Global Marketing Strategies for the Promotion of Luxury Goods

Fabrizio Mosca  
*University of Turin, Italy*

Rosalia Gallo  
*Universitat Autònoma de Barcelona, Spain*
Table of Contents

Foreword .................................................................................................................................................. xiv
Preface .................................................................................................................................................... xvi
Acknowledgment .................................................................................................................................... xxiii

Section 1
New Trends in Consumer Behavior in Luxury Markets

Chapter 1
Global Consumer Behaviour in Luxury Goods Markets ........................................................................ 1
_Yuping Li, RMIT University, Australia_

Chapter 2
Consumer Behaviors and Contemporary Attitudes in Luxury Markets ............................................. 29
_Gemma García Ferrer, Rey Juan Carlos University, Spain_

Chapter 3
Consumer Behavior Regarding Luxury Perfumes: Key Elements for Marketing Strategy Design .......... 46
_Mónica Díaz-Bustamante, Complutense University of Madrid, Spain_
_Sonia Carcelén, Complutense University of Madrid, Spain_

Chapter 4
Analyzing Countries for Their Luxury Potentials: A Macromarketing Approach ............................... 71
_Taşkin Dirsehan, Marmara University, Turkey_

Section 2
Integrated Marketing Communication and New Social Systems in the Luxury Markets

Chapter 5
Managing Integrated Brand Communication Strategies in the Online Era: New Marketing
Frontiers for Luxury Goods ...................................................................................................................... 93
_Fabrizio Mosca, University of Turin, Italy_
_Cecilia Casalegno, University of Turin, Italy_
Chapter 6
Conceptualizing and Measuring Content Marketing in Luxury Firms: An Exploratory Analysis.... 109
Elisa Rancati, University of Milan – Bicocca, Italy
Niccolo Gordini, University of Milan – Bicocca, Italy
Alexandru Capatina, University of Galati, Italy

Chapter 7
The Relative Importance of the Different Relationship Platforms (Physical and Virtual) in the
Consumer Experience of Luxury Brands: How Has It Changed from the Company Perspective?.... 133
Paola Peretti, IULM, Italy
Mohanbir Sawhney, Northwestern University, USA

Chapter 8
Strategies for Luxury Fashion Brands’ Targeting the Young Audience: How to Link Celebrity
Endorsements and Brand Extensions with Social Media ................................................. 155
Carmen Moreno-Gavara, Independent Researcher, USA
Ana Jiménez-Zarco, Open University of Catalunya, Spain

Chapter 9
A Study of the Impact of Social Networking Communities on the Consumption of Beauty Luxury
Products.............................................................................................................................. 193
Lynsey E. Macdonald, Glasgow Caledonian University, UK
Irene Garcia Medina, Glasgow Caledonian University, UK
Zahaira F. González Romo, Universitat de Vic, Spain & Universitat Central de Catalunya, Spain

Section 3
Old and New Trends in Distribution Strategies for Luxury Players

Chapter 10
Old and New Distribution Channels in the Luxury Sector.................................................... 220
Fabrizio Mosca, University of Turin, Italy
Elisa Giacosa, University of Turin, Italy

Chapter 11
The Relationship between Fast Fashion and Luxury Brands: An Exploratory Study in the UK
Market.............................................................................................................................. 244
Cesare Amatulli, University of Bari, Italy
Antonio Mileti, University of Salento, Italy
Vincenzo Speciale, LUISS Guido Carli University, Italy
Gianluigi Guido, University of Salento, Italy