

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910725090103321  |
| Autore                  | Sestino Andrea   |
| Titolo                  | New Technologies in Luxury Consumption : Evidences from Research and Implications for Marketing Strategies   |
| Pubbl/distr/stampa      | Cham : , : Springer International Publishing AG, , 2023<br>©2023   |
| ISBN                    | 9783031260827<br>9783031260810   |
| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (148 pages)  |
| Altri autori (Persone)  | AmatulliCesare   |
| Disciplina              | 381.45   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Nota di contenuto       | Intro -- Foreword -- Acknowledgments -- Contents -- About the Authors -- List of Figures -- List of Tables -- Chapter 1: Introduction -- 1 The Fascinating World of Luxury and New Technological Innovations -- 2 Luxury and New Technologies: A New Promising Match? -- References -- Chapter 2: The Issue of Integrating New Technologies in Luxury Marketing: A Literature Review -- 1 Introduction -- 2 Theoretical Background -- 2.1 The Relevance of New Technologies and the Digital Transformation -- 2.2 New Technologies as Key Enablers Factors of Digital Transformation -- 2.2.1 Big Data -- 2.2.2 Internet of Things -- 2.2.3 Artificial Intelligence -- 2.2.4 Virtual Reality and Augmented Reality -- 2.2.5 Blockchain -- 2.2.6 Metaverse -- 2.3 Luxury Market and Luxury Consumption -- 3 Methodology -- 3.1 Phase 1: Keywords Definition -- 3.2 Phase 2: Database Extraction and Querying -- 3.3 Phase 3: Data Preparation -- 3.4 Phase 4: LDA -- 3.5 Phase 5: Data Analysis-Emerging Findings and Topic Modeling -- 4 Findings -- 4.1 Luxury Fashion and New Technologies -- 4.2 Luxury Tourism and New Technologies -- 4.3 Luxury Food and New Technologies -- 4.4 Luxury Real Estate and New Technologies -- 4.5 Miscellanea -- 4.5.1 Luxury Lifestyle and Wellness -- 4.5.2 Health, Plastic Surgery, and Aesthetics -- 4.5.3 Wellness and Fitness -- 4.5.4 Automotive -- 5 Conclusions -- References -- Chapter 3: Integrating Smart Objects and Artificial Intelligence in Luxury Fashion Retail: |

The Role of Consumers' Status Consumption Orientation -- 1  
Introduction -- 2 Theoretical Background -- 2.1 New Technological  
Integration in Luxury Retail -- 2.2 The Role of Consumers' Status  
Consumption Orientation -- 3 Methodology -- 3.1 Sample  
and Materials -- 3.2 Questionnaire -- 4 Results -- 5 General  
Discussion and Conclusion -- References.

Chapter 4: Integrating New Technologies in Luxury Hospitality  
Experiences: The Effects of Luxury Hotel Communication Focus  
(Traditionality vs. Modernity), and Consumers' Materialism -- 1  
Introduction -- 2 Theoretical Background -- 2.1 The Evolution  
of Luxury Hospitality -- 2.2 Consumers' Materialism -- 3 Methodology  
-- 3.1 Sample and Materials -- 3.2 Questionnaire -- 4 Results -- 5  
General Discussion and Conclusion -- References -- Chapter 5:  
Integrating Smart Objects and Artificial Intelligence in Real Estate:  
Luxury Real Estate Communication Focus (Prestigiousness vs.  
"smartness"), and the Role of Consumers' Conspicuous Consumption  
Orientation -- 1 Introduction -- 2 Theoretical Background -- 2.1 The  
Luxury Real Estate Industry and New Technological Opportunities --  
2.2 The Role of Consumers' Conspicuous Consumption Orientation --  
3 Methodology -- 3.1 Sample and Materials -- 3.2 Questionnaire -- 4  
Results -- 5 General Discussion and Conclusion -- References --  
Chapter 6: Integrating Blockchain Technologies in Wine Industries:  
The Role of Perceived Self-Service Technologies Quality  
and Consumers' Need for Uniqueness -- 1 Introduction -- 2  
Theoretical Background -- 2.1 The Relevance of Blockchain Technology  
in Food Traceability -- 2.2 The Role of Consumers' Needs  
for Uniqueness -- 3 Methodology -- 3.1 Sample and Materials -- 3.2  
Questionnaire -- 4 Results -- 5 General Discussion and Conclusion --  
References -- Chapter 7: Integrating New Technologies in Aesthetic  
Clinical Surgery: The Role of Consumers' Vanity -- 1 Introduction -- 2  
Theoretical Background -- 2.1 Luxury Healthcare -- 2.2 The Role  
of Consumers' Vanity -- 3 Methodology -- 3.1 Sample and Materials --  
3.2 Questionnaire -- 4 Results -- 5 General Discussion  
and Conclusions -- References -- Chapter 8: Conclusions.  
1 The Issue of Integrating New Technologies in Luxury Industries  
and Consumption -- 2 Overall Findings -- References -- Appendix A:  
Survey Related to the Study in Chap. 3 "Fashion" -- Introduction --  
Status Consumption Orientation -- Willingness to Buy --  
Sociodemographic Variables -- Appendix B: Survey Related to the Study  
in Chap. 4 "Tourism & Hospitality" -- Introduction --  
Consumers' Materialism -- Willingness to Buy -- Sociodemographic  
Variables -- Appendix C: Survey Related to the Study in Chap. 5 "Real  
Estate" -- Introduction -- Conspicuous Consumption Orientation --  
Willingness to Buy -- Sociodemographic Variables -- Appendix D:  
Survey Related to the Study in Chap. 6 "Food" -- Introduction -- Need  
for Uniqueness -- Perceived Self-Service Technology Quality --  
Willingness to Buy -- Sociodemographic Variables -- Appendix E:  
Survey Related to the Study in Chap. 7 "Health & Wellness" --  
Introduction -- Vanity -- Willingness to Buy -- Sociodemographic  
Variables -- Glossary -- Index.

---