY (CSR)
                IN THE LUXURY BRANDING INDUSTRY
1430 - 1530    PANEL DISCUSSION 3:
                LUXURY LIFESTYLES
15.30 - 16.00  CLOSING
16.00 - 17.00  COFFEE BREAK / NETWORKING
17.00          END OF DAY 1
Ms Low Yen Ling, Senior Parliamentary Secretary for Ministry of Education and Ministry of Manpower, Mayor, South West District, Member of Parliament, Chua Chu Kang GRC Republic of Singapore

Ms Low Yen Ling was elected Member of Parliament for Chua Chu Kang GRC in the 2011 General Election and re-elected in the 2015 General Election. She is the Senior Parliamentary Secretary for the Ministry of Education (MOE) and the Ministry of Manpower (MOM). She has also been Mayor for the South West District since May 2014.

Ms Low began her career in the private sector with experience in financial institutions and start-up venture. Thereafter, she joined the Singapore Economic Development Board (EDB) and in her decade of service, played a key role in strengthening Singapore’s entrepreneurial landscape and professional services sector. In 2011, she became Chief Executive Officer of Business China, an organisation nurturing Chinese biculturalism, bilingualism and collaboration with China. She spearheaded unique programmes to immerse high-potential leaders in China and deepen young Singaporeans’ knowledge of modern China.

With her strong bicultural and bilingual background, Ms Low currently leads MOE’s efforts to strengthen our children’s foundation in learning the Chinese language. Ms Low is Chairman of the Committee to Promote Chinese Language Learning (CPCLL) and Vice-Chairperson of the Lee Kuan Yew Fund for Bilingualism, roles she has served since November 2015. She is also Advisor to the Singapore Centre for Chinese Language Limited (SCCL). Under her guidance, the CPCLL and SCCL have introduced experiential learning through outdoor journeys and interactions to engage pre-schoolers and encourage them to use their mother tongue. A new educational TV show was created and aired to spark the young learners’ curiosity and love for the Chinese language.
Ms Low is a board member of the Chinese Development Assistance Council and steers its Student and Parent Education Committee that has expanded its reach and support to underprivileged students and families.

As MOE’s Senior Parliamentary Secretary, Ms Low also spearheads the drive to improve communications and public awareness of SkillsFuture, the national movement to develop Singaporeans to their fullest potential through skills mastery and lifelong learning. This was synergistic with her portfolio as Senior Parliamentary Secretary of the Ministry of Trade and Industry (MTI), an appointment she held till April 2018.

As Parliamentary Secretary of the Ministry of Social and Family Development, Ms Low led the delegation to the 2014 APEC (Women and Economy Forum) Meeting in Beijing. She represented Singapore to ratify the OPAC (Optional Protocol to the Convention of the Rights of the Children On the Involvement of Children in Armed Conflict) at the United Nations’ 67th session of the Committee on the Rights of a Child. An ardent support of families, she co-chaired the organising committee of the 2012 and 2013 National Family Celebrations.

During her tenure as Parliamentary Secretary of the Ministry of Culture, Community and Youth, Ms Low supported Team Singapore’s participation in the 2015 SEA Games, and guided the Youth Corps’ efforts to effect positive change for society.

As a mother of two school-going children, Ms Low spends the free time she has mostly with her family.

Known for his vision and insight, Luke consistently leads his team in advancing the current status quo by embracing innovation and digital transformation to be ahead of the curve.

Luke is also the author of two books titled “Little Red Cow” and “Brand Bull Run”, featuring case studies of successful local brand transformations and how some brands grow faster than others. Luke serves in a few non-profit organisations:

- President for International Enterprise Singapore Society,
- Deputy President of the Singapore Badminton Association,
- A member of the Advisory Board for the Salvation Army.

Luke has been awarded the Young Top Outstanding Person Award in 2014 and 2016 by JCI. He also represented the Louken Group to receive the prestigious Enterprise 50 Award in 2016.
PANEL DISCUSSIONS

PANEL 1: High Fashion and All Things Bling

Key Themes from this Session

• Redefining Luxury in the Contemporary Luxury Market

• Breaking into the Luxury Market

• Balancing Luxury Online and Offline Strategies

PANEL 2: Corporate Social Responsibility (CSR) in the Luxury Branding Industry

Key Themes from this Session

• Luxury Consumption: Guilt Factor vs Social Champion

• Being Socially Engaging but not Market Accessible: The Luxury Brand Management Dilemma

• Luxury Brands Making Business Sense with CSR - Good to Have or Must Have?

• Strategies that Luxury Brands Could Play to Champion Rights for The Environment and Society

PANEL 3: Luxury Lifestyles

Key Themes from this Session

• Defining the Asia-Pacific Luxury Lifestyle Consumer

• The Luxury Lifestyle Experience: Products that Make the Experience

• The Future: How Can Luxury Lifestyle Brands Sustain
While mammoth brands such as Gucci, LV and Hermes still dominate the market, the emergence of affordable luxury brands and bespoke brands have blurred the definition of luxury products.

It is therefore becoming more and more crucial to understand the trends of perceived luxury in the region as well as to identify differences across the different markets. This understanding will go along way to ensuring the sustainability of existing brands as well as to inform the strategies for new entrants into the marketplace.

The embeddedness of digital technologies has also changed the marketing landscape for luxury brands. Digital technology has opened up a multitude of communication strategies with potential customers and serve as a means gaining insight into the different customers and their values. Yet, the use of digital media has also been found to dilute the luxury image of brands and detract from the all-important luxury experience that has traditionally be afforded by the retail space. It is clear that a revelation of the online and offline strategies of luxury brands needs to occur.

This session will explore the evolution of luxury in the contemporary Asia-Pacific market, focusing on the need for innovation at all stages of a luxury brand’s lifecycle. By examining the technologies available to luxury brands, the session will delve into the online and offline experiences and how luxury brands may continue to engage and enthral their customers. This session will focus specifically on high fashion, watches and jewellery products.
Michael Liew has recently decided to explore a different industry and in April 2018 joined BritishIndia, an established Malaysian fashion brand present in several markets in the region. As General Manager of Retail, he oversees all brand & business development aspects of the business in Malaysia & Singapore as well as distributor markets such as Thailand & the Philippines.

Prior to this, Michael Liew was in the premium beauty industry in Malaysia for more than 20 years. During that period he has managed to successfully launch & develop portfolios of different brands across categories such as fragrance, makeup & skincare with distributors as well as beauty powerhouses such as L’Oreal, Estee Lauder Companies and LVMH. His personal favourite & expertise though is in the fragrance category which has been a constant throughout his career.

Michael began his professional journey as an English teacher before diversifying into a career in fashion managing Cerruti 1881 menswear & Replay, taking on retail operations, buying & visual merchandising before agreeing to a transfer to the company’s beauty division. He credits his success to the fascination by the power of a brand’s DNA & stories as well as being continuously inspired by the people he works with.
Luxury brands has predominantly been perceived as products and services catered to the elite or the upper class. Nevertheless, increasingly more international brands are embracing sustainability in the context of society, environment and economic trade. To a strong extent, this is influenced particularly by the growing segment of social conscious consumers who are becoming more involved in advocacy of fair trade, social equality and green movements.

On this premise, luxury brands are challenged to support these emerging values which the market demands and concurrently attempt to preserve a “desirable” image that only most affluent people could afford. On this note, won’t luxury brands clash with the socially and environmentally conscious images associated with CSR? Would luxury brands struggle to find a balance in such context? This may be a rather contradictory argument and position that contemporary brand management practices in the luxury sector needs to contend with at the moment. However, recent studies have exhibited that CSR implementations in western markets indeed quash some preconceived scepticisms. There is some evidence that demonstrate that CSR practices tend to have reaped benefits for some luxury brands who have embarked on related initiatives.

This session centres its discussing the role of CSR in today’s context of managing luxury brands. Particularly, in a region where many NGO activists are lobbying against exploitation of labour, unfair trade, cruelty to animals and environment sustainability, CSR is crucial to manage the perception of luxury brands in a more humanistic light. Panel members will discuss their views on being responsible organizations, their suggestions for the luxury brand industry in being involved with sustainability and yet not diluting the image and appeal of luxury that garners attraction.
Dr. Lau Kong Cheen
Senior Lecturer
Singapore University of Social Sciences

PANEL DISCUSSION 2
FACILITATOR

Dr. Lau is a Senior Lecturer at the School of Business, under the Marketing Programme. His key areas of interest and expertise are in brand management, strategy and consumer behaviour.

Prior to joining SUSS, Dr. Lau has spent more than 10 years in the industry with experience spanning across public and private sectors. He has had immense exposure in consulting, market research in consumer insights, business development and client marketing. He has consulted for clients from MNCs and SMEs in the region.

Some of the clients that he has consulted for include Cerebos, Kesawan Bank, Resorts World, Toyota, Bonia, Bata, Marina Bay Sands, Marina Link Mall, Changi Airport Group, Tru-Marine, SPRING, Singapore Turf Club, Singapore Technologies and IE Singapore.

Dr. Lau has also been an active speaker contributing and sharing his knowledge in brand building and consumer insights at multiple conferences and seminars in Singapore and in the region.

In addition, as a thought leader in branding, Dr. Lau has also published several of his research pertaining to brand strategy in top international journals.
A luxury lifestyle is one that is all encompassing in all areas of life, from the material to the immaterial. It is often described as a ‘dream’ and ranges from lifestyle products to Michelin star dining; from luxurious holidays to wellness spa experiences.

The imagery portrayed by celebrities, successful professional, bloggers and Instagrammers in popular media motivate everyday individuals globally to aspire towards living the luxury lifestyle.

However, the understanding of the luxury lifestyle is centred around Western developed countries. Recent studies have shown that the growth of the Asia-Pacific Region has brought new meaning and cultural juxtapositions to the concept which warrants greater attention.

Research in the region has found that consumers invest in the luxury lifestyle as a means for social acceptance, prestige, job-related purposes, personal gratification and self-actualisation.

The significant differences in this market brings rise to a number of crucial questions. How are these consumers different from those in the West? What kinds of products are trending in the contemporary market? How do luxury brands innovate to cater to these markets? How does a brand build the “dream” factor? The current panel will aim to delve deeper into the understanding of the Asia-Pacific’s definition of the luxury lifestyle.
Luke Lim  
Founder and CEO of Louken Group


Known for his vision and insight, Luke consistently leads his team in advancing the current status quo by embracing innovation and digital transformation to be ahead of the curve.

Luke has been awarded the Young Top Outstanding Person Award in 2014 and 2016 by JCI. He also represented the Louken Group to receive the prestigious Enterprise 50 Award in 2016.
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Awards & Ceremony 16.45 - 17.00
Day 2 - 09.00 - 10.30

Academic Session 1.1

Luxury Branding Strategy

Behind Luxury Brand Experience and Loyalty: Research Agenda on Self-Brand Congruity and Independent Self-Construal
Kenneth Kwong - Hang Seng Management College

Distilling Distinctiveness from the Mystique: Trade Mark and Marketing Perspectives on Luxury Brand Management
Kwang Hwee Cheng - Singapore University of Social Sciences
Jie Wei - Singapore University of Social Sciences

The Marriage between High-End Fashion Brands and Luxury Hotels: The Comparison between Self-Congruity and Functional Congruity and its Influence on Purchase Intention
Jiwon Ava Seo - Hanyang University
Kam Hung - Hong Kong Polytechnic University

A Millennial Design Praxis for Sustainability in Luxury: Packaging and Promotions
Madison Pasquale - Curtin University
Luke Butcher - Curtin University
Min Teah - Curtin University

Session Chair: Luke Butcher
Behind Luxury Brand Experience and Loyalty: 
Research Agenda on Self-Brand Congruity and Independent Self-Construal

Kenneth Kwong - Hang Seng Management College

This paper puts forward an agenda to research the possible roles of self-brand congruity and independent self-construal on governing the relationship among brand experience and loyalty in the contexts of luxury goods. Prior research showed that brand loyalty is likely to retain by creating positive brand experience to consumers when they search for, shop for, and consume brands. As luxury consumption is highly symbolic and associates with the hedonic value, it is argued that the effects of luxury brand experience on brand loyalty are contingent on a set of individual factors including self-congruity and self-construal. Specifically, it is expected that consumers will perceive brand experience more favorably should the personalities of a luxury brand better fit their self-concepts. Consumers with strong independent self-construal is likely to be more responsive to sensory, affective, cognitive, and behavioral experiences evoked by brand-related stimuli. In sum, this paper introduces a research topic on luxury brand that self-brand congruity and independent self-construal are treated as the moderators of luxury brand experience and loyalty. Findings of this research are thought to be interesting and informative to both scholars and practitioners.

Distilling Distinctiveness from the Mystique: 
Trade Mark and Marketing Perspectives On Luxury Brand Management

Kwang Hwee Cheng - Singapore University of Social Sciences
Jie Wei - Singapore University of Social Sciences

Luxury brands often utilize elements of mystique, such as images of exotic and wild animals, to create a unique and arresting appeal to their target consumers, and at great expense. These elements of mystique may be easily appropriated by competitors or other businesses, if they are not, or cannot be, adequately protected under the relevant trade mark laws. This paper seeks to identify and analyse – through case studies of the most recent Singapore judicial and quasi-judicial decisions on trademark law, with comparative references to global trademark frameworks where appropriate – key features that a cohesive marketing strategy for a luxury brand ought to consider, when employing elements of mystique for their brand management. The findings will have practical implications for marketers in the luxury brand industry, in that they will be able to consider ways to better preserve, through the development of a more holistic marketing strategy that takes into account trade mark protection of their brand elements, their investment in branding and marketing efforts, and the goodwill that is created from such efforts.
Co-branding between high-end fashion brands and luxury hotels has been a trend in the hospitality industry. This paper aims to compare Mainland Chinese consumers’ self-congruity and functional congruity and the influence of both congruities on purchase intention toward luxury fashion brand hotels. The results suggested that both self-congruity and functional congruity significantly and positively influence purchase intention. Among different aspects of self-congruity, ideal self-congruity and ideal social self-congruity have the highest impact on purchase intention. Although both self-congruity and functional congruity have positive impacts on purchase intention, the magnitude of the effects showed a big difference. Whilst self-congruity has a great deal of impact on purchase intention, functional congruity has a marginal impact. The findings of the study can be of help to practitioners in the hotel industry by implementing effective marketing strategies.

Millennial consumers are a highly powerful, but largely misunderstood consumer cohort. They love luxury, but are increasingly conscious of how their consumption impacts on the rest of the world, particularly sustainability. This research aims to develop a new design praxis, specifically for millennials, as a means for luxury brands to communicate their genuine sustainability credentials. Such design will be applied to product packaging and in-store promotions. A mixed-method, “design Thinking” methodology will be utilized, employing focus group and Steady State Topography (SST), implemented to test prototypes and consumers’ physiological responses. Value is provided to luxury practice and academia through the development of a new visual communication design praxis, specifically for Millennials sustainability perceptions, it’s comprehensive mixed-method analysis, and responses to packaging and promotion design communicating the sustainability credentials of luxury brands.
Day 2 - 09.00 - 10.30

Academic Session 1.2

Luxury Experiential Marketing

An Objective and Subjective Knowledge Based Typology of Luxury Wine Consumers

Sussie Morrish - University of Canterbury
Hannah Wolf - University of Canterbury

Bottling Inspirations: Fragrance Houses Behind the Scenes

Nermeen Mustafa - University of Wollongong in Dubai

Physical Vanity under Psychosocial Values and its Relationships with Purchase Intention:
Skin Tone and Age as a Moderator Variable – A Research Proposition

Soundararaj Ajitha - National Institute of Technology
VJ Sivakumar - National Institute of Technology

Sharing Economy and Luxury Branding: Emerging Models and Challenges

Saju B - VIT Business School

Session Chair: Sussie Morrish
This paper explores consumer’s perceptions and motivations behind the consumption of luxury wine and develops a typology of luxury wine consumers in a conspicuous consumption setting. Data was collected using semi-structured interviews that focused on habits, perceptions, and motivation in luxury wine consumption. We found that conspicuous luxury wine consumption moves along a continuum whereby at one extreme, the lack of knowledge, lower involvement levels and strong aspirations to belong to a desired group propels the consumer to be conspicuous in their consumption of what they perceive to be luxury wine. The consumption is situational and highly contextual for the most part, until it reaches a threshold, after which the conspicuousness and non-conspicuousness of consumption becomes almost irrelevant. We refer to consumers exhibiting this behaviour as mimic, metamorphose and maestro

Bottling Inspirations: Fragrance Houses Behind the Scenes

Nermeen Mustafa - University of Wollongong in Dubai

“You always have an image in your head. You can actually smell the accords, which are like musical chords.” (Ackerman, 1991: 49)

The process of perfume creation cannot be compared to new product development processes that take place in other industries. This is due to the predominantly intangible nature; and highly subjective characteristic of smell. This article aims to examine the nature of organizational behaviour around perfume development: More specifically, this study provides a close examination of the behaviour of perfume development teams during the process of creation. The nature of perfume production demands a combination of art – an irrational creative process; as well as highly structured organizational processes. The clash of the two above-mentioned mindsets is mostly evident during the creative stage. One can say that perfumes evoke emotions and certain memories, and that the core value holds its place within the psychological realm. Likewise, the process of perfume creation is a subjective one that relies on the perfumer’s interpretation of words, images and emotions into smell, using their personal artistic skills in composing the perfume notes. Perfume creation is a rather paradoxical process: the artistic skill of the perfumer and their emotional involvement in the process is also a source of conflict. While perfumers are required to follow certain organizational guidelines and perform some adjustments in the perfume composition, this contradicts with the concept of an autonomous artist. Data is collected through in depth interviews with fragrance house management and perfumers. Preliminary data reveals that successful perfume houses institutionalize certain employ certain strategies during the production stage. The continuation of perfume launches is imperative for the survival of perfume houses in such a crowded market where the majority of perfumes fail at the commercialization stages. Therefor this study has important managerial implications as it aims to observe successful strategies in balancing artistic resources and capabilities with commercial requirements for bottom line profits.
Physical Vanity under Psychosocial Values and its Relationships with Purchase Intention: Skin Tone and Age as a Moderator Variable – A Research Proposition

Soundararaj Ajitha - National Institute of Technology
VJ Sivakumar - National Institute of Technology

This study examines the influence of psychosocial luxury values (materialism, hedonism, conspicuous and social influence) on purchase intention of women consumers towards luxury cosmetic brands. It also views vanity as two different components namely personal physical vanity (one’s appearance concern – personal value component) and social physical vanity (social appearance perception – social value component) with the help of existing literature. This study further examines the moderating effects of skin-tone and age of women consumers on the purchase intention of luxury cosmetic brands. However empirical validation is required to understand the relationships and derive implications. This study will benefit both academicians and the international luxury cosmetic marketers to understand the behavior of consumers and device policies and marketing strategies accordingly.

Sharing Economy and Luxury Branding: Emerging Models and Challenges

Saju B - VIT Business School

Although many studies have explored luxury branding, little research exists about the impact of disruptive luxury sharing models which offer alternative consumption possibilities to both new and existing customers. Drawing insights from contemporary practices and cases, this research investigates brand management challenges posed by such emerging business models. Multiple cases provide alternative narratives for consumers’ patronage of ephemeral experiences by pinning the emergence of such models to behavioral shifts enabled by technology. The study categorizes luxury sharing models based on the platform scope and the role played by consumer entrepreneurs into COSS, REP and YiM. Furthermore, insights into this phenomenon are provided to demonstrate how it will shape luxury consumption into customer typologies such as actualizers, access seekers, acquisitors and gatherers. Managerial insights are discussed to help brand custodians to handle specific challenges with respect to the retention of social inscrutability and exclusivity of luxury offerings by reconstructing brands with matching retail models.
Day 2 - 09.00 - 10.30

Academic Session 1.3

Luxury Consumer Behaviour

“I Deserve Something Special”: Impact of Creativity on the Preference for Luxury Goods

Shilpa Madan - Nanyang Technological University
Sonjaya Singh Gaur - Sunway University Business School

Consumers’ Willingness to Purchase Non-deceptive Counterfeit Luxury Brands Online: Others-Oriented Values

Cheryl Tien - Curtin University
Min Teah - Curtin University

Live Here, Buy Overseas

Canie Kit Ying Chu Lo - Macquarie University
Suzan Burton - University of Western Sydney
Regan Lam - The Hong Kong Polytechnic University

Placing Brands in Television Programs: Customers Demand for Greater Transparency!

Fanny Fong Chan - Hang Seng Management College

Session Chair: Viet Dung Trinh
Given the benefits human creativity accrues to individuals, organizations, and societies – its antecedents, i.e. the ways to foster creativity have interested scholars across disciplines for decades. What has received much less attention, though, is how creativity influences consumer behaviour in unintended ways (Burroughs & Glen Mick, 2004). This research focuses on one such aspect, creative individuals’ preference for luxury goods. A combination of secondary data analyses and experimental studies found converging evidence that creative individuals show a distinct preference for luxury goods. Leveraging large scale datasets we also identify the potential underlying psychological mechanism driving the effect. By definition, to be creative – is to be rare, and unique. This feeling of uniqueness leads to a motivation to reward or treat oneself with luxury goods. This research contributes to the literature on creativity and its influence on consumer behaviour, along with providing interesting insights for luxury brand managers.

Consumers’ Willingness to Purchase Non-deceptive Counterfeit Luxury Brands Online: Others-Oriented Values

Cheryl Tien - Curtin University
Min Teah - Curtin University

There is a growing demand for the purchase of non-deceptive counterfeit luxury brands online. This study will investigate consumers’ self-oriented values and their willingness to purchase non-deceptive counterfeit luxury brands in an online context. There is no other known literature that addresses this. The methodology is quantitative via an online consumer panel. This study will add to the growing body of knowledge in the area of international counterfeit of luxury brands. Recommendations and managerial strategies will be provided.
Live Here, Buy Overseas

Canie Kit Ying Chu Lo - Macquarie University
Suzan Burton - University of Western Sydney
Regan Lam - The Hong Kong Polytechnic University

This study investigates Chinese luxury fashion buyers, the world’s largest spenders on luxury, and how they make their purchase decisions, using 32 in-depth interviews with experienced buyers. The data were analysed with thematic analysis. Interviewees rarely bought luxury fashion goods in China, nor browsed in stores in China. Some never buy luxury fashion products themselves, but instead ‘commission’ their friends or family to buy for them outside China, in a role akin to an amateur buying agent. This frequent use of another for purchases raises questions about the role of luxury fashion stores in China, which for many consumers apparently promote the brand, but are unimportant for distribution. The study extends existing literature in two ways, first by revealing the pre-eminent role of an amateur buying agent in this market, and secondly, by identifying that luxury fashion stores in China may be more important for promotion than distribution.

Placing Brands in Television Programs: Customers Demand for Greater Transparency!

Fanny Fong Chan - Hang Seng Management College

Marketers used to believe that consumers are more likely to be persuaded when the selling intent is concealed. However, the effect of prior disclosure of product placement has yet to be confirmed. A web-based experimental study was administered to examine the effect of explicitness of prior disclosure on placement effectiveness on 1100 consumers. The results show that the explicitness of disclosure has an indirect impact on attitudes toward a placed brand via the mediator program liking. Future research is proposed to examine the effect of prior disclosure on placement effectiveness across luxury and less known brands.
Curtin University - Agent Meeting
(By Invitation Only)
Sustainability in Luxury Branding

Communicating Sustainability: The Cases of LVMH and Kering

Esterina Nervino - The Hong Kong Polytechnic University
Navdeep Athwal - Sheffield University
Victoria Wells - University of York
Marylyn Carrigan - University of Keele

Dries Van Noten, Sustainable Luxury and its Seasonal Settings

Annette Condello - Curtin University

Is Cause-Related Marketing Valuable to Luxury Brands?: Brand Personality Perspectives

Jiyoung Hwang - The University of North Carolina at Greensboro

The Effect of Sustainability Claims for Luxury Brands

Shubin Yu - Peking University HSBC Business School
Nabanita Talukdar - Golden Gate University

Session Chair: Esterina Nervino
Sustainability in Luxury Branding

Communicating Sustainability: The Cases of LVMH and Kering

Esterina Nervino - The Hong Kong Polytechnic University
Navdeep Athwal - Sheffield University
Victoria Wells - University of York
Marylyn Carrigan - University of Keele

Despite the increased attention on sustainable luxury in recent times, little is known about how luxury firms are reporting and communicating sustainability to their stakeholders. This study directly responds to calls for clearer, specific and comprehensive reporting of environmental practices, along with the assertion that sustainability practices are particularly underreported in the clothing industry. By addressing this scholar omission in current theorising, the study draws upon extant literature on sustainability reporting and luxury to investigate the sustainability communications of two of the world’s largest luxury conglomerates, LVMH and Kering that claim to place sustainability at the core of their business. Following a thorough discourse analysis of all official LVMH and Kering sustainability reports available online, the study questions whether luxury can be truly sustainable and raises a conceptual dichotomy of luxury and sustainability.

Dries Van Noten, Sustainable Luxury and its Seasonal Settings

Annette Condello - Curtin University

Unconventional Belgian luxury fashion designer Dries Van Noten embraces nature and its mystical qualities. In the 1980s, for instance, he envisaged a real grass catwalk, a rustic atmosphere, foreseeing the future of the luxury catwalk show. Van Noten’s imagination and folkloric experimentation with abundant natural resources and technology has prompted a burgeoning market for sustainable luxury products. In his attempt to embrace the idea of sustainable luxury, Van Noten transfigures the arts – by using the magic of ice and flowers into new “lived-in” scenarios – and garments manufactured to last for multiple seasons. This paper will review the idea of sustainable luxury in the context of “refuse-ful”. It demonstrate how his contradictory deconstruction-designs use the mystical nature of luxury resources, as well as in a conceptual way, and how these designs are recombined into distinctive sustainable luxury settings. Van Noten’s realistic/seasonal approach transforms the sustainable settings into enduring luxury fashion practices.
Sustainability in Luxury Branding

Is Cause-Related Marketing Valuable to Luxury Brands?:
Brand Personality Perspectives

Jiyoung Hwang - The University of North Carolina at Greensboro

Luxury brands increasingly implement cause-related marketing to respond to social pressure and to establish a more positive brand identity; however, the value of cause-related marketing for luxury brands is uncertain. Two studies investigated the impact of cause-related marketing on luxury brands’ personality. The results show that cause-related marketing is valuable for luxury brands to establish a stronger brand personality (sincerity, competence). Also, a consumer trait, public self-consciousness, moderates the impact of cause-related marketing.

The Effect of Sustainability Claims for Luxury Brands

Shubin Yu - Peking University HSBC Business School
Nabanita Talukdar - Golden Gate University

Sustainability claims are not widely used by luxury brands because sustainability is considered as incompatible with luxury. We conduct an experimental study to investigate the effectiveness of sustainability claims for luxury brands. The results suggest that for luxury products with a high price (not with a low price), sustainability claims can reduce the guilt of purchases and enhance the perceived quality, which in turn leads to higher purchase intention.
Academic Session 2.2

Online Luxury Branding

Antecedents of Trust and Distrust on Luxury Shopping Websites: An Empirical Investigation

Anil Kumar Thekkat - Pondicherry University
Victor Anandkumar - Pondicherry University
V Haripriya - Jain University

Consumers’ Willingness to Purchase Non-Deceptive Counterfeit Luxury Brands Online: Self-Oriented Values

Cheryl Tien - Curtin University
Min Teah - Curtin University

Lexicon Based Sentiment Analysis and Sarcasm Detection on Luxury Brands

V Haripriya - Jain University
Anil Kumar Thekkat - Pondicherry University
Balanke Joseph Herve - Jain University

Sense of Community and Social Identity Effect on Brand Love and Brand Advocacy: Based on the Online Luxury Fashion Brand Communities.

Regina Burnasheva - Sookmyung University
YongGu Suh - Sookmyung University

Session Chair: Regina Burnasheva
Antecedents of Trust and Distrust on Luxury Shopping Websites: An Empirical Investigation

Anil Kumar Thekkat - Pondicherry University
Victor Anandkumar - Pondicherry University
V Haripriya - Jain University

Trust plays an important role in the online shopping context. The purpose of this paper is to examine how website reputation and situational normality influence consumer trust and distrust and their relation to consumers’ willingness to use luxury shopping websites. Based on the existing literature, a set of hypotheses are formulated. The hypotheses will be tested using survey data. The research model will be analyzed using SmartPLS version 2.0. The finding of the study will help luxury marketers to develop and maintain trustworthy E-commerce websites.

Consumers’ Willingness to Purchase Non-Deceptive Counterfeit Luxury Brands Online: Self-Oriented Values

Cheryl Tien - Curtin University
Min Teah - Curtin University

There is a growing demand for the purchase of non-deceptive counterfeit luxury brands online. This study will investigate consumers’ self-oriented values and their willingness to purchase non-deceptive counterfeit luxury brands in an online context. There is no other known literature that addresses this. The methodology is quantitative via an online consumer panel. This study will add to the growing body of knowledge in the area of international counterfeit of luxury brands. Recommendations and managerial strategies will be provided.
Online Luxury Branding

Lexicon Based Sentiment Analysis and Sarcasm Detection on Luxury Brands

V Haripriya - Jain University
Anil Kumar Thekkat - Pondicherry University
Balanke Joseph Herve - Jain University

The level of competitiveness in the market keeps on increasing; and businesses multiply strategies in order to remain competitive. Branding is a crucial practice in today’s business world. Branding abides to a certain number of elements in order to be successful. Social media sites act as a platform for users to express their opinions/sentiments on brands and products. The proposed work analyzes the sentiments of peoplesuch as positive, negative or neutral sentiments and sarcasmtowards luxury brands. The introduced study would be done using the lexicon based sentiment analysis approach and sarcasm detection. The result will be analyzed with the help of Statistical Packages for Social Sciences (SPSS). The outcome of the proposed study will be useful for marketers by understanding the shopper’s opinion about luxury brands.

Sense of Community and Social Identity Effect on Brand Love and Brand Advocacy: Based on the Online Luxury Fashion Brand Communities.

Regina Burnasheva - Sookmyung University
YongGu Suh - Sookmyung University

Online brand communities facilitate the relationship between brands and customers and they have become an effective tool for enhancing brand love and advocacy. Previous researchers have not yet focused specifically on the sense of community and social identity to analyze how its affect brand love and brand advocacy. The purpose of this study is to explore the effect of sense of community and social identity on brand love. The impact of brand love on brand advocacy is also studied. For data analysis, structural equation modeling was conducted using AMOS 20.0. The results reveal that sense of community and social identity both have a significant effect on brand love. The positive influence of social identity on brand love is mediated by sense of community. The results also found that brand love influences brand advocacy. The findings will enable marketers of luxury fashion brands to increase brand advocacy and manage online brand communities as well. In addition, it will be applicable for establishing marketing strategies for brand advocacy to support growth of online luxury brand communities.
Academic Session 2.3

Innovation in Luxury Branding

Baba Framework: Yin-Yang Approach To Defrag Luxury’s Mystique and Optimize Strategic Entrepreneurial Options

Philip Lum - Amity Global Institute
Sussie Morrish - University of Canterbury
Andy Nong - Blackbox Research
Souvik Pal - Amity Global Institute

Does Consumer Innovativeness Matter in the Adoption of Emerging Luxury Products – A Case of Electrified Vehicles in Singapore

Fred Chao - University of Newcastle
Li Sun - Zayed University
Yu-Chen Hung - Singapore University of Social Sciences
Kong Cheen Lau - Singapore University of Social Sciences

Luxury Branding In Indian Premier League (IPL): Branding In Cricket

Krishanu Rakshit - Indian Institute of Management, Calcutta
Ayush Shah - Indian Institute of Management, Calcutta
Anushka Barve - Indian Institute of Management, Calcutta

Supply Chain Management and Performance of Fast Fashion Apparel Firms: An Empirical Investigation of the Antecedents

Mohammed Jahed - St. Bonaventure University
Mohammed Quaddus - Curtin University
Fazlul Rabbane - Curtin University

Session Chair: Mohammed Quaddus
This paper applies the yin-yang metaphilosophical worldview that explains natural phenomena to (a) rationalize the epistemology of ‘luxury,’ (b) defrag its ‘mystique,’ and (c) introduce the dualistic Brand Attractiveness business Attractiveness (BAbA) framework as a holistic approach to optimize strategic entrepreneurial strategies for luxury brands. The framework’s brand attractiveness (BA) construct is operationalized by product-level characteristics that are ‘yang’ in nature (observable, knowable, and detectable), from which insights on consumer perceptions can be drawn, albeit the latter are oftentimes ‘yin’ in nature (unobservable, unknowable, and undetectable). Although the latter emancipate independently from the motivations and attitudes of consumers that drive their consumption propensity, they are interdependent upon the ‘yang’ measures (manufacturing, marketing, and communication) of luxury brand owners. The BAbA framework reflects these holistic, dynamic, and dialectical forces in the yin-yang marketplace, by integrating data on the ‘yin’ BA construct with its ‘yang’ business attractiveness (bA) counterpart to produce a continuum of BAbA indices sortable into the BAbA nine-cell matrix. Each cell conveys a story that defines the marketing-mix and resource allocation strategies that keep intact the identity and legacy of luxury brands despite market changes.

Electrified cars are in the forefront of technological innovation and command premium pricing in Singapore, the city state considering car ownership affordable luxury rather than a daily necessity. To predict adoption of the emerging new luxury category, the research investigates the role of consumer innovativeness in adoption of electrified car. We examine whether consumer innovativeness remains a significant predictor in a decision making context where its adoption is heavily characterized by cost-benefit analysis as a result of taxation on ownership.
Innovation in Luxury Branding

Luxury Branding In Indian Premier League (IPL):
Branding In Cricket

Krishanu Rakshit - Indian Institute of Management, Calcutta
Ayush Shah - Indian Institute of Management, Calcutta
Anushka Barve - Indian Institute of Management, Calcutta

Human brands in sports impact sport viewership; in India, cricket is perhaps the most popular sport and has captured the imagination of every youth since last few decades following the success of the national team. The Indian Premier League has been an experiment to bring a longer format game into a shorter version, which has turned out to be hugely popular. The recent innovation resulted in city-based franchises across the country. This study deals with marquee players who are human brands and the corresponding franchises and how consumers’ identification with these athletes through self-identification and the emotions they evoke. The study also explores the impact on sponsor brand recall and purchase intentions for these brands.

Supply Chain Management and Performance of Fast Fashion Apparel Firms: An Empirical Investigation of the Antecedents

Mohammed Jahed - St. Bonaventure University
Mohammed Quaddus - Curtin University
Fazlul Rabbanee - Curtin University

Fast fashion industry is faced with growing complexity, fierce competition and a dynamic environment. Hence, the performances of the fast fashion firms are likely to depend on optimum management of various diverse supply chain (SC) issues such as SC agility, effective SC implementation and its management. However, the effects of these SC issues on the fast fashion firms’ competiveness have received relatively less attention from the scholars. Based on the extant literature, a set of hypotheses are presented relating to culture, supply chain management, relationship quality, supply chain agility, and firm performance. Using a mixed method research approach, data is collected from fast fashion apparel industry. Partial least square (PLS) based structural equation model (SEM) is used for data analysis. Results indicate that supporting culture, supply chain management practice are significant predictors of relationship quality and supply chain agility, which in turn influences the performance of fast fashion apparel firms. Implications of the findings are presented.
Academic Session 2.4

Luxury Lifestyle

Decoding the Need to Upgrade to the Latest Smartphones: iPhone Versus Samsung

Gia Bao Nguyen - International University - VNU
Viet Dung Trinh - International University - VNU

Perceptions of Eating Healthy: The Implications for Fruit and Food Brands

Madison Pasquale - Curtin University
Min Teah - Curtin University
Billy Sung - Curtin University
Luke Butcher - Curtin University

Using Business Luxury Index to Explain Customers’ Willingness to Pay for Resold Adidas Yeezy Boost 350

Gia Han Lam - International University - VNU
Viet Dung Trinh - International University - VNU

Journey to the East: Of Stories and Strategies for Luxury Brands

Foo Hong (Philip) Lum - Amity Global Institute
Chiaw Gee Ng - Amity Global Institute
Sussie Morrish - University of Canterbury
Vidhya Karuppannan - Amity Global Institute

Session Chair: Min Teah
Decoding the Need to Upgrade to the Latest Smartphones: iPhone Versus Samsung

Gia Bao Nguyen - International University - VNU
Viet Dung Trinh - International University - VNU

This paper set to understand the need to upgrade to the latest iPhone or Samsung in Vietnam by looking into a set of data collected from a group of customers who always purchase the latest model in the last 3 years. The questionnaire measure materialism, attitude toward the brand and subjective norms. Results suggested that the iPhone is a product of symbol indicating success or status whilst the Samsung Galaxy S is more of a functional product. Material distinctiveness was not stable in distinguishing the groups but most female respondents prefer iPhone when their opposite sex like Samsung. A follow qualitative study was also conducted to find out how well do these users know about their phones in term of functionality to confirm their intent to upgrade motivation.

Perceptions of Eating Healthy: The Implications for Fruit and Food Brands

Madison Pasquale - Curtin University
Min Teah - Curtin University
Billy Sung - Curtin University
Luke Butcher - Curtin University

As food security is a key concern globally, there are growing interest in understanding about the perceptions of healthy eating. In particular, eating healthy has become a lifestyle choice, at that a “luxury”. The changes in societal and consumer needs are trickling to affect brands in the food industry to market and brand themselves to “look” and “feel” healthier. However, the study will explore the perceptions and motivations towards adopting fruits and vegetables. The findings will provide valuable insights to brand managers, policy makers and researchers.
Luxury Lifestyle

Using Business Luxury Index to Explain Customers’ Willingness to Pay for Resold Adidas Yeezy Boost 350

Gia Han Lam- International University - VNU
Viet Dung Trinh - International University - VNU

This paper use Business Luxury Index to explain the willingness to pay much more than the recommend retail price for Adidas Yeezy Boost 350. Data collected from over 150 youngsters in Ho Chi Minh city will be analyzed to see any correlation between Personal and Non-personal perceptions to the willingness to pay. Even though it was a limited edition, Adidas Yeezy is still a high-end sneaker and thus it should be perceived as “luxurious”. And thus, it is expected that “Quality’ and “Extended self” would not have a significant relationship to willingness to pay.

Journey to the East: Of Stories and Strategies for Luxury Brands

Foo Hong (Philip) Lum - Amity Global Institute
Chiaw Gee Ng - Amity Global Institute
Sussie Morrish - University of Canterbury
Vidhya Karuppannan - Amity Global Institute

This research paper discusses how the typology of yin-yang hexagrams drawn from the annals of I-Ching (also ‘Yijing’) can be used in the strategic entrepreneurial process of creating, harnessing, and sustaining brand attractiveness with Coach as the single case study. The Qian/Creative-hexagram (out of a total of 64 counterparts in the yin-yang universe) is used to demonstrate how hexagrams can be applied to reflect on the journey of a luxury brand such as Coach in the past, and story(fore)-tell caution and direction for future entrepreneurial endeavors (marketing-mix and resource allocation); albeit in retrospect for Coach.
 Academic Session 3.1

Bling Luxury Bling

“More can be Less and Less can be More: A Mixed Methods Approach to Understanding Brand Prominence

Hyunsuh Kim - London School of Economics
Camille Girard - London School of Economics
Benjamin Foyer - ESCP Europe

Luxury Brand Status Signalling Versus Luxury Extension Evaluation: The Role of Brand Familiarity, Extension Authenticity and Fit.

Jean Boisvert - American University of Sharjah

Visual Aesthetics and Vividness in Luxury Brand Communication on Instagram

Sony Kusumasondjaja - Universitas Airlangga

Session Chair : Hyunsuh Kim
In marketing research, the extent to which a product has visible brand logos or recognizable trademarks is referred to as ‘brand prominence’ (Han et al., 2010). Brand prominence is an emerging research topic in luxury marketing and much has yet to come to light in terms of understanding consumers’ preferences. We explore the formation of consumer preferences for loud vs. quiet products across two studies, using an experiment and semi-structured interviews. We compare a luxury brand (Chanel) and a high-street brand (Abercrombie & Fitch, A&F), and investigate how preferences are shaped by consumers’ need for status, need for uniqueness and cultural capital. Quantitative and qualitative findings corroborate the fact that need for status and need for uniqueness are positively correlated with brand prominence. Conversely, cultural capital is negatively correlated with brand prominence. Importantly, these findings only apply to luxury products and not to high-street fashion, which highlights the need for a deeper understanding of the psychology behind brand prominence preferences.

Luxury Brand Status Signalling Versus Luxury Extension Evaluation: The Role of Brand Familiarity, Extension Authenticity and Fit.

Jean Boisvert - American University of Sharjah

Despite important theoretical implications seldom research exist regarding the impact of luxury parent brand familiarity and status signaling and on the evaluation of horizontal line extension through the mediating role of extension authenticity and fit. Based on the existing literatures, a set of hypotheses is formulated, and a methodology developed for testing the relationships between the constructs. Based on a U.S. sample, the use of survey methodology, and structural equation modeling, the study found that luxury parent brand status signaling, and luxury brand familiarity positively and significantly impacts the evaluation of a new luxury line extension by taking into consideration the mediating roles of extension authenticity and fit in the process. A theoretical discussion is provided.
This study investigates how visual aesthetic and message type of pictures posted on Instagram affects customer responses in order to extend an understanding of how effective luxury brands utilize social media to engage with their customers. A content analysis of 3,952 brand posts was conducted from the official Instagram accounts of seven global luxury brands during six months period between July and December 2017. Findings suggest that different visual aesthetics and vividness level affect consumer responses toward brand messages posted on Instagram.
Academic Session 3.2

Luxury Branding on Social Media

Consumers’ Cognitive Process of Discounting Negative e-WOM for Technological Luxury Products
Siew Siew Yong - Curtin University
Fazlul Rabbane - Curtin University

Exploring the Impact of Social Media Influencers - The Case of Affordable Luxury Items
Marissa Chantamas - Assumption University
Kittima Pongsatha - Assumption University
Punnaluck Satanasavapak - Assumption University

Motivations for Interacting on Luxury Brand Fan Pages
Tai Anh Kieu - Independent Researcher
Tri D Le - International University, VNU-HCM, & RMIT Australia

What is the Role of Social Status and Demographics on Purchasing Luxury Brand?: Social Media WOM as an Outcome
Hyowon Hyun - Hanyang University

Session Chair : Luke Butcher
Luxury Branding on Social Media

Consumers’ Cognitive Process of Discounting Negative e-WOM for Technological Luxury Products

Siew Siew Yong - Curtin University
Fazlul Rabbanee - Curtin University

Although there are plethora of research on negative e-WOM, yet little is known why consumers purchase luxury brands despite being aware of negative e-WOM regarding the respective brand. This study aims to explore the factors influencing consumers’ cognitive process of discounting negative e-WOM while buying trendy technological luxury items. Data were collected from 260 student respondents through a self-administered survey. The findings reveal that consumers assess the unfavorable e-WOM regarding a tech product based on the source credibility (i.e. who writes the review?) and the content credibility (i.e. what is written?). These are the two key factors that influence consumers’ perception of attributing the unfavorable e-WOM with the luxury technological product. Such attribution of the unfavorable e-WOM was found to negatively influence consumers’ tendency to discount the same, which eventually influences consumers’ purchase intention positively. The implications of the findings are discussed.

Exploring the Impact of Social Media Influencers - The Case of Affordable Luxury Items

Marissa Chantamas - Assumption University
Kittima Pongsatha - Assumption University
Punnaluck Satanasavapak - Assumption University

This study explores the impact of influencers in social media based on the idea that the constructs needed to understand the consumer behavior has to be explored beyond existing constructs. The framework for analysis is the 5As proposed by Kotler in his latest book Marketing 4.0 compared to the purchase intention construct. The two related studies utilize the mixed research methodology. The quantitative study identifies the impact of trust in influencers, use of Facebook Live, shopping orientation on the purchase intention and the 5As in the cosmetics, an affordable luxury item. The quantitative study revealed that trust in celebrity and the manner of presentation of Facebook Live had a significant but weak impact on purchase intention. However, these same two constructs had a significant and moderately high impact on the 5As. This provides evidence that the 5As framework is a more effective concept in explaining social media influencers’ impact. The qualitative study explores the trust in the social influencers. It is found that while it is important for social media influencers to have a variety of content to keep the following, consumers react to the perceived expertise of the influencer. The theoretical implication of this research is that there is a need for the creation of new constructs that better explain the social media phenomenon. The managerial implication is how brands can select the appropriate content for promotion via social media. Future research can further improve on the measurement items to explore the nomological net of the constructs proposed in this study.
Luxury Branding on Social Media

Motivations for Interacting on Luxury Brand Fan Pages

Tai Anh Kieu - Independent Researcher
Tri D Le - International University, VNU-HCM, & RMIT Australia

This exploratory paper investigates the motivations of consumers for interacting on Facebook fan pages of luxury brands. Since social media marketing has been a key promotional tool in the recent digital era, research has focused on examining the online engagement and interactions of consumers when participating in these social media platforms. However, lack of scholarly attention has been paid on the motivations of consumer interaction within the luxury brand context. A content analysis on 539 comments of consumers on luxury brands’ Facebook pages was conducted to unveil such motivations. Findings indicate five main motivation types such as passion, friendship, dissatisfaction, esteem, and information seeking. This study contributes to the understanding of consumer engagement and behaviours on social media, as well as suggests ideas for the usage of social media practice in luxury industry.

What is the Role of Social Status and Demographics on Purchasing Luxury Brand?: Social Media WOM as an Outcome

Hyowon Hyun - Hanyang University

As the luxury industry has grown larger, luxury consumption has become one of the most interesting research topics among industry and academic studies. Many studies have explored how perceived quality and value influence consumer’s purchase intention for luxury consumptions. However, consumer motivation for sharing experiences and purchase intention information regarding luxury brands on social networking sites have not been well documented. Also, whether or not there are differences due to consumer’s demographics and perceived social status has not been studied. The purpose of this study is to investigate the development of integrated luxury brand framework and examine the moderating effects of consumer’s demographics and perceived social status in the relationships of perceived value and social media word-of-mouth (WOM). Present study also researches moderating effects in the relationships of social media WOM and purchase intention. This study provides a new step towards the consolidation of product quality, value, and digital integrations in the luxury setting as well as valuable understanding of luxury consumption across various groups.
Low Quality Advantage in Fashion Industries

Yang Sun - Zhejiang SCI-TECH University
Qianhui Shen - Zhejiang SCI-TECH University
Minyi Chen - Zhejiang SCI-TECH University
Shenghui Wang - Tongji University

Exploring Value Scale to Profile Consumers for Luxury Brand

Tianbao Ren - Hanyang University
Eunpyo Hong - Hanyang University
Jungkun Park - Hanyang University

The Impact of Brand Image on Brand loyalty and Overall Satisfaction: The Case of Luxury Coloured Cosmetics

Sangeeta Trott - ITM SIA Business School

Session Chair: Min Teah
Luxury Consumer - Brand Relationship

Low Quality Advantage in Fashion Industries

Yang Sun - Zhejiang SCI-TECH University
Qianhui Shen - Zhejiang SCI-TECH University
Minyi Chen - Zhejiang SCI-TECH University
Shenghui Wang - Tongji University

This study explores the influencing factors of customers to accept low quality products. Most papers have studied about the advantage of high quality products, but ignored the low quality advantage. In this paper, we take fashion industries as an example, and collect related data from customers with questionnaires. Based on the methodology of fsQCA, we get some cause-and-effect analysis of the relationship between variable we set and the result. It shows that, the product price is a great driven factor for customer accepting low quality products, together with product design and life cycle, etc. With the existing literatures, we can see the relatively low quality products with some of the good conditions will make a huge profit to the producers. Consequently, the result has certain significance on those similar industries to sell products with low cost and win more profits.

Exploring Value Scale to Profile Consumers for Luxury Brand

Tianbao Ren - Hanyang University
Eunpyo Hong - Hanyang University
Jungkun Park - Hanyang University

There is a few research differentiating consumers’ multi dimension of value on luxury brands. The primary purpose of this study is to profile consumers based on perceived values and investigate whether value types moderate the relationship between social media word of mouth (SMWOM) and purchase intention using the context of luxury brand. Data were collected through a structured questionnaire for Vietnamese consumers. Cluster analysis and regression analysis were preformed to analyze the data. As a result, there are three types of consumer: ‘holistic consumers’, ‘pragmatism-oriented consumers’ and ‘low-value’ consumers. In addition, the relationship between SMWOM and purchase intention is stronger for ‘low-value’ consumers and weaker for ‘pragmatism-oriented consumers’. The results separate the Vietnam consumers based on value perceptions and verify relations between SMWOM and purchase intention within three types of consumer. Current study complements the previous work by integrating gender and value profile process by providing a comprehensive profile process in luxury brand context.
Brand image is one of the most important aspect of brand equity and is indespensible for marketing (Hsuing -Chein Lin,2011)(Bivarniene and Silburyte,2008). Numerous authors have defined the term ‘brand image’ in different ways The main purpose of the paper is to investigate the impact of brand image on brand loyalty and overall satisfaction in case of luxury brand of coloured cosmetics. The data is collected from 300 female respondents on the basis of judgement sampling. The method of data collection is written questionnaire method. The questionnaire is divided into brand image, brand loyalty and overall satisfaction. Brand image benefits includes experiential, symbolic, social, functional and appearances on a likert scale of 1-5 (1- strongly disagree and 5- strongly agree). The data analyzed revealed interesting results. The study is of great use to academicians and practitioners. This paper makes a great contribution in the field of luxury brand of cosmetics as no studies have been conducted so far in this area.
Day 2 - 13.15 - 14.45

Academic Session 3.4

Luxury Pride and Prejudice

Conceptualisation of Envy in a Consumption Context

Beulah Pereira - Curtin University
Billy Sung - Curtin University
Sean Lee - Curtin University

Pride Effects on Negative WOM: Implications for Luxury Service Industry

Felix Septianto - University of Auckland
Tung Moi Chiew - Universiti Malaysia Sabah
Gavin Northey - University of Auckland

How Pride Shapes Morality: Implications for Counterfeiting and Sustainability

Felix Septianto - University of Auckland
Fandy Tjiptono - Monash University Malaysia
Denni Arli - Griffith University

Session Chair: Billy Sung
Luxury Pride and Prejudice

Conceptualisation of Envy in a Consumption Context

Beulah Pereira - Curtin University
Billy Sung - Curtin University
Sean Lee - Curtin University

Envy is perceived as an overall negative emotion that “arises when a person lacks another’s superior quality, achievement or possession and either desires it or wishes that the other lacked it” (Van den Ven, Zeelenberg & Pieters, 2012, p. 195). Therefore, it is based on upward social comparison with similar others (Tai, Narayanan & McAllister, 2012; Van den Ven, Zeelenberg & Pieters, 2009). Within the literature, two types of envy have been widely discussed, namely, benign and malicious envy (e.g., Ven, 2016; Vrabel, Zeiglet-Hill & Southard, 2018). Crusius, Lange & Cologne (2017) explained that the perceived level of deservedness and the ability to control an issue by the envier determines the type of envy evoked.

From a luxury brand consumption context, Truong, Simmons and McColl (2008) found that the purchase of high-end brands evoked envy among those in a buyer’s social circle. However, to date, there is limited knowledge on how benign and malicious envy affects emotional, cognitive and behavioural responses in different consumption contexts. The central aim of this study is to examine and address this research gap, in the context of both offline and online consumption, since researchers have found that disposition to content on social media is predictive of envy (Tandoc, Ferrucci & Duffy, 2015). This study will aide marketers from various industries to understand how to leverage the emotional, cognitive and behavioural effects of envy to enhance the desire of an envied product.

Pride Effects on Negative WOM: Implications for Luxury Service Industry

Felix Septianto - University of Auckland
Tung Moi Chiew - Universiti Malaysia Sabah
Gavin Northey - University of Auckland

Research suggests that emotions can significantly influence consumers to spread word-of-mouth (WOM). Such studies typically show that positive (vs. negative) emotions increases positive (vs. negative) WOM (emotion-congruent effects). The current research proposes a novel prediction on how a discrete positive emotion such as hubristic pride can also increase negative WOM following a service failure. Results of three studies support this prediction and further establish the mediating role of psychological entitlement. Moreover, the emotion effects are attenuated when consumers are presented with donation-based promotions because these promotions reduce entitlement. These findings are managerially useful by highlighting the potential issues of a specific positive emotion and suggesting a practical strategy to mitigate them.
Recent research suggests that consumers might use in moral decoupling to justify unethical behaviors by separating the judgment of morality from the judgment of benefits. This research shows that authentic pride can reduce moral decoupling because it enhances belief in just world (BJW). Across two studies in different contexts, this research tests and provides evidence on the potential of authentic pride. Consequently, consumers are less likely to accept unethical behaviors across different contexts such as purchasing counterfeit products or products that are manufactured using unethical manners.
The Curious People Solutions Pte Ltd is a homegrown transformation and capability development consultancy in Singapore that works with organizations in both the private and public sectors. It is the only consultancy in Singapore with the certified expertise to practice, facilitate and teach Business Design Thinking to SME’s and government agencies on an educational and commercial level.
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