
Introduction

Michel Phan

EMLYON Business School,
Markets and Innovation Department,
23 avenue Guy de Collongue
CS 40203, 69134 Ecully cedex, France
Email: phan@em-lyon.com

Biographical notes: Michel Phan is a Professor of Luxury Marketing and Director of Master of Science in Luxury Management and Marketing programme at Emlyon Business School. He has consulted for many luxury companies in France and Asia, such as Cartier, Chloe, DFS Galleria Singapore, Estee Lauder EMEA, Hermès International, Louis Vuitton, MasterCard Asia-Pacific, Moët Hennessy Europe, Parfums Christian Dior, Parfums Guerlain, Richemont Asia-Pacific, and UNESCO. He was a Guest Professor at the China Europe International Business School (CEIBS) in Shanghai and a Guest Speaker at many top Asian universities such as Yonsei University and the National University of Singapore.

This article introduces the three papers selected for the third issue of *Luxury Research Journal*. These papers represent some of the latest issues in the global luxury industry. I am particularly thankful to all these well-established researchers who submitted their most recent works to the third issue of *LRJ*. I would like also to thank all the reviewers who did an amazing job in commenting and recommending improvements in those papers.

In the selection for publication in the third issue of *Luxury Research Journal (LRJ)*, experts in the field of luxury research have submitted their latest work for evaluation and review. Exceptionally, only three papers were selected for publication in this issue of *LRJ*. These papers address three very important topics related to global luxury industry today and tomorrow.

In the first article, author Roberta Crespi proposes a framework that connects store atmospherics and salespeople's attributes and behaviours and assess their relevance in shaping a customer's overall experience in a luxury store. Her findings prove empirically that sales people's attributes and behaviours are more important than store atmospherics in determining customer satisfaction, even if the latter exerts a partial moderation effect on the perception of the former. The empirical results also suggest that *giving advice to the customer* and *closing the sale* are the most influential aspects of the development of an effective customer-centric experience and that demonstrating empathy and care skills are therefore particularly crucial in the selection and training of salespeople.

In the second paper, authors Nadine Hennigs, Jaehae Jung, Steffen Schmidt, Evmorfia Karampournioti, Klaus-Peter Wiedmann and Franziska Labenz propose an empirical study that focuses on the influence of sustainability excellence and brand experience in the travel and tourism industry. Incorporating relevant theoretical and empirical findings, this study explores antecedents of consumer perception and behaviour in the context of cruise vacations, examines significant differences regarding the relative

importance of the identified factors comparing US and German consumers and identifies segments of luxury cruise passengers across national borders. The results give evidence that incorporating sustainability orientation and brand experience is a promising way to create successful differentiation strategies for different consumer groups in the luxury travel market.

In the third paper, authors Jean-Éric Pelet, Monia Massarini and Basma Taieb investigate the effects of the perceived ease of use, perceived intimacy and perceived social value on consumers' online buying intention and consider the moderating effect of gender. A quantitative study based on an online survey involving 395 participants was conducted in the USA and a linear regression was run to analyse the data. Results show significant effects of the perceived ease of use and social value on buying intention, but no effect of the perceived intimacy on buying intention. However, gender moderates this link, suggesting that males are more concerned with their personal data.

Based on the diverse and yet all pertinent topics, this third issue of *Luxury Research Journal* is again a testimony that academics and practitioners still have many issues to explore in the luxury domain. On behalf of the editorial board and all the reviewers, I would like to thank all the authors for their contributions to this issue of *LRJ* and I hope we will see more of their works in the future issues. Finally, I would like to thank Inderscience Publishers for their continued engagement and commitment to develop a new academic journal dedicated to luxury.