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Titolo	Interpretations of Luxury : Exploring the Consumer Perspective // by Linda Lisa Maria Turunen
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Descrizione fisica	1 online resource (XIII, 191 p. 5 illus., 1 illus. in color.)
Collana	Palgrave Advances in Luxury, , 2662-1061
Disciplina	650
Soggetti	Luxury goods industry Branding (Marketing) Motivation research (Marketing) Trade Business Commerce Globalization Markets Luxury Branding Consumer Behavior Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I. Fundamentals of Luxury- 1. Introduction -- 2. Concept of Luxury through the Lens of History -- 3. Evolution of Global Luxury Brands -- 4. Luxury Consumption and Consumption of Luxury Goods -- Part II. Interpreting the Luxuriousness of a Brand- 5. Defining Luxuriousness -- 6. Extended Product: Value in Use and Consumption -- 7. Perceived Authenticity -- 8. Perceived Uniqueness -- 9. Context Specificity of Luxuriousness -- 10. Conclusion: Reflections of Luxury.
Sommario/riassunto	Exploring the elements that constitute the perceived luxuriousness of a brand, this book addresses the changing definitions of the term 'luxury' in today's world. Taking the approach that the concept of

luxury evolves from the consumer, the author introduces a conceptual model which explains how the consumer interprets the luxuriousness of a brand. This innovative study analyses the key elements that influence luxury branding, such as extended product, perceived uniqueness, authenticity and context specificity. By critically reflecting on the existing definitions of luxury and its challenges, this book makes a unique contribution to research and an essential read for marketing students and scholars.
