

Global Luxury Consumption

Special issue call for papers from *International Marketing Review*

Guest Editors

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Submissions for the special issue begin January 3, 2021, with the final deadline for submissions being February 28, 2021.

It is well established that luxury marketing is classical marketing “upside down” as the application of a traditional approach to managing brands is likely to weaken a luxury brand’s dream value and desirability in the eyes of the consumer (Kapferer and Bastien, 2012).

Despite the idiosyncrasies of luxury markets, which are governed by a set of so-called marketing anti-laws, research specific to luxury markets has only recently burgeoned in response to the growing significance of the luxury industry to the global economy.

According to Bain & Co. (2019), the size of the luxury market grew by 5% in 2018, to an estimated €1.2 trillion globally, with positive performance across most sectors including personal luxury goods, luxury cars, luxury hospitality, luxury wines and spirits, gourmet food and fine dining, fine art and luxury cruises. Several factors appear to account for this growth, among others, the democratization of luxury and proliferation of entry-level luxury; luxury organizations’ increasing adoption of digital media to connect with consumers; luxury brands’ expansion into developing markets; the increasing consumer spending in emerging countries such as China, Russia and the United Arab Emirates; and the implementation of diverse store formats (omnichannel strategies) (Deloitte 2019; Ernst & Young 2019).

In spite of their growth, luxury brands face global changes in markets and society including cultural shifts, technological shifts, consumer shifts and competition shifts which often challenge the *raison d'être* of luxury and/or traditional thinking around luxury. For example, how can luxury brands ensure global growth without losing their luster? How can luxury brands maintain their perceived exclusivity whilst becoming more widely available via digital channels and the trading of luxury in the sharing economy (e.g., Renttherunway.com)? How can luxury brands appeal to their traditional western markets (e.g., USA, France, UK) and at the same time attract and be relevant to emerging markets which are often driven by different consumption motivations (e.g., quiet versus loud luxury signals)?

While research on luxury consumption has, hitherto, made significant advances (e.g., Guercini, 2017; Kauppinen-Räsänen, et al. 2019; Oe et al., 2018; Sharda, and Bhat, 2018; Timberio et al., 2016), the majority of the research focuses on isolated national/cultural contexts. Research associated with luxury consumption in a global environment and/or across national and cultural barriers remains relatively limited (e.g., Christodoulides et al., 2009; Boisvert and Ashill, 2018; Stathopoulou and Balabanis, 2019) and focuses primarily on consumer perceptions of luxury (e.g., Jiang and Shan 2018; Shukla et al., 2016), and/or on motivations of luxury consumption (e.g., Shaikh et al., 2017) particularly in fashion (e.g., Guercini, 2017).

This special issue aims to advance scholarly knowledge in the area of global luxury consumption that goes beyond fashion to embrace luxury experiences. The guest editors invite submissions offering new studies and original insights. The suggested topics include but are not limited to:

Global/Cross-national

- Cross-national differences in consumers (consumers' motivations, affects, cognitions, conations, etc.) and luxury consumption

- Cross-national differences in luxury organizations and luxury brands (marketing strategies, communications approaches, environmental responses, structures, tactics, and so on)
- Globalization or otherwise of luxury goods, services, experiences, lifestyles, etc.
- How to develop and manage brands of global/glocal/local appeal

Macro-matters

Country/Regional-level

- Global luxury consumption within specific countries or regions
- Luxury brands in emerging and developing countries
- Insights into the luxury consumption of key markets such as China, GCC, India, Russia, etc.
- Tourism destinations as luxury brands (e.g., Dubai or Abu Dhabi)

International Marketing Variables

- Consumer dispositions (e.g., ethnocentrism, xenocentrism, cosmopolitanism) and luxury brands
- “Made-in” labels and their role in the consumption of luxury brands locally, regionally and globally
- Country and product image, and origin effects
- Internationalization of small, family-owned luxury brands and/or of luxury brands from the East
- Entry modes and operation modes of luxury brands/companies

Issue Specific

- Global consumer culture and luxury brands
- Attitudes and perceptions toward sustainable forms of luxury such as recycled luxury, shareable luxury and/or lab-grown luxury materials such as diamonds
- Consumer expectations of luxury brands’ corporate social responsibility in different countries

- Base of the pyramid (less developed markets) and global luxury consumption/production (e.g., tensions and conflicts)
- Strategies to combat international trade of counterfeit luxury
- The role of technology (e.g., Blockchain) in the authentication of global luxury brands
- Marketing strategy (e.g., standardization/adaptation) and luxury branding
- Luxury brands and international business relationships
- International retailing and luxury branding
- Pricing of luxury brands across countries

We encourage a diverse range of submissions that include *inter alia* conceptual papers that focus on core issues and drive new theories and conceptual models; systematic literature reviews and assessments of literature that may contain a bibliometric or a meta-analysis; empirical papers that employ qualitative approaches such as ethnographic methods which lead to deep theory development; and/or quantitative methods such as surveys to test hypothesized relationships in the focal context.

Submission Information

Papers targeting the special issue should be submitted through the IMR submission system (<https://mc.manuscriptcentral.com/imrev>) and will undergo a similar review process as regularly submitted papers.

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