

GCIN2017 Luxury Markets in East Asia¹²

Course Teacher: Karin L. F. Chau (kchau.gcin@gmail.com)

Lecture: Thursday, 1:30pm to 3:20pm

Venue: CPD-3.29

Course Content

The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, mainland China, Japan and South Korea. Through in-depth case studies, the course enables students to analyse various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in East Asia. This course aims at enabling students to identify the cultural specificity of the production, circulation and consumption of luxury goods in East Asia and to reflect on the cultural concepts of identity and luxury consumption embedded in the specific industrial and social contexts.

Learning Objectives

The aim of this course is to introduce students to the concept of 'luxury market' and to examine and analyse the relationship between identity and luxury consumption and how the consumption of luxury goods is embedded in the specific socio-cultural context in East Asia. By the end of the course students should have gained an understanding of:

1. The idea of luxury market
 2. The relationship between culture, consumption, brand, and luxury market;
 3. The configuration of luxury markets in East Asia;
 4. The meaning of 'brand consumption' in a variety of social and cultural contexts.
 5. Anthropological theories of consumption, identity, and culture.
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Teaching Methods

Lectures, seminars and case studies.

¹ This course guide is adapted from the course syllabus developed by Dr. Dixon Heung Wah Wong.

² The course outline has been revised due to the outbreak of the Novel Coronavirus. Special arrangements have been made to cope with the unexpected situation. The course outline should be read together with the 'course arrangement and assessment guidelines' document.

Assessment

Assessment will be by **participation (20%), individual presentation (30%) and individual research project (50%)**. Further details can be found in the separate 'course arrangement and assessment guidelines' document.

1. **Participation (20%)**: You are expected to attend lectures and seminars. You are also expected to participate in lectures by asking intelligent questions and answering questions put to you by the teacher and engage in discussions.
 2. **Individual presentation (30%)**: You will be asked to make a video to present an interesting case about how social media has shaped luxury consumption in a chosen region in East Asia (Hong Kong/mainland China/Japan/South Korea). The length of the video **should not exceed 5 minutes**. Submission deadline: **5:00pm (HK time), 6 April 2020 (Monday)**.
 3. **Individual research project (50%)**: You will be asked to conduct independent research on a luxury brand of your choice. You have to examine the brand consumption in a chosen region in East Asia (Hong Kong/ mainland China / Japan / South Korea). You are also required to conduct at least **5 online interviews** with consumers. By the end of the course, you will submit a written report of no more than **3000 words** (excluding the appendix and bibliography). Submission deadline: **5:00pm (HK time), 25 May 2020 (Monday)**
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Course Schedule (**Subjected to Change)

Week 1: Introduction (January 23)

Week 2: Lunar New Year Holiday (January 30)

No Class

Week 3: Culture, Identity and Luxury Consumption (February 6)

1. Kapferer J.N. and Bastien, V. (2009) *The Luxury Strategy: Break the Rules of Marketing to build luxury brands*. London & Philadelphia: Kogan Page, Chapter 1
2. Som, A. and Blanckaert, C. (2015), *The Road to Luxury: The Evolution, Markets, and Strategies of Luxury Brand Management*. Singapore: John Wiley, Chapter 1.
3. McNeil, P. and Riello, G. (2016), *Luxury: a rich history*, Oxford: Oxford University Press, p. 1-7; 225-251 only

Week 4: The Evolution of the Global Luxury Market (February 13)

1. Som, A. and Blanckaert, C. (2015), *The Road to Luxury: The Evolution, Markets, and Strategies of Luxury Brand Management*. Singapore: John Wiley, Chapter 2 and Chapter 3.

2. Monkhouse, L. L., Barnes, B. R., and Stephen, U. (2012) "The Influence of Face and Group Orientation on the Perception of Luxury Goods: A four market study of East Asian consumers", *International Marketing Review*, 29 (6): 647-672.

Week 5: Class Suspension (February 20)

No Class

Week 6: Class Suspension (February 27)

No Class

Week 7: Branding and Marketing Luxury (March 5)

1. Som, A. and Blanckaert, C. (2015), *The Road to Luxury: The Evolution, Markets, and Strategies of Luxury Brand Management*. Singapore: John Wiley, Chapter 4 and Chapter 5.
2. Atwal, G and Williams, A. (2009) "Luxury Brand Marketing: The Experience is Everything", *Brand Management*, 16 (5): 338-346.
3. Moore, M. C. and Birtwistle, G. (2004) "The Burberry Business Model: Creating an International Luxury Fashion Brand", *International Journal of Retail & Distribution Management*, 32(8); 412-422.

Week 8: Seminar I (March 12)

Subclass A: 1:30pm – 2:20pm

Subclass B: 2:30pm – 3:20pm

Week 9: Culture, Society and Luxury Market in Hong Kong (March 19)

1. Ma, E. K. (2001) "The Hierarchy of Drinks: Alcohol and social class in Hong Kong", in Mathews, G. and Lui, T. (eds.) *Consuming Hong Kong*, p. Hong Kong: Hong Kong University Press, p. 117-140.
2. Lui, T. (2001) "The Malling of Hong Kong", in Mathews, G. and Lui, T. (eds.) *Consuming Hong Kong*. Hong Kong: Hong Kong University Press, p. 23-46.
3. Gordon, M. (2001) "Cultural Identity and Consumption in Post-colonial Hong Kong", in Mathews, G. and Lui, T. (eds.) *Consuming Hong Kong*. Hong Kong: Hong Kong University Press, p. 287-318.
4. Tse, T. and Wright, L. T. (2014) "Luxury Brands and Deriving Fashion Meanings in a Media Context in Hong Kong", in Atwal, G and Bryson, D. (eds.) *Luxury Brands in Emerging Markets*. Hampshire, U.K.: Palgrave MacMillan, p. 155-164.
5. Chadha, Radha and Husband, P. *The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury*. London and Boston: Nicholas Brealey International, Chapter 4.

Week 10: Seminar II (March 26)

Subclass A: 1:30pm – 2:20pm

Subclass B: 2:30pm – 3:20pm

Week 11: Culture, Society and Luxury Market in Mainland China (April 2)

1. Godart, F. and Zhao, Y (2014) “Drivers of China’s Desire for Luxury and Consequences for Luxury Brands”, in Atwal, G and Bryson, D. (eds.) *Luxury Brands in Emerging Markets*. Hampshire, U.K.: Palgrave MacMillan, p. 119-129.
2. Rovai, S. (2014) “The Evolution of Luxury Consumption in China”, in Atwal, G and Bryson, D. (eds.) *Luxury Brands in Emerging Markets*. Hampshire, U.K.: Palgrave MacMillan. p. 130-134.
3. Gutsatz Michel 2014 “China: Incubator of Luxury’s New Business Model”, in Atwal Glyn and Douglas Bryson (eds.) *Luxury Brands in Emerging Markets*. Hampshire, U.K.: Palgrave MacMillan
4. Chevalier, M. and Lu, P. (2010) *Luxury China: Market Opportunities and Potential*. Singapore: John Wiley & Sons (Asia), Chapter 3.
5. Katrina, P. (2013) “Engaging with the Luxury Consumer in China”, in Jonas, H and Coste-Maniere, I. (eds.) *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Hampshire, U.K.: Palgrave MacMillan, p. 89-100

Week 12: Seminar III (April 9)

Subclass A: 1:30pm – 2:20pm

Subclass B: 2:30pm – 3:20pm

Week 13: Culture, Society and Luxury Market in Japan (April 16)

1. Fujioka, R., Li, Z. and Kaneko, Y. “The Democratisation of Luxury and the Expansion of the Japanese Market, 1960–2010”, in Donzé, P. and Fujioka, R. (eds) *Global Luxury: Organizational Change and Emerging Markets since the 1970s*. Singapore: Palgrave Macmillan, p. 133-156.
2. Haghirian, P. (2011) “Indulging in Luxury? Japan’s ‘New Rich’ Consumers”, in Haghirian, P. (eds) *Japanese Consumer Dynamics*. London: Palgrave Macmillan, p.108-120.
3. Degen, R. K. (2009) “The Success of Luxury Brands in Japan and their Uncertain Future”, Working Paper 52, Global Advantage, Center of Research in International Business & Strategy.
4. Chadha, Radha and Husband, P. *The Cult of the Luxury Brand: Inside Asia’s Love Affair with Luxury*. London and Boston: Nicholas Brealey International, Chapter 3.

Week 14: Seminar IV (April 23)

Subclass A: 1:30pm – 2:20pm

Subclass B: 2:30pm – 3:20pm

Week 15: Birthday of the Buddha Holiday

No Class

Week 16: Culture, Society and Luxury Market in South Korea (May 7)

1. Chadha, Radha and Husband, P. *The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury*. London and Boston: Nicholas Brealey International, Chapter 6.
2. Park, H., Rabolt, N. and Sook Jeon, K. (2008), "Purchasing global luxury brands among young Korean consumers", *Journal of Fashion Marketing and Management*, 12(2), 244-259.
3. Cova, B. and Kim, T. Y. (2013) "Luxury Consumer Tribes in Asia: Insights from South Korea", in Jonas, H and Coste-Maniere, I. (eds.) *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Hampshire, U.K.: Palgrave MacMillan, p. 138-154.
4. Kim, S. (2000) "Changing Lifestyles and Consumption Patterns of the South Korean Middle Class and New Generations," in Chua, B. (eds) *Consumption in Asia: lifestyles and identities*, London ; New York : Routledge, p. 61-81.

Week 17: Seminar V (May 14)

Subclass A: 1:30pm – 2:20pm

Subclass B: 2:30pm – 3:20pm