

## PREFACE

Professors Lawrence Cunningham and Pravat Choudhury initiated a special series in luxury marketing in the Journal of International Marketing Strategy (JIMS) in early 2016. The new issue is a continuation in the series of articles in this area.

This issue contains three refereed journal articles and two book reviews. The first article is entitled, “A Conceptual Framework for Sustainable Luxury.” The authors are Sarah R. Cowan, of the University of Colorado Boulder, and Professor Francisco J. Conejo of the INCAE Business School. This paper explores the methods of achieving sustainability in luxury brands. The article develops a literature review, and the framework examines eight areas germane to the topic. These areas have pertinent for practitioners in terms of segmentation, targeting, and marketing mix and to the study of antecedents and consequences of sustainable luxury as well as in building relationships between sustainable luxury and consumer behaviour variables.

The second article is entitled, “On Using Undergraduate Student Samples in Luxury Research.” The authors are Professors Francisco Conejo of the INCAE Business School, Lawrence F. Cunningham and Clifford E. Young of the University of Colorado Denver. The paper deals with the effectiveness of student samples. This study explores the feasibility of students as meaningful subjects in luxury research studies. In this study, a sample of 173 undergraduate students listed the services that they considered luxurious in a spontaneous free-association exercise. Responses were thematically clustered and then analysed in terms of two age-groups. Results indicate that young undergrads seemed unsuitable for luxury research because of their limited knowledge, life experience, and sophistication. While still less than ideal, older, more experienced undergrads are more viable. Unless service stimuli specifically target collegiate demo/psychographics, luxury researchers, especially scale developers, need to recognize the limitations of student samples. These limitations require thoughtful use of student samples.

The third paper is entitled, “Understanding Luxury Consumption in Emerging Markets: The Case of Turkey.” The paper is authored by Professors Deniz Lefkeli of Koc University, Irem Erdogmus of Marmara University, and Zeynep Bilgin-Wuhrer of Fachhochschule Joanneum.

The study suggests that personal values and consumer behaviour has always been an interesting research topic. However, the values and attitudes of luxury consumers in emerging markets have received limited attention. This study examines the effects of individuals’ values and functions of attitudes towards luxury brands in an emerging market. The findings of this study contribute to the understanding of consumption behaviour in luxury segments by testing a comprehensive model. The study results help luxury brands tailor their marketing campaigns, global brands to penetrate to the market, and local luxury brands to improve their strategies for reaching more people and convincing them to shop their brands. Another contribution of this study is related to its context, Turkey, one of the emerging markets, has great potential for luxury consumption in future.

The issue also features two important book reviews. Professor Mary Lee Stansifer of the University of Colorado Denver provides a book review of a fairly recent book entitled, *The Curious Economics of Luxury Fashion: Millennials, Influencers and a Pandemic*. The book focuses on an integrative picture that provides a more holistic overview of how luxury aspects work together in the world of fashion. Professor Francisco Conejo provides a review of a book entitled, *Luxury Brand Management in Digital and Sustainable Times*, which is currently in its fourth edition. Professor Conejo recommends the book since this edition brings major updates on digital luxury marketing and sustainability.

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