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ANALYSES OF SUSTAINABLE LUXURY PRODUCT CONSUMPTION VALUES AND
THEIR OUTCOMES IN THE SHOPPING TOURISM CONTEXT

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Analyses of Sustainable Luxury Product Consumption Values and their Outcomes in the
Shopping Tourism Context

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A thesis submitted in partial fulfillment of the requirements for the degree of Doctor
of Philosophy

December 2025

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Amare Yaekob Chiriko

Dedication

To my beloved wife, Biruk, and children, Roda and Timothy —
*whose unwavering love and support have been my greatest source of strength and inspiration
throughout this PhD journey.*

Abstract

Driven by rising global incomes and an expanding middle-class population, luxury shopping in tourism has grown significantly in recent years in mature destinations and emerging markets. Alongside the surge in demand for luxury shopping, affluent tourists increasingly emphasize sustainable premium products. Consequently, leading luxury brands report setting sustainability goals and adopting practices that reflect a commitment to high-quality, ethically sourced materials and environmental stewardship.

While recent studies indicate that travelers' interest in sustainable luxury products (SLPs) is increasing, what motivates travelers to shop for them remains unclear. The value that travelers derive from purchasing SLPs has not been investigated. Moreover, no comprehensive scale currently exists to measure the value that tourists gain from using SLPs. In addition, existing studies on SLPC focus solely on shoppers' satisfaction and behavioral intentions, without critically examining whether shoppers actually choose a sustainable luxury product over a traditional one. To address these gaps, this study draws on the theory of consumption values to develop a scale to measure sustainable luxury product consumption values (SLPCVs) in shopping tourism and investigate their perceived effects at the individual, brand, and societal levels.

The study employed qualitative and quantitative research methods and followed a rigorous process to develop a reliable measurement scale for SLPCVs in tourism. Subsequently, quantitative data were collected from 1,059 US travelers through a marketing company. To test the hypotheses proposed across the three study levels, covariance-based structural equation modeling (CB-SEM) and hybrid choice modeling (HCM) were used as major analytical tools.

Findings revealed that SLPCVs in tourism are a multidimensional construct, comprising functional value, social value, experiential value, eco-friendly value, and ethical value. The results from the CB-SEM analysis revealed outcomes for SLPCVs at the

individual, brand, and societal levels. At the individual level, the findings demonstrated that SLPCVs significantly influence shoppers' attitudes toward and satisfaction with SLPC, which in turn predicted shoppers' cognitive well-being, social well-being, meaningful life, and transformation to sustainability. At the brand level, the results indicated robust associations between SLPCVs in tourism and key brand constructs such as brand innovativeness, brand attachment, brand engagement, brand commitment, willingness to pay more, and brand advocacy. At the societal level, the study revealed that SLPCVs in tourism significantly influence shoppers' intentions related to broader social outcomes, including social justice, philanthropy, fair trade, and pro-social shopping activism behavioral intentions. In addition, partial moderating effects of self-transcendence, celebrity endorsement, and global identity were found in interactions between SLPCV dimensions and outcome variables at the individual, brand, and societal levels, respectively. Moreover, all five dimensions of SLPCVs, as well as most brand attributes (brand profile, production volume, raw materials, extra payment, and price), predicted shoppers' preference for SLPs. Furthermore, female, Generation Z, and educated tourists exhibited a preference for SLPs, whereas higher-income ones did not.

The results make significant contributions to knowledge and practice. Theoretically, the study operationalized SLPCVs in tourism and identified their dimensionality. The study also broadens the theory of consumption values by validating its application within the sustainable luxury shopping tourism context and identifying three new constructs (experiential value, eco-friendly value, and ethical value) that better capture the evolving shopping behavior of contemporary luxury tourists. From a practical perspective, luxury tourism brands and destinations can use the new scale to tailor offerings that appeal to sustainability-minded tourists, thereby enhancing their well-being and behavioral intentions.

Keywords: Sustainable luxury; Sustainable luxury products, Sustainable luxury product shopping; Sustainable luxury product shopping values, meaningful life, transformation to sustainability, pro-social behavioral intentions; Preference for sustainable luxury products

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List of Acronyms

SLP(s): Sustainable Luxury Product(s)

SLPC: Sustainable Luxury Product Consumption

SLPCV(s): Sustainable Luxury Product Consumption Value(s)

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

A decade ago, leading author, speaker, and luxury market researcher Pamela Danziger warned the US luxury sector of the “Millennial wealth wave.” This new pattern of luxury consumption is marked primarily by the “real” value luxury can offer to Millennials, positioned to dominate the luxury market, as opposed to the fading Boomers, who viewed luxury only from the perspective of prestige. Danziger (2015) warned that the wave

could result in a new luxury boom starting in the middle of the next decade, but only if brands meet this new generation with luxuries that reflect their values and world view. However, if luxury brands keep doing what they’ve always done, putting status before substance, they will miss the mark.

Danziger’s original warning to the US luxury sector did not specify the exact form of luxury she envisioned—nor whether she anticipated the rise of sustainable luxury.

Nonetheless, the decade ending in 2025 has witnessed an extraordinary expansion in the luxury lifestyle and goods market. According to Statista (2025), revenue in the personal luxury goods sector amounts to US\$471.49 billion in 2025, and the market is expected to grow annually by 2.91% until 2030. Including hospitality and tourism, the overall market for luxury goods and services is valued at US\$1.2 trillion in 2023 (GlobalData, 2024).

Furthermore, driven by rising global incomes and an expanding middle-class population, luxury shopping in tourism has grown significantly in recent years in mature destinations and emerging markets (Correia et al., 2019; Hung et al., 2021a). Alongside the surge in demand for luxury shopping, affluent consumers increasingly emphasize sustainable premium products (Carranza et al., 2023).

Do luxury and sustainability share something in common? At the start of the 21st century, the answer might have been a quick “no” because the two ideas were seen as

naturally opposed, owing to their differing values (Achabou & Dekhili, 2013). According to this “old school of thought,” luxury was often linked to materialism, personal satisfaction, and conspicuous consumption, whereas sustainability focused on ethics, altruism, restraint, and sobriety (Kapferer & Michaut-Denizeau, 2014). Supporters of this view argued that the two are opposites, with luxury viewed as superficial and a source of social conflict (Kapferer & Michaut-Denizeau, 2014). As a result, this perspective dismissed any possibility of compatibility with sustainability, citing harmful practices in the luxury sector, such as the fashion industry producing 10% of global carbon emissions each year (World Bank, 2019) and being the second-largest water user (World Economic Forum, 2020).

The influence of this discourse has waned over time (Essiz & Senyuz, 2024), leading to a new paradigm that finds common ground between luxury and sustainability as societal values change. Initially, the core principles of luxury and sustainability—craftsmanship, rarity, and durability—closely align with consumer interests, as noted by Pai et al. (2021). Driven by consumer demand, regulatory pressures, and technological advancements, luxury goods companies are now markedly shifting toward environmentally responsible, circular-economy business models (Faccioli et al., 2023). Many luxury brands are setting sustainability goals and adopting practices that reflect a commitment to high-quality, ethically sourced materials and environmental stewardship (Inès, 2023). For example, Gucci has launched its “Gucci Equilibrium” initiative aimed at protecting the planet, championing human rights, and promoting inclusivity (Gucci Equilibrium, 2023). Similarly, Moët Hennessy Louis Vuitton SE (LVMH)’s “Life 360” program (2024) addresses a broad spectrum of issues, including raw material sourcing, greenhouse gas emissions, and water usage, with the goal of achieving full traceability and transparency across its supply chains. Additionally, Stella McCartney (2023) has incorporated eco-friendly materials and processes into the brand through the “Vegetarian Leather” initiative.

This shift reflects a deep understanding that luxury and sustainability can go hand in hand, offering consumers the benefit of high-quality products that also care for the environment. Sustainable luxury shopping involves buying premium items made using eco-friendly methods and sourced ethically, which helps reduce environmental impact while maintaining quality and exclusivity (Osburg et al., 2021). Additionally, the appeal of luxury brands is strengthened by sustainability features, which not only meet consumer and regulatory demands but also boost brand appeal in consumer evaluations (Essiz & Senyuz, 2024). This phenomenon has led to a rise in sustainable luxury practices, such as buying second-hand luxury items while traveling (Savanta, 2023; Turunen et al., 2020). Responsible luxury shopping has also increased substantially among Generation Z and Millennials (Kapferer & Michaut-Denizeau, 2019), indicating broader acceptance of sustainable luxury among modern shoppers. As a result, driven by environmental and social values, sustainable luxury shopping is becoming prominent, with the global sustainable fashion market expected to reach US\$33.05 billion by 2030 (Coherent Market Insights, 2023). This growth is fueled not only by traditional wealthy consumers but also by the rising numbers of Generation Z and Millennials, who place strong emphasis on the environmental and ethical aspects of luxury.

According to Sheth et al. (1991), values underpin the core reasons behind consumers' purchasing decisions. Sustainable luxury shopping is driven by values that connect the pursuit of high-quality, refined products with a commitment to ethical and environmental responsibility (Essiz & Senyuz, 2024). This study aims to explore the values linked to sustainable luxury shopping in tourism and their effect on shoppers' behavior and intentions.

1.2. Statement of the problem

Given the urgent issues of climate change and global warming, research on sustainable consumption has greatly increased, aligning with the United Nations' Sustainable Development Goals (SDGs) (Kapoor et al., 2023; Matharu et al., 2020; Mont & Plepys, 2008;

Spaargaren, 2020; Sun et al., 2021; Young et al., 2020). Liu et al. (2017) reported that sustainable consumption has grown from a narrow, practice-focused field into a wide-ranging topic addressed systematically, covering key areas like sustainability, consumer behavior, energy consumption, and environmental impact. This growth includes various consumer products such as natural foods (Chakraborty & Dash, 2022), fair-trade beverages (Gohary et al., 2023), and eco-friendly household cleaners (Lin & Huang, 2012). Despite these advances, research on what motivates sustainable consumption still faces limitations.

Initially, influenced by traditional views on the link between sustainability and luxury, research on sustainable shopping has mainly focused on the factors affecting the purchase of fast-moving, low-involvement, and low-indulgence consumer goods (Essiz & Senyuz, 2024). This focus has created a notable gap in studies related to the luxury sector. Despite extensive research on commonly bought items such as food, household products, and personal care items—products that are purchased and discarded frequently—the luxury industry has been relatively neglected. Kunz et al. (2020) pointed out that only recently have studies started to examine potential connections between luxury goods and practices in corporate social responsibility (CSR) and sustainability. According to Osburg et al. (2021), the ongoing focus on fast-moving consumer goods has limited understanding of how sustainability influences consumer decisions across a wider range of high-end goods and services.

Second, because sustainable shopping research often focuses on low-indulgence goods, luxury shopping has frequently been studied with little attention to sustainability factors (Jain et al., 2023; Luna-Corté et al., 2022; Yang & Mattila, 2016). As a result, research on luxury shopping tourism mainly examines shoppers' perceptions of luxury destinations (Hung et al., 2021a) and their behavior, including perceived values (Aycock et al., 2023; Han & Kim, 2020; Yu & Zheng, 2022) and ambivalence toward shopping (Prestini & Sebastiani, 2021). Recognizing this gap in their bibliometric review of luxury hospitality

research, Jain et al. (2023) suggested exploring sustainable luxury as a future research area. Additionally, Gurung et al. (2022) identified sustainable luxury tourism as an emerging topic and called for further investigation. The present study aims to fill this gap by examining sustainable luxury product consumption (SLPC) while traveling from a consumption-values perspective.

Third, although scales are essential tools that enable researchers and practitioners to explore concepts, understand behavior, and generate new knowledge (Jain et al., 2023), development of SLPC-specific scales within the tourism industry remains limited. Although existing research has created scales for luxury consumption tendencies (Dogan et al., 2020), consumer desires for luxury brands (Hennigs et al., 2015a), factors of luxury consumption (Husic & Cicic, 2009), and drivers of luxury (Roux et al., 2017), most studies have addressed sustainable luxury shopping values with two or three dimensions (Aggarwal et al., 2024; Arrigo, 2018; Dekhili et al., 2020; Donato et al., 2020; Ki & Kim, 2016; Nash et al., 2016; Schemken & Berghaus, 2018). However, the idea of value is inherently complex, and relying on just two or three dimensions is inadequate for making well-informed decisions about consumer behavior. This limitation restricts a deep understanding of sustainable luxury product consumption values (SLPCVs) in the tourism sector (Gupta et al., 2019). To address this issue, the current study develops a detailed, multidimensional measurement scale for SLPCVs in tourism.

Fourth, despite the widespread use of the theory of consumption values introduced by Sheth et al. (1991) in marketing and behavioral research to examine how different shopping values influence consumer behavior (e.g., Choo et al., 2012; Hennigs et al., 2015b; Schmitt, 2012; Shukla et al., 2015; Tynan et al., 2010; Wiedmann et al., 2009), its application within the context of SLPC remains limited. Notable examples include Pantano and Stylos (2020), who identified functional, social, hedonic, and environmental values, and Essiz and Senyuz

(2024), who added green values to the original theory of consumption values constructs—functional, social, emotional, epistemic, and conditional values—in sustainable fashion. Other research has also identified additional value constructs like personal value (Ki & Kim, 2016), authenticity value (Hartmann et al., 2016), and perceived warmth (Grazzini et al., 2021). However, these studies have yet to fully capture the multidimensional and comprehensive nature of values in sustainable luxury shopping within tourism. The current study aims to extend the theory of consumption values by incorporating new constructs to fill this gap.

Fifth, research on SLPC has predominantly focused on micro-level analysis of consumer behavior, emphasizing perceived benefits at the consumer and business levels, often overlooking societal benefits (Li & Kang, 2024; Vanhamme et al., 2023). Studies like those by Essiz and Senyuz (2024) have explored age-related determinants of sustainable luxury purchase intentions and Atkinson and Kang (2022) have examined how luxury consumption and personal values influence engagement with new luxury brands. Yet, they do not fully address the broader implications of sustainable luxury consumption, which inherently includes environmental friendliness and social responsibility (Li & Kang, 2024; Vanhamme et al., 2023).

Sustainable luxury consumption uniquely integrates both hedonic and eudaimonic well-being, offering consumers not only pleasure but also a deeper sense of purpose and fulfillment (Li & Kang, 2024). As luxury brands increasingly shift towards sustainability to align with evolving consumer values (Essiz & Senyuz, 2024), understanding the psychological and behavioral drivers behind this transition becomes critical. Socially responsible luxury consumption has implications beyond individual satisfaction, potentially fostering broader societal well-being through environmental stewardship and ethical practices (Vanhamme et al., 2023). Examining the impact of SLPCVs thus provides a comprehensive

framework to capture these multi-level outcomes. This approach bridges individual motivations, brand positioning, and societal benefits, offering valuable insights into the evolving landscape of SL in tourism.

In light of this, this study investigates the effects of SLPCVs on outcomes at individual, brand, and societal levels. At the individual level, outcomes include cognitive well-being (Amatulli et al., 2021c), social well-being (Mendini et al., 2022), meaningful life (Sandhu, 2020), and consumer transformation (Cristini et al., 2017). At the brand level, outcome variables include brand commitment (Platania et al., 2019), brand engagement (Gong et al., 2023), willingness to pay more (Lim et al., 2013), and brand advocacy (Kusumawati et al., 2022). Societal outcomes include fair trade(FT) behavioral intentions (Mejia & Wilson, 2024), social justice behavioral intentions (Nordensvård & Poelina, 2022), philanthropic behavioral intentions (Llamas & Thomse, 2016), and pro-social shopping activism intentions (Özer et al., 2022).

Sixth, given the influences of personal factors on consumers' behavioral responses in sustainable shopping and luxury shopping contexts (Amatulli et al., 2021c; Essiz & Senyuz, 2024; Vanhamme et al., 2023), how these factors moderate the interactions between SLPCVs in tourism and their outcomes must be examined. Accordingly, this study investigates the moderating effect of self-transcendence, celebrity endorsement, and global identity. Self-transcendence is conceptually relevant to sustainable luxury consumption at the consumer level, as it reflects individuals' values of caring for others and the environment, motivating ethical and responsible purchasing decisions. At the brand level, celebrity endorsement plays a key role by shaping brand image and credibility, especially when celebrities advocate for sustainability, thereby influencing consumer perceptions and enhancing brand appeal. Global identity is important at the societal level, as it fosters a sense of belonging to a worldwide community committed to environmental and social responsibility, which supports the broader

adoption of sustainable luxury practices. Together, these constructs capture the multi-level influences—individual values, brand signaling, and societal connectedness—that drive sustainable luxury consumption.

For instance, self-transcendence, as a personal value emphasizing concern for others and the environment, likely strengthens the positive relationship between SLPCV and tourists' behavioral intentions by increasing the importance placed on ethical and sustainable attributes during luxury shopping (Vanhamme et al., 2023). Tourists with high self-transcendence are more inclined to integrate sustainability into their luxury consumption, thereby enhancing the perceived value and satisfaction derived from sustainable luxury products. At the brand level, celebrity endorsement can serve as a powerful moderator by enhancing the credibility and appeal of sustainable luxury brands (Amatulli et al., 2021c), especially when endorsers are perceived as authentic advocates of sustainability. Such endorsements can bridge the gap between luxury and sustainability, making sustainable luxury products more attractive to tourists, whereas insincere endorsements may weaken this effect. From a societal perspective, global identity reflects tourists' sense of belonging to a worldwide community and concern for global issues (Carranza et al., 2023), which can amplify the influence of SLPCV on their shopping behavior by aligning consumption with broader ethical commitments. Tourists with a strong global identity are more likely to value sustainable luxury products as expressions of their global responsibility, thereby reinforcing the positive outcomes associated with SLPCV. Therefore, investigating these moderators provides critical insights into how sustainable luxury shopping values translate into consumer behavior in tourism, enabling more targeted and effective marketing strategies that consider individual values, brand influences, and societal identities.

Finally, existing studies on sustainable luxury shopping tend to investigate shoppers' satisfaction, well-being, and behavioral intentions, without critically inquiring whether

shoppers actually choose a sustainable luxury product (SLP) over a traditional one (Juvan & Dolnicar, 2014; Obsurg et al., 2022). Despite increasing awareness and acknowledgment of the necessity for sustainable practices within the luxury sector, empirical evidence suggests that consumers frequently exhibit hesitation in committing to SLPs (Han et al., 2017). To bridge this gap, the current study employs a choice experiment to determine tourists' preferences for SLPs. With existing studies on sustainable luxury consumption largely concentrating on perceived future purchases (Essiz & Senyuz, 2024), the current study, with its focus on actual sustainable luxury shopping experiences, substantiates extant research by providing empirical evidence from actual consumer behavior, thus bridging the gap between theoretical predictions and practical outcomes. The study operates under the assumption that consumers not only hold a positive attitude toward sustainable luxury but also behave in alignment with the principles of ethical luxury consumption (Carranza et al., 2023). It aims to identify the enablers that drive consumer preference for SLPs.

1.3. Research questions

Based on the research gaps, this thesis is driven by the following research questions.

1. How can a comprehensive scale be developed to measure SLPCVs in the shopping tourism context?
2. What are the relationships among the dimensions of SLPCVs and outcome constructs at the individual level?
3. What are the moderating effects of self-transcendence on the interactions between the dimensions of SLPCVs and outcome constructs at the individual level?
4. What are the relationships among SLPCV dimensions and outcome constructs at the brand level?
5. What are the moderating effects of celebrity endorsement on the relationships among SLPCV dimensions and outcome constructs at the brand level?

6. What are the relationships among SLPCV dimensions and outcome constructs at the social level?
7. What are the moderating effects of global identity on the relationships among the dimensions of SLPCVs and outcome constructs at the individual level?
8. What are the determinants of shoppers' preference for SLPs while traveling?

1.4. Research objectives

The following research objectives are designed to fill the gaps in existing studies:

1. To develop a valid and comprehensive scale to measure SLPCVs in the shopping tourism context.
2. To test a model that demonstrates the relationships among the dimensions of SLPCVs and outcome constructs at the individual level.
3. To examine the moderating effects of self-transcendence on the interactions among the dimensions of SLPCVs and outcome constructs at the individual level.
4. To test a model that demonstrates the relationships among SLPCV dimensions and outcome constructs at the brand level.
5. To evaluate the moderating effects of celebrity endorsement on the relationships among the dimensions of SLPCVs and outcome constructs at the brand level.
6. To test a model that demonstrates the relationships among SLPCV dimensions and outcome constructs at the societal level.
7. To examine the moderating effects of global identity on the relationships among the dimensions of SLPCVs and outcome constructs at the societal level.
8. To examine the determinants of shoppers' preference for SLPs while traveling.

1.5. Significance of the study

This study examines the values motivating tourists to shop for SLPs while traveling. The SLPs in this study are limited to personal luxury goods, including bags, suitcases, artisanal souvenirs, accessories, watches and jewelry, apparel and footwear, eyewear, cosmetics, and fragrances. Thus, products falling into the “hard luxury” or “ultra-luxury” categories, such as luxury cars and luxury diamonds, are beyond the scope of the study. With the objectives successfully achieved, this study makes significant contributions to existing knowledge and practice.

In terms of its contribution to knowledge, the study first aims to develop a robust SLPCV scale in the shopping tourism context. Development of such a scale provides a precise tool for understanding the motivations and behavior of this consumer segment. It helps brands and researchers identify the specific values that drive sustainable luxury purchases, such as the importance of craftsmanship, heritage, and product longevity, alongside environmental stewardship and social responsibility. By integrating sustainability principles with the attributes of luxury, this scale facilitates the development of targeted marketing strategies and products that align with the values of luxury shoppers who are also environmentally conscious. This contribution is particularly relevant because existing scales in sustainable consumption and luxury consumption (Balderjahn et al., 2013; Dogan et al., 2020; Haws et al., 2014; Kim et al., 2012; Lee et al., 2015; Quoquab & Mohammad, 2020; Roux et al., 2017; Sharma & Jha, 2017) do not adequately address the nuances of luxury shoppers who are increasingly seeking to reconcile their desires for exclusivity and premium quality with their ethical and environmental concerns.

Furthermore, this study extends the theory of consumption values to the SLPC context by proposing three models to examine relationships at the individual, brand, and societal levels. Given that existing studies predominantly focus on consumer-level outcomes of

sustainable luxury fashion consumption (Essiz & Senyuz, 2024), this research provides a comprehensive understanding of the drivers and consequences of SLPC in tourism. Specifically, the effect of SLPCVs and attitude toward SLPC on consumers' well-being, meaning making, and transformation elucidates how personal values and perceptions influence purchasing decisions and broader lifestyle changes.

Similarly, at the brand level, the influence of these values on shoppers' perceptions of sustainable luxury brand appeal, brand attachment, brand engagement, brand commitment, willingness to pay more, and brand advocacy can deepen understanding of how sustainability values translate into brand equity and consumer loyalty in the luxury sector. Additionally, examining the effect of sustainable luxury shopping values on shoppers' social justice, philanthropic, FT, and pro-social shopping activism intentions can improve theoretical understanding of the link between consumer ethics and socially responsible consumption intentions. Furthermore, introducing various moderators across the three models clarifies the differences that may occur in customers' perceptions and behavior within an SLPC context.

Finally, by combining multiple methodological techniques, the study investigates whether current consumption of SLPs can predict future consumption intentions and behavior. This comprehensive approach not only improves the robustness of the findings but also enhances understanding of the complex decision-making processes behind sustainable luxury consumption in tourism settings.

From a practical standpoint, this research offers valuable managerial insights for luxury brands concerning sustainability marketing. First, the study highlights the need for luxury brand marketers to move beyond a single value dimension and adopt multiple dimensions when promoting sustainable luxury. Traditionally, luxury brands have concentrated on aspects like exclusivity or quality. However, results from this study reveal that consumers are increasingly motivated by a blend of values, including sustainability,

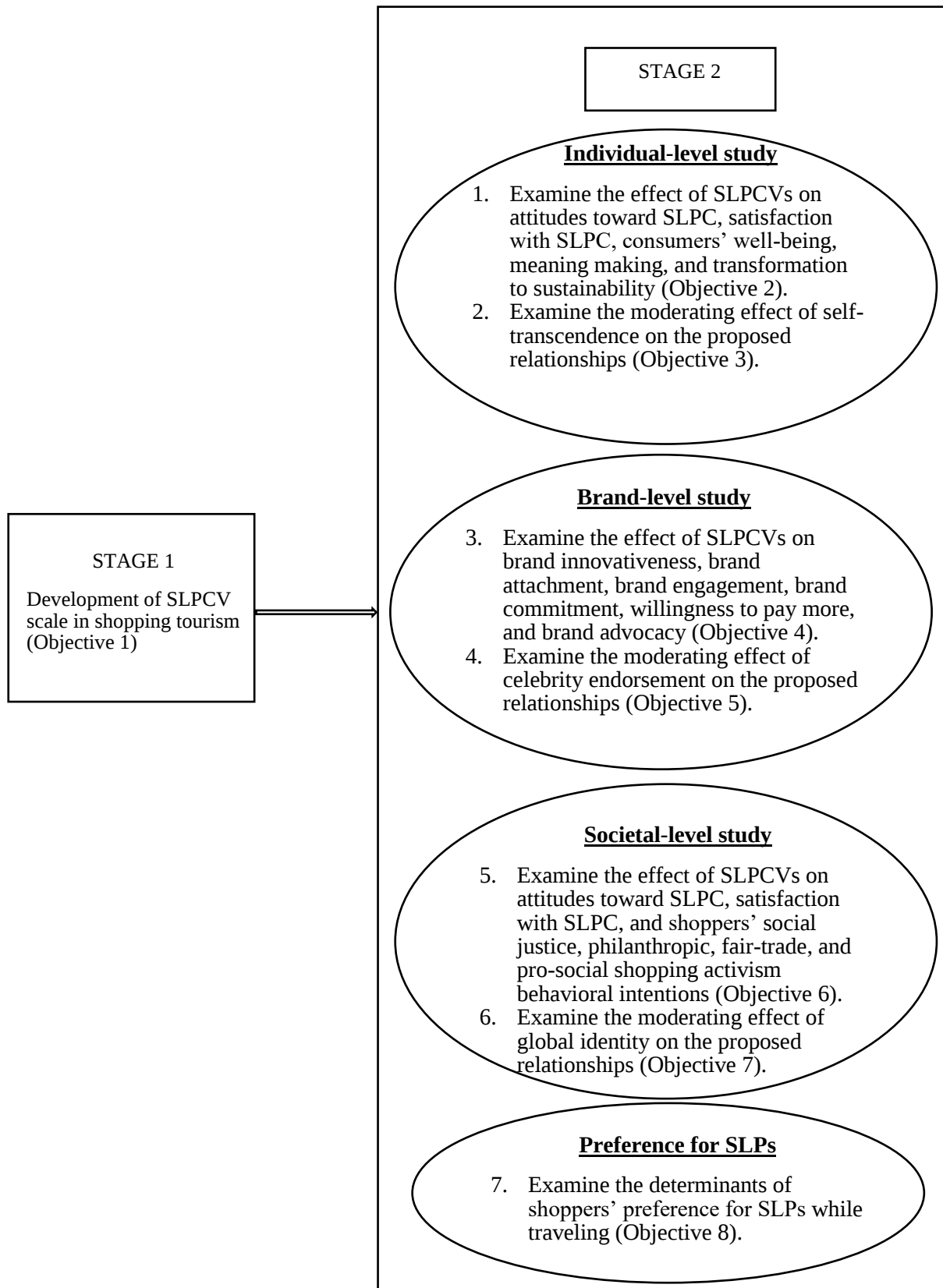
ethics, and social responsibility. This finding emphasizes the importance of developing nuanced, multidimensional value narratives to engage modern consumers effectively and promote sustainable luxury shopping in tourism.

Furthermore, with its focus on brand and societal outcomes, as well as consumer-level effects, this study highlights the need for companies to incorporate sustainability into their brand strategies. Incorporating sustainability can boost brand appeal and attract a growing segment of environmentally conscious consumers. On a societal level, the study emphasizes the importance of adopting sustainable practices to promote social equity and justice, ensuring fair labor conditions and ethical sourcing.

1.6. Overall structure of the thesis

This thesis is structured in two main stages. Stage 1 focuses on developing a scale to measure SLPCVs in shopping tourism, achieving the first research objective. Stage 2 applies the developed scale to assess shopper reactions across four studies. First, the relationships at the individual level, focusing on research objectives two and three, are tested. Second, the relationships at the brand level, covering objectives four and five, are examined. Third, relationships at the societal level, fulfilling objectives six and seven, are investigated. Finally, the eighth objective, which focuses on preference for SLPC, is addressed (Figure 1.1).

Figure 1.1. Organization of the thesis



1.7. Organization of the study

This study is organized into eight chapters. Chapter 1 serves as the introduction to the thesis.

This chapter provides the background of the study and presents research gaps. It also outlines the research questions and objectives, the study's significance, and its overall structure.

Chapter 2 reviews literature on sustainable product shopping and luxury product shopping in tourism and addresses salient issues related to SLPCVs. It starts with the conceptualization of SLPC and explores streams of research found in existing literature. This chapter also discusses the potential outcomes of SLPCVs in shopping tourism at the individual, brand, and societal levels.

Chapter 3 presents three proposed conceptual models to test relationships at the individual, brand, and societal levels. The chapter also outlines the hypotheses and provides supporting literature. Chapter 4 outlines the scale development methodology and results. It covers the procedures followed in developing the scale, the research approach, the sampling procedure, the data collection procedure, the analytical tools adopted for analysis, and the results of the measurement scale.

Chapter 5 discusses the results of the main survey. Chapter 6 presents the findings against the objectives and provides the theoretical and practical implications.

Chapter 7 serves as the concluding chapter, providing an overview of the study, key findings, and the study's limitations. Recommendations for future research are also highlighted in this section.

CHAPTER TWO

2. REVIEW OF LITERATURE

2.1. Chapter introduction

This chapter presents a thorough review of the theoretical and empirical literature on sustainable luxury product consumption and the values associated with this consumption in the context of shopping tourism. The chapter begins by providing an overview of how sustainable and luxury product shopping have been conceptualized from various perspectives, and it discusses the connection between sustainability and luxury. Drawing on the theory of consumption values, the chapter outlines the various values driving sustainable and luxury shopping. A detailed review of the conceptualization and dimensions of sustainable luxury shopping tourism values, which gives rise to the development of a SLPCV scale in the shopping, is then provided. Finally, the outcomes of sustainable luxury shopping tourism behavior at the individual, brand, and societal levels are discussed.

2.2. Why we buy what we buy: Consumption values

Understanding why people make specific purchasing decisions is a complex and multifaceted topic because many factors influence individuals when they decide what to buy (Lawson et al., 2021; Xie et al., 2013). Driven by needs, wants, personal preferences, and other internal and external influences, people's consumption decisions involve a variety of considerations (De Vet et al., 2005; Luchs et al., 2018). Therefore, the reasons behind people's purchase choices are central to the idea of consumption values. The theory of consumption values (Sheth et al., 1991) introduced the concept and portrays consumers' purchase decisions as a complex process that ranges from absolute choices (deciding whether to buy or not to buy a product) to relative choices, which involve favoring one product or brand over another. According to this theory, these decisions are useful for predicting and explaining consumption behavior (Long & Schiffman, 2008; Xiao & Kim, 2009).

The theory of consumption values suggests that consumer choice is a function of multiple consumption values and identifies five values: functional value, social value, emotional value, epistemic value, and conditional value. The functional value of the option is perceived as the benefit derived from an alternative's ability to fulfill functional, utilitarian, or physical needs (Sheth et al., 1991). Social value, on the contrary, concerns the influence of peer groups and societal norms; it is the sense of belonging or prestige one gains from making certain purchases (Sheth et al., 1991; Wang et al., 2020). Emotional value captures the feelings, moods, and affective states that a product evokes (Noe & Hyun, 2023). Epistemic value, by contrast, reflects the novelty, innovation, or knowledge that a product offers (Kim et al., 2023a). Last, conditional value is context dependent, arising from specific circumstances or situations—such as seasonal discounts or limited-time offers—that make a product particularly attractive at a given moment (Wang et al., 2020). The theory, however, assumes that all five values are independent (Sheth et al., 1991).

Since its introduction, the theory of consumption values has remained a popular subject of academic research, resulting in thousands of scholarly works across different fields. It has been used in areas like retail and e-commerce (Chiu et al., 2014; Wang et al., 2020), food and beverage (Choe & Kim, 2018; Lee et al., 2014), the entertainment industry, including music and movies (Kim et al., 2023a; Lee et al., 2014), and fashion and apparel (Chakraborty & Sadachar, 2023; Noe & Hyun, 2023), among others.

The application of this theory across different contexts has significantly advanced several research areas related to the concept. However, four main streams of research stand out regarding consumer behavior from a marketing viewpoint. First, existing studies have aimed to expand the dimensions of consumption values beyond those initially identified by Sheth et al. (1991): functional, conditional, social, emotional, and epistemic values. As a result, researchers have tested and operationalized various facets of consumption value over

time, including ethical (Stringer et al., 2020), aesthetic (Aljukhadar et al., 2020), cultural (Halder et al., 2020), symbolic (Granulo et al., 2020), experiential (Norris et al., 2023), relational (Amin & Tarun, 2021), and health values (Kaur et al., 2021).

Second, research identifies different theories and models that have been used to identify and define new dimensions. Although the theory of consumption values has had a major impact on understanding consumer purchase behavior and has served as a foundation for further research across various fields, it predicts and explains only individual, systematic, and voluntary decision making. It does not cover group choices, stochastic choices, or involuntary decisions (Sheth et al., 1991). Additionally, the theory has a limited scope and lacks a temporal perspective because it does not consider how consumers' values change over time (Gilly, 1992; Sweeney & Soutar, 2001). Moreover, it overlooks post-purchase behavior and efforts to avoid consumption (Holbrook, 2006; Turel et al., 2010), which has led to emerging research that develops new conceptual frameworks to expand and complement the insights provided by the theory of consumption values. Such theories include the theory of planned behavior (TPB) (Hoeksma et al., 2017), flow theory (Bilgihan et al., 2015), Holbrook's value typology (Gallarza et al., 2017), service-dominant logic (Tommasetti et al., 2017), and expectation–confirmation theory (Mehraboun, 2024).

Third, a range of derivative research areas based on the theory of consumption values has emerged. These areas include sustainable consumption values (Awuni & Du, 2016; Baah et al., 2025; Lee et al., 2015; Sharma & Jha, 2017; Yan et al., 2021), luxury consumption values (Atkinson & Kang, 2022; Correia et al., 2019; Han & Kim, 2020; Roux et al., 2017; Stathopoulou & Balabanis, 2019), local food consumption values (Choe & Kim, 2019), technology-induced consumption like robot-service consumption values (Hong et al., 2023; Hu, 2021; Kim & Cha, 2024), digital consumption values (Cochoy et al., 2020; Turel et al.,

2010), TV drama consumption values (Kim & Kim, 2018), and experience consumption values (Han & Kim, 2020; Luna-Cortés, 2017; Miao et al., 2014).

Consumption values are essential for understanding consumer behavior because they reveal why consumers prefer certain products or services over others. Although the theory of consumption values overlooks the relationship among the values, their multidimensionality has been emphasized in existing research (Holbrook, 2006; Turel et al., 2010). Interactions among aspects like materialism, ethics, identity, experiences, and symbolism lead to complex patterns of consumer behavior. Additionally, consumption values change over time, influenced by shifts in societal norms, cultural factors, and individual priorities (Choe & Kim, 2019; Sweeney & Soutar, 2001). Understanding these changes is key for businesses to adapt and meet the evolving needs of consumers. One emerging area of focus is sustainable shopping values, which are explored in the upcoming section.

2.3. Why we responsibly buy what we buy: Sustainable product shopping values

2.3.1. Sustainable product shopping

With the gradual shift away from mass and “destructive” consumerism in the 1980s and 1990s, the concept of sustainable consumption emerged. In the marketing and consumer behavior fields, research on sustainable shopping has advanced, initially focusing mainly on environmental issues and promoting green products, but later broadening to include social and economic aspects. Sustainable shopping refers to the practice of buying goods and services that are produced and distributed in ways that reduce environmental impact and promote social responsibility (Schappert & von Hauff, 2020). This concept has gained considerable traction over the years as consumers have become more aware of the environmental and social effects of their purchasing choices. The rise of sustainable shopping can be linked to several factors, including greater awareness of climate change, resource depletion, and the negative effects of unsustainable production practices on ecosystems and

communities (Lim & Ang, 2008). As consumers learn more about these issues, demand for ethically sourced, eco-friendly, and socially responsible products grows. This change in consumer behavior is also driven by social media and the internet, which have made information about the origins and impacts of products more accessible than ever before.

Today, the issue of consumption is broad and complex, drawing attention in global climate and environmental policy discussions (Fuchs, 2013). As a fundamentally challenging issue for science, politics, and society, sustainable shopping is no longer just about consuming less; it is about shopping differently and more efficiently (Lim & Ang, 2008). It involves making informed choices about what to consume, how much, and how often, considering the environmental, social, and economic impacts of those choices (Yan et al., 2021).

Green shopping, collaborative shopping, and ethical shopping are recognized as the most important types of sustainable consumption. Green consumption involves selecting products that are made with sustainable methods, have minimal carbon footprints, and are designed for durability and recyclability (Thøgersen, 2011). However, barriers such as price, quality, and brand trust can hinder this behavior (Thøgersen, 2011), often making green consumption seem trivial and susceptible to misleading promotion (Kumar & Yadav, 2021).

Collaborative shopping, often referred to as the sharing economy, leverages the power of community and shared resources to promote more responsible shopping patterns. Collaborative shopping can take various forms, such as group buying, the sharing economy, and community-supported agriculture, all of which aim to reduce waste, lower costs, and support sustainable practices (Kim & Jin, 2020). This form of shopping, exemplified by platforms like car-sharing services and tool libraries, allows individuals to access goods and services without the need for ownership, thereby reducing the demand for new products and minimizing resource consumption (García-Rodríguez et al., 2022).

Ethical shopping involves buying products and services that match personal values and ethical standards, support human rights and social justice, and reduce negative community effects (Tran & Paparoidamis, 2021). Djafarova and Foots (2020) reported that Generation Z consumers, heavily influenced by social media, tend to prioritize ethical and environmental concerns.

Although sustainable shopping has spurred behavioral changes at the consumer level and driven innovation and policy initiatives at industry and governmental levels (Liu et al., 2017), it is often critiqued as placing an undue burden on individual consumers rather than addressing the systemic issues driving unsustainable consumption and production (Dermody et al., 2021). Additionally, it faces challenges such as the high costs and low accessibility of sustainable options, like organic food, which disproportionately benefit wealthy individuals (Anantharaman, 2018).

2.3.2. Sustainable product shopping values

The concept of sustainable product shopping values has recently gained notable attention in marketing and psychology. This interest is driven by the understanding that sustainable shopping is shaped by various values. Early research was motivated by the influential theory of consumption values (Jasrotia et al., 2023). Although the concepts of value and shopping value have long been explored academically, adding the sustainability dimension has led to context-specific studies for two main reasons. First, sustainability offers new perspectives on the value aspects within the theory of consumption values, making value-based analyses that include sustainability more comprehensive (Schappert & von Hauff, 2020). Second, within the framework of the theory of consumption values, sustainability dimensions can expand the theory's relevance by emphasizing important intra-value relationships that arise when examining sustainable consumption behavior (Sharma & Jha, 2018).

Recent studies on the causes and effects of sustainable shopping highlight the importance of environmental values. Foroughi et al. (2022) identified two key dimensions in their investigation of value-driven factors influencing sustainable behavior in Malaysia: environmental emotional value and environmental social value. Environmental emotional value is the perceived ability of environmentally friendly actions to evoke feelings and emotional states, whereas environmental social value is the perceived image and symbolism associated with engaging in eco-friendly activities. From an experiential standpoint, Gupta et al. (2019) viewed sustainable shopping behavior as a result of self-focused green values and other-focused values. They assessed the former through utilitarian and hedonic values and the latter was measured through social and altruistic values. Using the theory of consumption values framework, Jamrozky and Lawonk (2017) examined the perceived value among US citizens who had visited ecotourism destinations in the past and identified functional, financial, social, emotional, epistemic, and conditional values as the main aspects of sustainable consumption.

Although many inquiries into the value of sustainable shopping derive from the theory of consumption values by adopting, extending, and broadening it, some studies in the broader marketing field have also identified context-specific values. Based on evidence from India, Sharma and Jha (2017) showed that internally oriented and externally oriented personal values predict sustainable consumption behavior, with culturally specific values playing a more prominent role in India compared with other countries. The authors suggested that attitude is more likely to influence the relationship for internally oriented values than for externally oriented values, whereas perceived consumer effectiveness directly impacts sustainable consumption behavior and moderates its connection with attitude. Other research also highlights the crucial role of locally rooted values in sustainable consumption. For example, Lee et al. (2015) pointed out that individuals with a strong sense of geographic

identity are inclined to participate in sustainable shopping because the perceived value of living in a specific neighborhood enhances place identity and environmental attitudes.

Studies on sustainable shopping values have made significant theoretical contributions to the existing understanding of sustainability and marketing. First, they have effectively addressed a major flaw of the theory of consumption values, which is the failure to clearly define the conceptual and functional relationships among the values themselves, by consistently developing and validating new antecedents, mediating, and moderating constructs primarily related to shopper attitudes and rationality (Foroughi et al., 2022; Gupta et al., 2022; Lee et al., 2015; Sharma & Jha, 2017). Second, building on the literature on sustainable agency, these studies have identified the roles of learning and behavioral changes in sustainable shopping habits, emphasizing constructs such as the functional value-gap and environmental value-gap (Biswas, 2017). This work paves the way for exploring sustainable consumption behavior in niche markets, such as luxury, which is the main focus of this study.

However, the literature on sustainable shopping values also faces critique on two major grounds. First, by mainly emphasizing the demand-side influences of shopping values, existing studies have overlooked whether the construct is vulnerable to greenwashing marketing tactics used by the industry. Second, the distinction between sustainable shopping values and other values can sometimes be unclear, with functional differences among sustainable shopping, alternative shopping, and anti-consumerism being hard to distinguish (Bartels & Reinders, 2016; Fischer et al., 2017; Scott & Weaver, 2018; Uckan et al., 2021). In this context, new industry- and sector-specific theoretical frameworks are emerging, such as Han's (2020) theory of green purchase behavior, which builds on the TPB and the norm activation model in the context of hospitality, offering insights into green shopping behavior from the perspective of environmental values. Furthermore, the fiercest critique of

sustainable shopping often comes from luxury consumption, which is discussed in the next section.

2.4. Why we buy things we do not need: Luxury product shopping values

2.4.1. Luxury product shopping

Historically, luxury consumption in general and luxury shopping in particular have been exclusively associated with the wealthy, royal families, and those closely linked through income and power (De Vries, 2003). In the marketing literature, early ideas of luxury centered around the purchase of high-end and extravagant products and services that primarily served the status and prestige needs of a small consumer group. This traditional view of luxury was often seen as unsustainable and even harmful. Early research on why consumers desire luxury goods focused on conspicuous consumption and social comparison (De Vries, 2003; Kemp, 1998; O'Cass & McEwen, 2004; Wong & Ahuvia, 1998), showing that consumers saw luxury as a way to display their wealth and social status.

Numerous studies have documented the negative aspects of luxury shopping, highlighting its environmental, social, and economic costs. The entire value chain of luxury production, consumption, and distribution greatly impacts the environment, leading to pollution, waste, and resource depletion (Athwal et al., 2019; Cristini & Kauppinen-Räsänen, 2020). Cannon and Rucker (2018) argued that luxury consumers pay a minimal “warmth tax,” but issues related to status impression management can disrupt social harmony among buyers and observers. Furthermore, the link between luxury shopping and corruption has been emphasized, with Tajaddini and Gholipour (2018) reporting in their panel study across 32 developing and advanced economies that higher levels of corruption control are associated with lower levels of luxury spending. Additionally, the reinforcement of materialism and insatiability can contribute to social inequality, causing social tension and unrest (Kapferer &

Valette-Florence, 2022). Persistent inflation and income inequality can also result from luxury shopping (Kapferer & Valette-Florence, 2022).

A major shift has occurred in how people view luxury shopping, especially with more consumers focusing on the experience of shopping itself. Today, the drive for personal satisfaction, self-expression, fulfillment, and authenticity is central to luxury shopping. Additionally, the luxury market has grown to include a wider range of consumers than ever before. As Yeoman (2011) noted, “although luxury is about status, it is more than monetary value” (p. 47). In fact, according to Dubois et al. (2021), new-age luxury involves not only traditional and innovative ways of consuming but also forms of non-consumption, mainly because the perceived value of luxury—for oneself and from external influences—affects luxury buying behavior.

Recent empirical evidence suggests that, amid industry marketing trends toward responsible shopping and rising consumer awareness, luxury shopping can substantially benefit the economy and society. Wang (2022) defined luxury as “expensive and exclusive products and brands that are differentiated from others based on their exquisite design and craftsmanship, sensory appeal, and distinct socio-cultural narratives” (p. 790). Wang argued that contemporary luxury shopping combines wealth-based and competence-based dimensions, and its outcomes differ significantly from the perceived costs of traditional luxury.

Luxury shopping, by enhancing status, can create social benefits as it attracts favorable treatment based on status (Nelissen & Meijers, 2011). The luxury sector is often viewed as a source of innovation, with companies aiming to produce unique and high-quality products, which can lead to technological advancements that benefit other parts of the economy (Rovai & Rovai, 2016). Tourism, especially, is a major area for luxury

consumption, with emerging destinations such as Dubai, China, and Korea becoming key markets (Nadkarni & Heyes, 2016; Hung et al., 2021a; Seo et al., 2021).

In tourism, existing literature has identified shopping, the fashion sector, and cruise tours as major forms of luxury consumption in the tourism industry. Early studies on luxury shopping highlighted significant differences in shoppers' behavior based on variations in shopping frequency and the importance attached to shopping (Park et al., 2010).

Even within the luxury market, Rovai (2016) reported a notable disparity in shopping behavior among tourists from emerging economies and established markets, regarding their motivations to buy and expectations of the shopping experience. For example, Correia et al. (2018) discovered that Mainland Chinese luxury shoppers in Hong Kong demonstrate unique socially-induced conditions and orientations. Li et al. (2021) argued that the shopping experience feels different abroad for Chinese female travelers than at home.

Luxury fashion tourism, closely linked to shopping tourism, exemplifies the height of luxury travel consumption. Existing research highlights the economic potential and behavioral factors tied to luxury fashion tourism. In countries like the UK, fashion retail sales have such a strong influence that they can even predict national inbound tourism demand (Silva & Hassani, 2022). Wen and Huang (2022) claimed that luxury fashion style is the main predictor of destination revisit intention. Cruise tourism, another form of special-interest tourism associated with luxury, shows unique holiday patterns. However, similar to traditional tourism, rational factors such as perceived quality, satisfaction, and trust are common considerations (Han et al., 2018; Hung et al., 2021b).

Luxury shopping has experienced significant evolution over the years. It has shifted from being seen as destructive and wasteful to being recognized as an economic driver and a predictor of tourist behavior in various contexts, especially in tourism. Existing literature not

only establishes the conceptual foundations of traditional luxury but also explores the core values linked to luxury shopping, which is discussed in the upcoming subsection.

2.4.2. *Luxury product shopping values*

Consumers of low-involvement and low-indulgence goods are undoubtedly driven by value, and the rise of the luxury literature has helped identify unique values associated with luxury shopping. Luxury shopping is often seen as a mix of traditional and innovative approaches. The choice to participate in these approaches is mainly influenced by an individual's personal definition of what luxury means (Dubois et al., 2021). As a result, Hennigs et al. (2015b) stated that understanding luxury values is challenging because it involves a range of principles, from personal values to luxury shopping behavior. Additionally, Yeoman (2011) argued that understanding luxury values is further complicated by how luxury shopping behavior changes in response to unpredictable shocks and public health crises, like the 2008 financial crisis and the recent COVID-19 pandemic.

Influenced by the notion that luxury shopping is different from regular shopping, early studies on luxury values often ignore the theory of consumption values because its dimensions tend to focus more on mass consumers rather than exclusivity. However, empirical evidence based on modified versions of the theory of consumption values has supported its application in luxury shopping contexts. In this regard, Wiedmann et al.'s (2009) influential work on value-based segmentation of luxury shopping identified four first-order latent variables: financial value (with price value as an antecedent), functional value (with usability, quality, and uniqueness as antecedents), individual value (with self-identity, hedonic, and materialistic values as antecedents), and social value (with conspicuousness and prestige as antecedents).

In their study of Chinese shoppers' perceptions of well-known brands, Zhan and He (2022) found that value consciousness and social influence are key drivers of luxury

shopping in the country. They reported that luxury products are not always extravagant purchases in China, and with continued exposure to different luxury brands, consumers mainly seek uniqueness. Sun et al. (2016) likewise found that perceived social value and perceived emotional value directly affect the luxury purchase intentions of Chinese shoppers. For Londoners, Kastanakis and Balabanis (2014) reported that self-concept orientation, mediated by susceptibility to normative influence and the need for uniqueness, predicts snobbish and bandwagon luxury buying patterns.

In their research on German luxury consumers, Hennigs et al. (2015b) confirmed the use of the theory of consumption values in luxury shopping contexts. They showed that functional, financial, and social values shape consumers' perceptions of luxury and lead to desirable behavior, such as repurchase intent, word-of-mouth, and WTPP. Several other studies (Choo et al., 2012; Schmitt, 2012; Shukla et al., 2015; Tynan et al., 2010) identify various key factors within functional values (e.g., correctness, accuracy, usability, uniqueness, excellence, and craftsmanship), experiential values (e.g., sensory, emotional, epistemic, hedonic, pleasure, aesthetics, and experience), and symbolic values (e.g., self-identity, meaning, personal expression, social meaning, conditional meaning, prestige, status, esteem, and nostalgia). Besides these three value categories, Han and Kim (2020) added a fourth, Zero-Moment-of-Truth (ZMOT) value, emphasizing the role of community in consumer–brand relationships.

When examining the determinants of luxury shopping value in geographically and culturally limited study contexts, such as a city, region, or country, homogeneity and heterogeneity in shopping behavior have been observed across different cultural settings. Most studies involving transnational samples have documented the increasing diversity of luxury values. For example, Rehman (2022) found that Saudi Arabian shoppers showed a stronger preference for luxury goods than their Indian counterparts, who demonstrated a

culture of restraint and controlled gratification of desires. The author also found that Indian shoppers did not display significant bandwagon or snobbish behavior, unlike their Saudi counterparts. In their study on luxury fashion brand value perception, Faschan et al. (2020) reported that Chinese emerging adults had higher perceptions of socio-symbolic, hedonic, functional, and price values of luxury fashion than their German peers. Additionally, a comparative study by Tafani et al. (2024) on Western and Eastern shoppers found that although both groups exhibited relatively similar levels of elitism and refinement, the Western group placed greater emphasis on heritage and exclusivity values than the Eastern group.

The diverse influence of national cultural differences on shopping behavior is also clear in relation to other luxury values. According to Wang et al. (2022b), US shoppers, unlike their Chinese counterparts, valued self-esteem and social approval, which negatively affected their self-affirmation. Similarly, Lee et al. (2018a) showed notable differences between US and Korean consumers regarding their perceived social and quality values, along with how these values influenced their attitudes and purchase intentions toward luxury brands.

Even within a single country, consumers' luxury values can vary greatly. According to Teimourpour and Heidarzadeh Hanzae (2011), compared with international buyers, Iranian Muslim luxury shoppers value price, quality, usability, materialism, and conspicuousness more, while placing less importance on hedonic, self-identity, and uniqueness values. Besides cultural differences, other socio-demographic factors like gender affect luxury consumption values. Roux et al. (2017) noted that women prioritize refinement more, whereas men focus more on exclusivity and elitism in their luxury purchases. Stokburger-Sauer and Teichmann (2013) also found that women, emphasizing uniqueness,

status, and hedonic value, have a more positive attitude and higher purchase intention toward luxury brands than toward non-luxury brands, and more so than men.

Several studies have highlighted the homogeneous nature of value-driven luxury shopping. For example, Hennigs et al. (2012) found that American, European, and Asian consumers are generally motivated by financial, functional, personal, and social values when purchasing luxury items, despite some differences in the importance of these factors. Similarly, Bian and Forsythe (2012) found that self-monitoring among US and Chinese consumers positively influences their social-function attitudes toward luxury brands. They also showed that these social-function attitudes positively affect consumers' purchase intentions through affective attitudes. Additionally, Kapferer and Valette-Florence (2021) revealed broad similarities, noting that extrinsic motivations tend to overshadow intrinsic motivations across Western and Asian cultures as well as in developed and emerging countries. Last, Gentina et al. (2016) reported a positive link between the need for uniqueness and susceptibility to influence, along with the attitudes of US and French teenagers toward luxury brands. They also found that this relationship is mediated by fashion innovativeness.

In sum, the values associated with luxury shopping encompass a broad range of perspectives and show similarities and differences across consumer demographics. With the rise of the idea of the “democratization of luxury,” which involves making luxury accessible to a larger, less-affluent audience, the values related to luxury consumption have become more diverse and widespread (Kastanakis & Balabanis, 2012). Luxury goods naturally attract attention, so recent studies have also started to examine observers' perspectives because their values significantly impact luxury brand perceptions (Lee et al., 2018b). Based on this body of literature, the current study aims to explore the less-studied link between luxury shopping and sustainability, especially from a value perspective, which is discussed in the next section.

2.5. Sustainability–luxury nexus

Bendell and Kleanthous (2007) framed sustainable luxury as a distinct topic in their report “Deeper Luxury,” which ranked publicly traded luxury brand companies based on their environmental, social, and governance (ESG) performance. Afterward, the academic community began to explore whether sustainability and luxury are compatible (Achabou & Dekhili, 2013). Initially, the concepts of sustainability and luxury appeared contradictory because luxury was often linked to excess and conspicuous consumption, showing little concern for sustainability (Achabou & Dekhili, 2013; Jackson & Papathanasopoulou, 2008). Research then split into two conflicting schools of thought: the old school, which argued that sustainability and luxury are incompatible, and the new school, which supported their compatibility (Essiz & Senyuz, 2024). Even before the “Deeper Luxury” report was published, scholars questioned the possible connection between sustainability and luxury, with Kunz et al. (2020) noting that the first paper on the topic was published in 2001, followed by eight more articles between 2008 and 2012.

Proponents of the old school of sustainable shopping strongly disapproved of luxury and its related practices, which they saw as fueled by materialism, personal pleasure, and conspicuous display (Achabou & Dekhili, 2013; Davies et al., 2012; Kapferer & Michaut-Denizeau, 2014). They argued that these luxury values conflicted with the core principles of sustainability, such as ethics, altruism, restraint, and moderation. Critics pointed out that luxury brands heavily relied on exclusivity, craftsmanship, and prestige but overlooked the evolving consumer demand for eco-friendly and socially responsible products and services (Griskevicius et al., 2010). Furthermore, luxury shoppers generally held unfavorable views toward the intersection of luxury and sustainability, seeing the elements of luxury shopping as contradictory to sustainability, especially regarding the social and economic aspects of sustainable development (Achabou & Dekhili, 2013; Kapferer & Michaut-Denizeau, 2014).

The old school also doubted the sincerity of luxury industry efforts to achieve sustainability, often dismissing them as mere greenwashing (Griskevicius et al., 2010; Kapferer, 2010). Although this viewpoint has diminished over time, recent studies still highlight environmental misconduct and hypocrisy in luxury consumption (Cheah et al., 2023; Park et al., 2023a).

Conversely, the newer school of thought has gained prominence, based on the idea that both sustainability and luxury promote the values of craftsmanship, rarity, and durability (Pai et al., 2022). Pioneers like Amatulli et al. (2021a) argued that luxury consumption, in its ideal form, can support environmental and social goals such as conserving natural resources (Pai et al., 2022). This change is driven by increasing awareness of environmental and social concerns (Atkinson & Kang, 2022; Bernardi et al., 2022; Liu et al., 2017; Mont & Plepys, 2008; Vergragt et al., 2016). Therefore, the connection between sustainable shopping and luxury shopping has undergone a significant conceptual shift (Atkinson & Kang, 2022; Mok et al., 2022). Cervellon (2013) found that consumers expect a logical link between a brand's luxury level and its sustainability, suggesting that sustainable luxury involves slow manufacturing methods that respect the environment because of traditional production practices.

Recent theoretical frameworks and empirical evidence increasingly support the compatible and complementary relationship between sustainability and luxury. For instance, Mok et al. (2022) noted that awareness and the importance of sustainability in the luxury fashion sector have grown, and Dabas and Whang (2022) revealed a shift from traditional product-based practices toward more sustainable fashion practices. Furthermore, Bernardi et al. (2022) argued that sustainable luxury not only is possible but can also lead to product and process innovations. This new paradigm is driven by supply and demand factors, with luxury consumers increasingly disfavoring products from perceived unsustainable value chains

(Amatulli et al., 2020). Aggarwal et al. (2024) found that shoppers' flow experiences significantly influence attitudes toward sustainable luxury fashion brands.

The ideas of sustainable shopping and luxury have experienced a significant transformation because of industry pressure and changing consumer attitudes (Liu et al., 2017; Mont & Plepys, 2008; Vergragt et al., 2016). Consequently, the perception of sustainable luxury has shifted, reflecting a change in consumer values and attitudes, moving from a contradiction to a potential harmony between sustainability and luxury. Demand-driven values mainly influence sustainable luxury shopping, but some studies also point to product and industry-related factors. For instance, Kessous and Valette-Florence (2019) and Shao et al. (2019) reported that a product's history and heritage can encourage pro-sustainable luxury behavior. Additionally, Kapferer and Valette-Florence (2019) revealed that attention to the ecological aspects of luxury product purchases has grown. Chang et al. (2019) found that luxury products from companies involved in CSR activities are likely to succeed in the luxury market. Other elements of sustainability, such as green innovation, have also been shown to influence luxury purchasing behavior (Kumagai & Nagasawa, 2017). The increasing move toward sustainable luxury results from a combination of demand and supply side influences, as summarized by Eckhardt et al. (2015, p. 807):

the signalling ability of traditional luxury goods being diluted, a preference for not standing out as ostentatious during times of economic hardship, and an increased desire for sophistication and subtlety in design in order to further distinguish oneself for a narrow group of peers.

Sustainable luxury was expected to become a key concept in consumer behavior research as early as 2010 (Berger & Ward, 2010). Kapferer (2014) emphasized that sustainability is crucial for the future of luxury, relying on the commitment of governments, industries, and consumers to protect the environment, support local economies, and promote

social harmony. Today, sustainable luxury has evolved into a global force within the luxury market, pushing both consumers and the industry to adjust to new shopping trends (Batat & Manika, 2020). This adjustment includes setting limits on prestige shopping and being willing to give up certain luxuries. During and after the COVID-19 pandemic, consumers redefined mass luxury shopping to include social, environmental, and health values (Wang et al., 2022a).

Table 2. 1. Forms of sustainable luxury

Forms of sustainable luxury	Sources
Responsible luxury	Donato et al. (2019); Janssen et al. (2014); Janssen et al. (2017)
New luxury	Atkinson and Kang (2022); Christodoulides et al. (2021); Kauppinen-Räsänen et al. (2019)
Inconspicuous luxury	Eastman et al. (2022); Eckhardt et al. (2015); Makkar and Yap, (2018a); Makkar and Yap (2018b); Pangarkar and Shukla (2023); Wu et al. (2017)
Ethical luxury	Karatzas et al. (2019), Moraes et al. (2017)
Masstige luxury	Ho et al. (2023); Park et al. (2022a); Rosendo-Rios and Shukla (2023a); Truong et al. (2009); Wang et al. (2022a)
Circular luxury	Arribas-Ibar et al. (2022); Bundgaard and Huulgaard (2019); Shashi et al. (2021)
Positive luxury	Batat (2022a); Nieto (2017)
Transformative luxury	Batat (2022a); Cristini et al. (2022); Séraphin et al. (2023)

Source: Author's compilation.

The growing importance of sustainable luxury as a concept and research field has led to the introduction of various terms to capture its different forms across studies. These terms not only reflect the exclusive values inherent in sustainable luxury (Janssen et al., 2017) but also align with the best practices of traditional luxury shopping (Atkinson & Kang, 2022). Additionally, studies on these sustainable luxury forms highlight the future of sustainable shopping and emphasize stakeholders' roles in achieving optimal luxury (Batat, 2022a; Karatzas et al., 2019). Table 2.1 lists sustainable luxury forms identified in recent literature.

Central to the sustainable literature is consumer commitment, either in the form of willingness to sacrifice some comfort and convenience (Kauppinen-Räsänen et al., 2019; Lavuri et al., 2024; Lim et al., 2023;) or in taking extra initiative to contribute toward the

betterment of the environment or society surrounding luxury consumption (Donato et al., 2019; Karatzas et al., 2019; Moraes et al., 2017). A thorough review of studies covering forms of sustainable luxury reveals that it is no longer a niche market targeting only the very rich. Instead, its horizons have broadened to include elements of non-luxury consumption along with facets of responsible use. From the product and seller's side, sustainable luxury involves significant investments in CSR, ESG initiatives (Chang et al., 2019; Janssen et al., 2014; Janssen et al., 2017), environmentally friendly product development and enhancement, and process innovation.

Responsible luxury is emphasized in the literature as a concept that combines luxury with sustainability and social responsibility (Donato et al., 2019). Although responsible luxury involves creating and consuming luxury products and experiences that reduce negative environmental impacts, respect human rights, and promote ethical practices across the entire value chain, most studies examine it through the lens of CSR (Aggarwal et al., 2024). Janssen et al. (2017) found that customers' perceptions of luxury brands as socially responsible are influenced by the brands' conspicuousness. Likewise, Janssen et al. (2014) revealed that the scarcity and fleeting nature of luxury products affect the perceived fit between luxury and CSR.

The emerging concept of *new luxury*, viewed as a form of sustainable luxury, highlights modern sustainability-minded consumer behavior and new luxury trends, contrasting with traditional destructive luxury (Atkinson & Kang, 2022). Atkinson and Kang noted that sustainability is a key part of new luxury shopping values and directly influences customer intentions to engage with a new luxury brand. According to Kauppinen-Räsänen et al. (2019), new luxury relates to consumptive and non-consumptive settings and strongly resonates with consumers' perceptions of meaningfulness and well-being. New luxury forms

are driven by the circular economy and continuously challenge the boundaries and dimensions of traditional luxury.

Inconspicuous luxury, unlike traditional status luxury, involves shoppers gaining extra satisfaction from subtle signals of luxury (Berger & Ward, 2010). It allows luxury buyers to stand out from lower-status consumers while avoiding showy displays and instead focusing on aesthetics, fantasy, and quality (Wu et al., 2017). Makkar and Yap (2018b) described inconspicuous luxury as creating unique emotional experiences that symbolize self-protection and a connection to refined taste. This type of luxury consumption is motivated by a strong desire for sophistication and subtlety, with consumers preferring to be part of a smaller group of high-end peers (Eckhardt et al., 2015).

Ethical luxury, often linked with responsible luxury, uniquely centers on the relationship between ethical shopping practices and CSR initiatives of luxury brands (Moraes et al., 2017). It highlights human well-being, environmental protection, and animal welfare (Karatzas et al., 2019). Although ethical luxury emphasizes consumer sacrifice, the core values of *masstige* (mass prestige) luxury aim to make luxury accessible to a wider audience while reducing social costs and addressing scarcity issues (Park et al., 2022b; Rosendo-Rios & Shukla, 2023b; Truong et al., 2009; Wang et al., 2022a). Ho et al. (2023) suggested that *masstige* luxury can help reduce negative social costs caused by luxury status signaling, such as a perceived lack of warmth.

Finally, *positive and transformative luxury* represent the “community-serving” aspect of sustainable luxury. Positive luxury focuses on the beneficial impacts of luxury consumption on individuals, society, and the environment (Nieto, 2017), whereas transformative luxury emphasizes personal growth, self-discovery, and profound experiences (Cristini et al., 2022; Séraphin et al., 2023). Both forms aim to enhance fulfillment and well-being at the individual and community levels (Batat, 2022a). By contrast, circular luxury

primarily centers on the environmental sustainability of products by recycling and reusing luxury goods (Arribas-Ibar et al., 2022; Bundgaard & Huulgaard, 2019).

Overall, these new forms of sustainable luxury, while challenging and expanding the boundaries of traditional luxury, strengthen contemporary sustainability ideas such as environmental and social stewardship, ethical sourcing, FT, the circular economy, and conscious consumption (Donato et al., 2019; Eastman et al., 2022; Shashi et al., 2021).

2.6. Why we responsibly buy things we do not need: SLPCVs

2.6.1. *Conceptualization of SLPCVs*

The demand for SLPs has been increasing (Amatulli et al., 2021b; Armitage et al., 2017). Central to the discussion on SLPCVs is the idea that sustainability and luxury are compatible. As Vanhamme et al. (2023) argued, if the two concepts were mutually exclusive, there would be no current demand for sustainable luxury brands. Previous sections have highlighted how sustainability and luxury share principles such as usability, quality, craftsmanship, and long-term ownership of experiences. Kunz et al. (2020) pointed out that research on the sustainability–luxury connection is a relatively new academic field, emphasizing the importance of understanding how luxury and sustainability are successfully integrated to promote sustainable products. Ultimately, this success depends on the commitment of luxury consumers and responsible marketing by brands offering luxury products.

Drawing on a comprehensive review of literature on sustainable and luxury product shopping, this study identifies three key features of SLPCVs: (1) they exist at the intersection of both shopping patterns, (2) they lead shoppers to derive different forms of utility from consuming the same luxury products and services, and (3) they stem from intrinsic responsible motivations and identities of shoppers. SLPCVs involve a trade-off between traditional luxury values—such as materialism, personal gratification, and conspicuousness—and sustainability principles like ethics, altruism, restraint, and sobriety (Bendell &

Kleanthous, 2007). Although these values may seem contradictory, shoppers seeking luxury experiences now also emphasize authenticity, environmental friendliness, and social responsibility (Essiz & Senyuz, 2024). Batat (2020) defined sustainable luxury as “one’s ability to consume luxury goods and services that fulfill a person’s fundamental needs and improve his or her quality of life without adversely affecting the needs of future generations” (p. 57). This definition highlights shoppers’ commitment to enhancing their well-being while ensuring that the needs of others, present and future, are not negatively impacted.

Essiz and Senyuz (2024) added green values to the traditional components identified in the theory of consumption values during their investigation of sustainable consumption values in the luxury sector. In the luxury fashion sector, Henninger et al. (2017) reported that consumption values are evolving, with new market niches emerging and well-being becoming a critical value consideration for sustainability-focused consumers. Furthermore, Cervellon and Shammass (2013) showed that beyond traditional aspects, the sustainable consumption values of mature shoppers include ego-centered and eco-centered values. Consumer innovativeness also plays a crucial role in purchasing SLPs (Park et al., 2022b).

The second aspect of SLPCVs concerns differences in perceived utility based on patronage of SLPs. For example, usability and long-term service might be seen as functional benefits by traditional shoppers, but sustainable luxury shoppers may view the product’s longevity as a functional benefit because it suggests a one-time purchase and extended use, thereby reducing pollution from repeated production.

Amatulli et al. (2021a) emphasized the atypical nature of SLPs, noting that the values linked to them differ significantly from those of traditional luxury shopping. Likewise, Osburg et al. (2022) found that shoppers driven by concerns for others and the environment (self-transcendence value) are willing to pay extra for products from luxury companies with high sustainability ratings. As luxury brands face the challenge of staying consistent and

relevant amid shifting consumer preferences, they can strategically navigate this paradox when supported by shoppers' unique value perspectives that recognize sustainability initiatives.

Finally, SLPCVs arise from the intrinsic responsible motivations and identities of shoppers. Although shopping values generally lead to sustainable attitudes and behavior, they are often driven by motivational forces that encourage shoppers to engage in sustainable consumption. Innovative communication strategies by luxury brands that focus on sustainability rather than product excellence are likely to prompt sustainable purchasing behavior (Amatulli et al., 2021a). The main reason is sustainability-minded consumers expend greater effort than traditional luxury buyers, and a positive attitude toward sustainable shopping does not always lead to green behavior and may fall prey to price or quality considerations (Carranza et al., 2023). In the fashion sector, Razzaq et al. (2018) indicated that sustainable shopping is primarily motivated by utilitarian rather than hedonic values and that religiosity affects how these values interact.

Despite the recent surge of scholarly works on the values of sustainable luxury shopping, the theme remains largely underexplored (Athwal et al., 2019), with the operationalization of what constitutes sustainable luxury still in its early stages. Clearly defining the boundary between SLPCVs and sustainable shopping values is difficult because shoppers often consider corporate social responsibility and other sustainability initiatives when evaluating luxury shopping (Park et al., 2022a). Sustainable luxury studies have focused on only a few sectors, so conclusively identifying motivational factors and values related to shopping behavior remains challenging (Kunz et al., 2020). The present study aims to fill these gaps, especially in the tourism sector.

2.6.2. Dimensions of SLPCVs

Since Sheth et al.'s (1991) influential theory of consumption values, which identified functional, conditional, social, emotional, and epistemic values, scholarly work on the sustainability aspects of luxury shopping has either modified the conceptualization and operationalization of these values or introduced new elements. In response to changing consumer behavior and industry dynamics, values associated with purchasing luxury items offering perceived health, environmental, or social benefits have gained traction in current literature. This study reviewed 28 theoretical and empirical articles (Table 2.2) that explain and predict value-driven sustainable luxury shopping behavior. The studies cover five sectors of luxury: general luxury, fashion, jewelry, automobiles, and hospitality. In addition to the traditional five consumption values, 23 new sustainable luxury shopping values have been identified across these studies (categorized and summarized below).

Although the influence of the five values from the original theory of consumption values has been widely recognized, their application and predictive power have evolved significantly because of the use of several complementary theoretical frameworks across studies on sustainable luxury shopping. Aggarwal et al. (2024), for example, uncovered the influence of functional shopping values and ascribed responsibility on sustainable shopping behavior across age groups. Essiz and Senyuz (2024) revealed the role of functional, emotional, epistemic, and conditional values in shaping receptivity and purchase intentions toward green luxury fashion advertising. Emphasizing social values, Li and Kang (2024) reported that prosocial orientation significantly enhances shoppers' behavioral intentions toward sustainable luxury brands. Similarly, although social value was originally defined from a social image and status perspective in the theory of consumption values, recent research on sustainable luxury shopping conceptualizes social value as social consciousness and responsibility (Ki & Kim, 2016).

The use of these values alongside other newly identified values has significantly expanded the scope of the theory of consumption values, which was initially criticized for relying too heavily on rational purchase. This is especially true because sustainable luxury shopping often involves sacrificing comfort and convenience, leading some to view it as an irrational form of consumption (Lim et al., 2023). As mentioned previously, 23 luxury consumption values have been identified across 28 studies. To clarify the discussion, this study categorizes them into two sets: environmental values and ethical values.

With growing environmental awareness and positive attitudes toward eco-friendly practices, *environmental values* have long been a key aspect of literature on sustainable production and consumption. Even in the luxury sector, the importance of environmental values is widely recognized, with Kang and Sung (2022) reporting that messages focused on environmental benefits lead shoppers to see the brand's CSR efforts as serving the public. In newer forms of luxury, like collaborative or sharing consumption, shoppers often prioritize pro-environmental experiences because they believe these align with their hedonic motives (Pantano & Stylos, 2020). Many studies also refer to environmental values as green values (Amatulli et al., 2016). In the literature on sustainable luxury, environmental values are studied under various terms, most notably as green values (Amatulli et al., 2016) and eco-centered values (Cervellon & Shammass, 2013).

Ethical values reflect the moral standards and behavior exhibited by consumers, including boycotting luxury brands with unsustainable practices and “irrationally” overspending on products that demonstrate environmental and social responsibility (Vanhamme et al., 2023). In the sustainable luxury literature, the role of ethical values has been recognized in relation to human values such as ego-orientation, altruistic-orientation, conservation, and positivity (Vanhamme et al., 2023). According to Hang et al. (2021), consumers with binding moral foundations like loyalty respond more favorably to

sustainability initiatives such as CSR activities than those with individualizing foundations. Therefore, moral values are seen as establishing the groundwork for other responsible luxury shopping behavior.

Ethical values also encompass community concerns, which stem from individuals' mindfulness of the welfare of society and its citizens (Shaw & Shiu, 2003). In the existing sustainable luxury literature, these values are seen as integrating human and cultural aspects into shopping behavior. Recent research on cultural values, such as Gandhian values (Mishra et al., 2019) and Confucian values (Le & Quy, 2020), emphasizes how much consumers value luxury brands that give back to the community. Unlike the traditional view of social values focused on social image, prestige, and status in the theory of consumption values, recent studies approach these values from a societal and community perspective (Jain, 2019; Ki & Kim, 2016; Li & Kang, 2024). In this context, Ki and Kim (2016) argued that social consciousness—driven by shoppers' ethical behavior and concern for societal betterment—favors sustainable luxury consumption. Additionally, Li and Kang (2024) showed that pro-social attitudes like helping behavior boost shoppers' intentions to support sustainable luxury brands. Jain (2019) highlighted the benevolent values of shoppers who are willing to reframe their fashion choices to be less conspicuous and more socially responsive.

Furthermore, ethical values in sustainable luxury emphasize a commitment to the highest standards of quality, craftsmanship, and ethical practices. They reflect shoppers' pursuit and enthusiasm for high-quality value (Alghanim & Ndubisi, 2022), rarity, authenticity, timelessness, heritage (Hartmann et al., 2016; Volcon et al., 2022), exclusivity, and conformity (Wang et al., 2021). Although these excellence values might be mistaken for hedonic values, which are typical in traditional luxury consumption, they usually indicate sustainability advantages for a responsible consumer (Volcon et al., 2022). From the perspective of demand-side actors like employees, quality excellence values greatly influence

how sustainable luxury is viewed among modern consumers such as millennials (Schemken & Berghaus, 2018).

Other SLPCV facets identified through literature review include financial value (Hennigs et al., 2013; Nash et al., 2016), personal value (Grazzini et al., 2021), and value for money (Yang et al., 2022). In conclusion, while SLPCVs are not necessarily limited to a specific niche market and can overlap with luxury shopping, they inherently involve a certain level of extra commitment to oneself, the luxury brand, and the wider community.

Table 2.2. Summary of SLPCVs in the existing literature

Author (Year)	Values	Sector	Study focus	Methodology	Major findings
Aggarwal et al. (2024)	Functional values Experiential values Symbolic values	Several luxury brands	Influence of consumption values and ascribed responsibility on sustainable luxury behavior	Mixed: SEM and qualitative	Sustainable luxury consumption values differ across age groups.
Li and Kang (2024)	Community (societal) values	Luxury in general	Influence of orientation- and salient-based goals on sustainable luxury patronage	Quantitative: SEM	Pro-social orientation significantly increases consumers' behavioral intentions toward sustainable luxury brand.
Essiz and Senyuz (2024)	Functional value Emotional value Epistemic value Conditional value Green value	Luxury fashion	Value-based determinants of sustainable luxury across age groups	Quantitative: SEM	Millennials display greater conspicuous ethical self-identity and higher levels of green advertising receptivity and purchase intention than Generation X.
Vanhamme et al. (2023)	Ethical values Human values	Luxury in general	Biological, socio-psychological, and structural drivers of ethical luxury consumption	Quantitative: discriminant and cluster analysis	Across age, ethicality, human values, motivations, and assumptive world, individuals differ in the extent to which they exhibit immorality, ego-orientation, and strain; altruistic-orientation; conservation, sense of control, and positivity; and youth and luxury savvy.
Alghanim and Ndubisi (2022)	Conspicuous value Unique value Quality value Social value Emotional value	Luxury brands in general	Role of value perceptions and consumer income in sustainable luxury consumption	Quantitative-Hierarchical regression	Value perceptions influence luxury consumption, but income does not

Atkinson and Kang (2022)	Inconspicuous consumption, self-directed pleasure, intrinsic experiential value, personal fulfilment sustainability	Different luxury commodity brands	Luxury from consumption and personal-values perspectives	Quantitative: Regression	New luxury consumption values and personal values influence customer intention to engage with a new luxury brand.
Kang and Sung (2022)	Environmental values	Several luxury brands	Role of message appeals and objectivity on consumers' evaluation of luxury brands CSR	Experimental	Environmental benefit-focused messages lead consumers to perceive the brand's CSR motive as public-serving.
Niinimäki (2022)	Environmental values Functional values Hedonic values	Luxury in general	Scandinavian consumers' value of sustainable luxury	Qualitative	Elite lifestyle, reward and own wellbeing as the different levels of luxury
Park et al. (2022b)	Perceived scarcity (rarity value)	Luxury in general	Influence of perceived scarcity on attitude–behavior gap in luxury	Experimental	Consumers' perceived scarcity for SLPs positively moderated the relationship between product attitudes and their WTP for the products.
Volcon et al. (2022)	Quality value Excellence value Durability value Timelessness value Heritage and long history value rarity value beauty value	Luxury in general	Values shared by luxury and sustainability	Conceptual	Luxury and sustainability can co-exist for a responsible consumer and complement each other .
Yang et al. (2022)	Value for money Social value	Luxury fashion	Relationship between value perceptions and purchase intentions toward fashion luxury brands	Quantitative SEM	The theory of perceived value scale (PERVAL) is used to understand consumer behavior.
Amatulli et al. (2021)	Uniqueness (atypicality) value	Hospitality	How consumers might perceive luxury products'	Experimental	Perceived atypicality mediates the effect of luxury product

			sustainability-focused communication		communication strategy on consumers' willingness to buy the brand's products.
Grazzini et al. (2021)	Perceived warmth	Luxury fashion	How sustainability attributes influence luxury fashion purchase intention	Experimental	Perceived warmth mediates the sustainability–luxury consumption behavior.
Hang et al. (2021)	Moral (ethical values)	Luxury hotels	How consumers react to CSR activities by luxury hotels across urban/rural tourism destinations	Quantitative (ANOVA)	Consumers respond positively toward CSR guided by binding (vs. individualizing) foundations. Perceptions of intrinsic CSR motives mediate the impact of CSR moral foundations on consumer attitude.
Wang et al. (2021)	Exclusivity value Conformity value Hedonic value	Different luxury brands	Relationship between value perceptions and purchase intention of sustainable luxury brands across individualist versus collectivist culture	Quantitative SEM	Value perceptions have opposite effects on sustainable luxury consumption behavior across cultures.
Dekhili et al. (2020)	Uniqueness values	Luxury in general	Relationship between need for unique products and sustainable behavior		The desire for unique products mediates the relationship between the value-expressive luxury attitudes and consumers' sustainable behavior.
Donato et al. (2020)	Functional values Hedonic values	Luxury in general	Consumers' perceptions of luxury CSR	Quantitative: SEM	Consumers' reactions to luxury brands' CSR initiatives depend on their personal and status values.
Pantano and Stylos (2020)	Functional values Social values Hedonic values Environmental values	Fashion industry	Consumers' motivations to engage with renting as collaborative luxury consumption mode	Quantitative: textual analysis	Collaborative (sharing) luxury consumption is driven by hedonic values, sustainability preferences, and utilitarian motives.

Ali et al. (2019)	Social recognition Uniqueness value Cultural value	Automobile cars	Drivers of purchase behavior for a green-luxury car	Quantitative SEM	Materialism, vertical individualism, horizontal collectivism, and vertical collectivism enhance the positive effects of status motivation on customer purchasing behavior for a green-luxury car.
Jain (2019)	Cultural values Personal values Social values Economic values	Luxury fashion	Factors affecting sustainable luxury purchase behavior	Conceptual	Integrated conceptual framework based on dual theoretical framework of the TPB and Schwartz's value theory is proposed.
Arrigo (2018)	Functional values Environmental values	Luxury fashion industry	Industry perspectives on sustainability communication channels on flagship stores	Qualitative	Sustainability communications delivered within and through flagship stores translate into stakeholders' sustainability commitment.
Schemken and Berghaus (2018)	Functional values Quality excellence values Emotional values	Luxury in general	Employee perspectives on the relevance of sustainability in luxury	Conceptual	Durability, quality excellence, and emotional value affect millennials' evaluation of sustainable luxury.
Amatulli et al. (2016)	Green values	Luxury in general	Consumers' evaluation of and intention toward sustainable luxury	Experimental	Role of shame and empathy in patronage of sustainable luxury
Hartmann et al. (2016)	Authenticity value Sustainability value	Luxury food	How sustainability and authenticity contribute to consumers' perception of the luxury value of food	Quantitative: PLS-SEM	Sustainability and authenticity are the new values of luxury food.
Ki and Kim (2016)	Personal value Social (ethical) value	Fashion (clothing and handbag)	Sustainable versus conspicuous luxury fashion consumption behavior	Quantitative SEM	Sustainable luxury consumption creates positive emotional responses toward luxury brands and leads to repurchase intention.
Nash et al. (2016)	Financial values Functional values Social values	Luxury jewelry	Impact of environmentally responsible messaging on	Quantitative	Environmentally responsible messages do not result in lower

Hennigs et al. (2013)	Financial value Functional value Individual value Social value	Luxury in general	perceptions of luxury values Comprehensive framework of luxury sustainability values	Conceptual	perceptions of the values of traditional luxury. Luxury can deliver sustainability value through social and environmental excellence.
Cervellon and Shammass (2013)	Ego-centered values Socio-cultural values Eco-centered values	Luxury in general	Value of sustainable luxury in mature markets	Qualitative	These sustainable luxury values are present across mature market in varying levels.

Source: Author's compilation.

2.7. SLPCVs in tourism

Drawing on theoretical discourse and empirical evidence on luxury shopping in tourism and sustainable consumption, this study operationally defines SLPC in shopping tourism as the practice of engaging in high-end shopping experiences while traveling, with a focus on environmental responsibility, ethical considerations, and social impact. Accordingly, SLPCVs in shopping tourism are operationally defined as the motivations that explain why shoppers prefer environmentally friendly and socially responsible high-end products or brands over traditional luxury options when traveling. These values mirror a growing consumer awareness and demand for transparency in the supply chain and a desire to make a positive contribution to the destinations visited.

Research on luxury tourism shows that shoppers can be grouped based on how often they shop and how much they value shopping (Park et al., 2010). Although luxury shopping during overseas vacations can be influenced by personal and generational factors (Li et al., 2021), it is primarily driven by a set of values (Correia et al., 2019). This is reflected in preferences for specific shopping destinations (Correia et al., 2018; Hung et al., 2019), along with an emphasis on prestige and personal interaction (Hung et al., 2021a).

Although sustainability has been a key theme in research on luxury consumption (Luna-Cortés et al., 2022), empirical evidence on sustainable luxury shopping tourism remains limited. Current research highlights industry initiatives and consumer behavioral responses within the sustainable luxury tourism sector. According to Moscardo (2017), incorporating sustainability into luxury hospitality is driven not only by macro- and meso-level trends but also by dissatisfaction with the negative aspects of traditional luxury related to resource management, environmental issues, and social equity.

According to Chen and Peng (2019), perceived functional value, perceived symbolic/expressive value, and perceived hedonic value influence consumers' intentions to

dine at luxury restaurants while traveling. In the tourism domain, Esfandiar et al. (2023) found that the environmental performance of shopping malls influences tourists' shopping satisfaction while traveling. Furthermore, Park and Reisinger (2009) found that, compared with their Western counterparts, Asian tourists place more importance on health value when engaging in luxury shopping on vacation, including seeking products that promote health, such as organic or natural luxury goods, wellness-related services, or brands that emphasize sustainability and ethical production, which are often perceived as healthier choices.

In sum, SLPC in tourism is an expanding area that merges high-end consumerism with responsible travel, driven by values that focus on environmental responsibility, ethics, and social impact. Research shows these values are shaped by personal, generational, and cultural factors, with consumers increasingly insisting on transparency and sustainability from luxury brands. Although evidence on sustainable luxury shopping tourism is limited, existing studies highlight the importance of perceived value and environmental performance in influencing consumer behavior. The changing landscape of luxury tourism highlights the need for brands and destinations to adapt to these new values, serving a more conscious and diverse customer base. By adopting sustainable practices, the luxury tourism industry can not only boost its appeal to modern travelers but also positively impact the socioeconomic and environmental health of the places it serves. Thus, the current study indicates that the two values identified earlier align with sustainable luxury shopping while on vacation.

2.8. Outcomes of SLPCVs in tourism

The growing emphasis on sustainability within the luxury sector calls for a deeper exploration of its multifaceted impacts. Sustainable luxury consumption combines both hedonic and eudaimonic aspects of well-being, providing consumers with not only enjoyment but also a meaningful sense of purpose and fulfillment (Li & Kang, 2024). As luxury brands increasingly embrace sustainability to meet changing consumer expectations (Essiz &

Senyuz, 2024), it is essential to understand the psychological and behavioral factors driving this shift. Beyond enhancing individual satisfaction, socially responsible luxury consumption can contribute to wider societal benefits by promoting environmental care and ethical standards (Vanhamme et al., 2023). Investigating the influence of SLPCVs offers a holistic framework to address these outcomes across individual, brand, and societal levels. This perspective connects personal motivations, brand strategies, and social impact, providing important insights into the dynamic field of sustainable luxury within tourism.

The focus on individual, brand, and societal levels provides a conceptually exhaustive and strategically prioritized framework for examining SLPC outcomes. While luxury tourism destinations are growing in popularity, investigating outcomes at the destination, regional, or national levels may be less appropriate due to the complexity and variability of these broader contexts, which can dilute the direct impact of consumer behavior and brand strategies (Japutra et al., 2022). Moreover, operational and marketing implications are more logically targeted at luxury brands themselves, as they have greater control over product offerings, messaging, and sustainability initiatives (Hung et al., 2021a). This brand-centric approach allows for clearer insights into consumer motivations and more actionable strategies. Additionally, considering societal outcomes captures the wider ethical and environmental implications, ensuring a comprehensive understanding beyond individual and brand impacts.

2.8.1. *Individual-level outcomes*

At the individual level, this study examines outcomes such as cognitive well-being, social well-being, meaningful life, and transformation to sustainability is essential because these factors collectively capture both the hedonic and eudaimonic dimensions of SLPC. These outcomes are conceptually linked to SLPC as they reflect both hedonic and eudaimonic dimensions of well-being. Sustainable luxury experiences not only provide immediate pleasure and satisfaction but also foster a deeper sense of purpose, personal growth, and

meaningful engagement with sustainability values. By addressing these interconnected aspects, the research captures how SLPC contributes to consumers' overall psychological fulfillment and encourages transformative behavior aligned with sustainability.

2.8.1.1. Cognitive well-being

The idea of luxury shopping is changing quickly as consumers seek intangible forms of luxury during their vacations (Özbölük, 2021). This change is due to the increase of experiential value elements that define the modern luxury tourism experience, setting it apart from traditional luxury (Iloranta & Komppula, 2022). Studies in developing and developed countries have shown a positive link between conspicuous consumption, social connectedness, and happiness (Wang et al., 2019). One of the main factors measuring a person's satisfaction and fulfillment is cognitive well-being. Cognitive well-being, an important measure of satisfaction and fulfillment, includes people's overall view of their lives, like job satisfaction (Luhmann, 2017). The author states that external influences, such as exposure to new forms of consumption, greatly affect cognitive well-being.

Previous studies have shown that hedonic and utilitarian motives influence subjective well-being in traditional luxury shopping (Choi et al., 2022; Prentice & Loureiro, 2018; Wang et al., 2019). By contrast, recent research emphasizes the effect of sustainable consumption on consumer well-being (Balderjahn et al., 2020; Carrero et al., 2020; Guillen-Royo, 2019; Minton et al., 2022; Teufer & Grabner-Kräuter, 2023). Unlike the guilt and shame linked to unsustainable luxury, engaging in sustainable luxury boosts cognitive well-being by increasing overall life happiness and satisfaction (Amatulli et al., 2021c). Khochman and Batat (2022a) demonstrated that engagement in experiences that combine first-hand and second-hand luxury enhances cognitive well-being among Generation Z consumers because it aligns with values of authenticity and sustainability. In the luxury

hospitality sector, adopting green practices in hotels improves guests' mental and cognitive well-being (Han et al., 2021; Peng & Chen, 2019).

2.8.1.2. Social well-being

Like other aspects of well-being, social well-being has gained increasing attention from academic and international organizations. International entities often use macroeconomic indicators to assess social well-being, but research in the behavioral field has concentrated on individual-level metrics, such as perceived relationship quality with others or society (Cicognani, 2014). Social well-being is defined as the creation, development, and sustenance of supportive, authentic, and meaningful relationships with others (Rogers et al., 2012).

In marketing, the link between consumption and well-being has been examined in positive and negative ways. Iyer and Muncy (2016) found a positive connection between micro-attitudes toward consumption and social well-being. Ho and Ito (2019) showed that consumption-focused engagement on social network sites can negatively impact social well-being, such as lowering self-esteem.

Sustainable shopping is thought to improve social well-being. Ganglmair-Wooliscroft and Wooliscroft (2019) found a positive link between ethical consumption and perceived eudaimonic well-being. Guillen-Royo and Wilhite (2015) also reported that sustainable lifestyles in luxury shopping can boost human well-being. Additionally, Islam et al. (2022) demonstrated a positive connection between face consciousness, sustainable luxury brand shopping among Millennials, and authentic experiences. Mendini et al. (2022) predicted that the new ethical consumer is mindful of inclusive and innovative practices in sustainable fashion, thereby enhancing social well-being. From a business perspective, Castillo-Abdul et al. (2022) argued that branded content focusing on CSR boosts interaction and emotional commitment with stakeholders, enhancing consumer happiness.

2.8.1.3. Meaningful life

A meaningful life is often defined in positive psychology as one guided by purpose, coherence, and significance, where individuals feel their actions matter and align with their core values (Baumeister & Vohs, 2002). Research on a meaningful life in tourism has examined its connection with memorable experiences (Chirakranont & Sakdiyakorn, 2022; Iwasaki, 2017), transformative experiences (Kirillova et al., 2017), and extraordinary experiences (Goolaup & Nunkoo, 2023). In this context, within experiential fields like tourism, a meaningful life is frequently viewed as emerging from sources such as social connection, goal achievement and fulfillment, contribution, and personal growth (Bastiaansen & Duerden, 2025). Bastiaansen and Duerden (2025) suggested that for an experience to attain true meaning beyond simply being memorable, it must involve reflection and have a certain depth, with that reflection generating insights related to one or more sources of meaning.

Existing research highlights the transformative power of luxury consumption, including ritualistic practices, and explores how these experiences relate to improved consumer well-being. Challenging traditional perspectives and promoting a broader understanding of how luxury can align with sustainability, Batat et al. (2025) emphasized that responsible luxury shapes how consumers perceive the balance between their actions and personal values. Given the extraordinary nature of luxury purchases, especially sustainable luxury, engaging in responsible luxury is likely to cause consumers to rethink traditional ideas of conspicuous consumption (Batat et al., 2025). Instead, they may find greater meaning in their purchases by recognizing the positive effects they can have on the environment and society (Bastiaansen & Duerden, 2025). This sense of contribution not only boosts their well-being but also fosters personal growth because individuals align their consumption with broader values and social responsibility.

2.8.1.4. Transformation to sustainability

Apart from various aspects of consumer well-being, sustainable and ethical luxury consumption can reshape the understanding of the true meaning of luxury itself. According to Wang (2022), modern luxury consumption shows flexibility and adaptability as responsible consumers increasingly move away from wealth-based and competency-based luxury toward access-based shopping. Luxury shopping is viewed as a fundamentally motivated and pursued activity (Dubois et al., 2021), so the value and importance placed on it can change with customers' experiences, emphasizing the significance of mindfulness and growth. As a result, access-based and second-hand luxury items have gained popularity, offering consumers freedom from owning conspicuous luxury (Lawson et al., 2016; Özbölük, 2021).

From a philosophical perspective, Cristini et al. (2017) proposed a comprehensive theory of luxury, suggesting that consumers' perceptions of luxury may undergo a transformation as they seek meaning in life by shifting from "having" to "being" and from "owning" to "experiencing." In this context, Mendonça (2020) emphasized that any notion of sustainable luxury inherently encompasses an ethical dimension. Existing research offers insights into changing consumer attitudes regarding how luxury should be defined and approached. For example, Malone et al. (2023) found that shoppers believe true luxury lies in giving, which involves reallocating time and resources. In an exceptionally positive scenario, luxury can be seen as an agent of change, where transforming others' lives through the provision of economic, social, and cultural capital brings pleasure, purpose, and a deep connection with humanity, ultimately transforming the giver (Llamas & Thomsen, 2016). Similarly, luxury patients in high-end hospitals emphasize the importance of interpersonal communication during their interactions with healthcare personnel (Kreuzer et al., 2020). This is especially relevant because perceived support can ease the pain of luxury spending for consumers (Xu et al., 2015).

2.8.2. Brand-level outcomes

At the brand level, this study explores outcomes that reflect consumers' relationship and loyalty toward SL brands. These outcomes are conceptually connected to SLPC as they embody the ways in which consumers engage with, commit to, and support brands that align with their values. Sustainable luxury brands that effectively communicate their ethical and environmental commitments can foster stronger emotional connections, increase consumers' willingness to pay a premium, and inspire active advocacy. Examining these dimensions provides valuable insights into how sustainable practices influence brand equity and long-term consumer-brand relationships in the luxury market.

2.8.2.1. Brand engagement

Brand engagement is defined by Hollebeek (2011a, p. 555) as "the level of a customer's cognitive, emotional, and behavioral investment in specific brand interactions." It reflects the strength of customer commitment, involvement, and trust in a particular brand (Bowden, 2009). Brand engagement is vital for businesses because it improves customer relationships, retention, and loyalty, including dimensions of activation, identification, and absorption (Hollebeek, 2011b). Luxury brands emphasize customer engagement strongly to take advantage of these benefits because it encourages customer involvement and often results in brand usage intentions and a strong self-brand connection (Brandão et al., 2019). This is especially important because, within the context of self-concept, consumers gain subjective well-being benefits (Prentice & Loureiro, 2018).

Sustainable luxury shopping values are likely to boost brand engagement. Lim et al. (2023) found that the pro-environmental values of luxury shoppers influence their engagement and willingness to pay a premium (WTPP), which ultimately encourages luxury brands to invest in sustainable products. Companies need to develop communication strategies that enhance brand image and value from a sustainability perspective (Faraoni,

2021), so they should tap into consumers' intentions for sustainable choices driven by value-adding initiatives such as CSR (Gong et al., 2023). Sustainability-conscious consumers tend to prefer messages highlighting environmental benefits over those emphasizing personal gains (Kang & Sung, 2022), making such messages more effective in engaging shoppers, especially in cultures with strong awareness of the importance of sustainability (Kong et al., 2021).

2.8.2.2. Brand commitment

Earning customer commitment has always been a persistent challenge for luxury brands because discerning shoppers consistently demand more and strive for excellence and uniqueness (Amatulli et al., 2017). Brand commitment refers to the psychological attachment that consumers develop toward a brand, characterized by their willingness to maintain a long-term relationship with it (Shukla et al., 2016). It involves a deep-rooted desire to keep using the brand based on its perceived value and the belief that it reflects the consumer's personal values and identity (Singh et al., 2022). To foster customer commitment, luxury companies use a variety of marketing strategies that include materialistic tactics and responsible practices. One materialistic tactic is price display, which positively influences consumers' perceptions of brand uniqueness and conspicuousness (Parguel et al., 2016).

Existing research identifies various factors that contribute to customer commitment toward traditional luxury brands. Shukla et al. (2016) found that social switching costs, service quality, low benefit costs, alternative attractiveness, and subjective norms all influence shopper commitment to established brands. Additionally, in the context of traditional luxury brand commitment, other determinants such as brand attachment and the cost of personal relationships have been identified (Singh et al., 2022). Empirical evidence on customer commitment to sustainable brands is limited, but a few studies indicate a growing dedication of consumers toward green luxury brands. For example, Platania et al. (2019)

highlighted the role of brand trust and brand love in consumers' commitment to and preference for eco-luxury brands. Similarly, Li and Kang (2024) revealed that a pro-social orientation significantly increases consumers' behavioral intentions toward sustainable luxury brands. Moreover, Islam et al. (2022) reported that Millennials who possess authentic pride are committed to shopping sustainable luxury brands.

2.8.2.3. Willingness to pay more

Willingness to pay more refers to an individual's intention to make an additional financial commitment to a product or service (Nicolau et al., 2020). Previous research indicates that consumers are likely to pay higher prices for sustainable products and services compared with their conventional counterparts because of the increased operational costs (Yusof & Jamaludin, 2014). Tourists are inclined to pay for sustainable products and services that support environmental protection (Agag et al., 2020). This willingness to pay more may vary depending on consumer traits, such as environmental awareness and age. Wei et al. (2018) found that consumers without environmental motivation and concern are unlikely to pay extra for green products and that eco-literacy is positively linked to the willingness to pay more for such items. Conversely, Kang et al. (2012) reported that US hotel guests with high levels of environmental concern are willing to pay premiums for hotels with green initiatives.

The strong preference among Millennials for sustainable products has been extensively examined inside and outside the hospitality industry. Nicolau et al. (2020) discovered that Millennials are willing to go the extra mile to dine at sustainable restaurants and are prepared to travel farther and spend time to support sustainability. In sustainable luxury, social influence, such as peer pressure and status, is identified as a key factor motivating consumers to pay a premium (Arce Salazar & Oerlemans, 2016). Furthermore, other values encourage consumers to spend more on SLPs and services, including pro-environmental values and myopia (Lim et al., 2013), signaling (Berger, 2019), cultural

differences (Khan et al., 2024), and perceptions of sustainability and natural rarity (Wang et al., 2024).

2.8.2.4. Brand advocacy

Brand advocacy refers to the proactive and passionate actions of consumers in promoting and defending a brand against criticism (Fuggetta, 2012). It goes beyond word of mouth and is considered more impactful, although some studies use word of mouth as a proxy for brand advocacy (Wilder, 2015). Brand advocacy can sometimes take a negative form, such as complaints (Jayasimha et al., 2017), but it plays a crucial role in attracting new consumers because advocates are highly trusted and influential among prospective buyers. Companies view brand advocates as consumer champions and word-of-mouth evangelists (Fuggetta, 2012). Brand advocacy should not be confused with the actions of consumer advocacy groups, which aim to promote and protect the interests of the buying public (Pai et al., 2015). Various factors are identified as antecedents of brand advocacy, including opinion leadership, brand trust, customer satisfaction, affective commitment, and normative commitment (Bhati & Verma, 2020).

Research indicates that sustainable brands are effective at leveraging consumer advocacy. Abdelrazek and El-Bassiouny (2023) found that perceived behavioral control, along with economic and social orientations, predict online consumer advocacy for sustainable brands in emerging markets. Likewise, Confetto et al. (2023) reported that exposure to sustainability content on social media, along with sustainable habits and shopping behavior, influence sustainability advocacy. Additionally, Aljarah et al. (2022) found that consumers are likely to engage in brand advocacy when they believe a company's CSR efforts are aimed at public-serving rather than self-serving causes. In sustainable luxury fashion, Kusumawati et al. (2022) reported that fashion consciousness significantly affects advocacy for Muslim-modest fashion brands.

2.8.3. Societal-level outcomes

At the societal level, it is important to focus on outcomes that reflect consumers' broader ethical and social commitments influenced by SLPC. These outcomes are inherently connected to SL, as they demonstrate individuals' willingness to engage in activities that promote social justice, philanthropy, fair trade, and pro-social activism. By choosing SLPs, consumers often develop a stronger sense of responsibility toward advancing equity and sustainability within society. Exploring these aspects provides a deeper understanding of how SLPC can inspire actions that contribute to positive social change beyond the individual and brand spheres.

2.8.3.1. Social justice behavioral intentions

Traditional luxury shopping generally involves significant spending on high-end goods that go beyond basic needs (Cannon & Rucker, 2019). These goods often represent social status and economic divisions, which can highlight economic inequalities and cause social tension (Kapferer, 2010). Resources allocated to the production of luxury items may favor a small segment of the population, whereas many lack essential needs, sparking debates about fair resource distribution (Cannon & Rucker, 2019). Increasing wealth, income, and opportunity gaps worldwide have serious effects on individuals and communities (Estes, 2019).

Recognizing these disparities is a vital first step toward addressing these issues (Roberts et al., 2019), making social justice a crucial part of tackling wealth inequality, environmental concerns, barriers to economic mobility, and unequal access to opportunities (Kapferer, 2010).

The rise of ethical and responsible consumer movements emphasizes the crucial role of consumer participation in advocating for social justice (Ozcaglar-Toulouse, 2007; Micheletti & Stolle, 2007). Micheletti and Stolle (2007) described various ways consumers can participate, such as supporting different causes and instigating change in corporations and

society. Cabrera and Williams (2014) examined how social justice actions and intentions fit within the neoliberal corporate citizenship framework, highlighting that ethical consumption practices are fundamentally aimed at societal benefits. Batat and Manika (2020) proposed that transformative approaches in the luxury sector can foster innovations that support sustainability, social justice, and the well-being of employees and consumers in the luxury industry. Furthermore, Nordensvård and Poelina (2022) emphasized the importance of integrating social sustainability into sustainable luxury tourism to ensure justice for indigenous communities.

2.8.3.2. Philanthropic behavioral intentions

Philanthropic behavioral intentions refer to an individual's planned or future actions toward charitable activities. Rooted in behavioral sciences, this concept is based on the TBP, which states that intentions are key predictors of behavior. Philanthropy involves donating money, time, or other resources to support social causes (Léo & Élisabeth, 2023). People who buy SLPs often show a tendency toward philanthropy, motivated by altruism that goes beyond personal gain to include societal well-being (Champniss et al., 2016). Buying sustainable luxury items can be seen as a way to contribute to social and environmental efforts, with some of the proceeds often given to charitable organizations or projects (Llamas & Thomse, 2016).

Furthermore, philanthropic behavioral intentions may stem from a shopper's desire to express their self-identity and personal values through their purchasing choices. Choosing SLPs allows individuals to show their commitment to sustainability and ethical principles. Lundberg et al. (2019) suggested that environmental concerns combined with personal benefits are positively linked to environmentally focused philanthropic actions. Additionally, Llamas and Thomse (2016) offered a transformative view of luxury, arguing that luxury

shopping can greatly affect the lives of distant individuals by enabling meaningful philanthropic donations, which in turn transform the donor's self-view.

In the field of tourism, Lundberg et al. (2019) noted that donations, along with volunteering and corporate fundraising, are key parts of travel philanthropy. With the rising problem of food waste, redistributing surplus food is regarded a vital and expanding practice in many countries (Johnson, 2021), helping to feed populations facing hunger.

2.8.3.3. Fair Trade behavioral intentions

Fair trade (FT) aims to ensure fair pay and good working conditions for producers and suppliers, promoting just trading practices (Shaw et al., 2006). This idea of FT has long been debated within the luxury industry (Jones & Williams, 2012). Konuk (2019) pointed out that consumer awareness of fair consumption significantly influences their willingness to pay for FT products. This willingness is further boosted by perceived social responsibility, especially regarding FT practices, which can create emotional bonds and empathy with communities involved in making luxury goods. This can encourage consumers to spend more on ethically produced items (Coppola et al., 2017). Additionally, McGoldrick and Freestone (2008) found that ethical motivations are crucial in explaining why consumers are willing to pay a premium for FT products. Recent studies, like Fernández-Ferrín et al. (2024), highlight the importance of emotions, especially pride, in turning positive attitudes toward sustainable food products into a real willingness to pay for FT food items (Schmidt et al., 2016).

Fair trade issues in the tourism sector have mainly been related to shopping for high-end souvenir items with a focus on the ethical sourcing of FT-certified products (Mejia & Wilson, 2024; Poulston & Yiu, 2021). The broader tourism industry has also engaged closely with these concerns (Evans & Cleverdon, 2002; Meier et al., 2015). The attention given to customers' ethical behavior toward the industry and their perceptions of its ethical practices has been somewhat limited (Tilikidou et al., 2014). Nevertheless, studies in the wider

marketing field on mindful consumers suggest a positive link between shoppers' perceptions of social and personal responsibility and their WTPP.

2.8.3.4. Pro-social consumption activism intentions

Pro-social consumption behavioral intentions involve consumers intentionally making decisions and taking actions that benefit society and the environment (Asyari et al., 2024). This type of behavior includes dedicating time, resources, or money to community projects that follow sustainability principles. Those who choose SLPs are likely to support brands that meet their ethical standards, often selecting companies committed to responsible sourcing, fair labor practices, and environmental protection (Coppola et al., 2017). Beyond simply supporting positive social causes, this involvement can include boycotting brands that do not uphold ethical standards or encouraging responsible buying behavior among peers.

Research in marketing shows that consumer opposition to unethical corporate actions is often driven by the desire to protect societal welfare or the interests of the majority (Lindenmeier et al., 2012). Delistavrou et al. (2020) found that people who are more likely to boycott are influenced more by social norms than by personal attitudes or perceived control over their actions.

Pro-social behavioral intentions may lead consumers to boycott brands that fail to meet their standards for ethics or sustainability, withdrawing their support as a form of protest against certain corporate practices (García-de-Frutos & Ortega-Egea, 2022). Alternatively, consumers may engage in "buycotting," actively purchasing from brands that demonstrate social responsibility or contribute positively to societal change (Hoffmann et al., 2018). Consumers of sustainable luxury often become champions of responsible consumption within their networks and communities (Özer et al., 2022). They are likely to spread information about ethical brands and increase awareness of sustainability challenges,

influencing others' consumption choices and encouraging others to consider the social and environmental impact of their purchases.

2.9. Preferences for sustainable luxury brands on holiday

Do shoppers on holiday truly choose SLPs over traditional ones? The previous section provides a review of values that may explain why tourists shop for SLPs. Based on this premise, we expect that shoppers are willing to sacrifice convenience and accept some reduction in luxury in pursuit of sustainability. Such a move is likely to enhance their hedonic and eudaimonic well-being, while improving consumption behavior at the business level and pro-social behavioral intentions at the societal level.

This study goes beyond examining SLPCVs and investigates how these values and other factors influence shoppers' future preferences for SLPs. Employing a discrete choice experiment (DCE) and integrating findings on SLPCVs from the scale development stage, the study examines the product-, demographic-, and value-related drivers of shoppers' preference for SLPs. This comprehensive approach not only improves the robustness of the findings but also enhances understanding of the complex decision-making processes behind SLPC in tourism settings. Although the two survey approaches are expected to yield similar findings supporting the hypothesized link between current value-induced SLPC and future consumption intentions, divergent results would be equally insightful. Such a discrepancy would illuminate the persistent attitude/value–action gap, revealing the complexities and inconsistencies between consumers' stated sustainability values and their actual purchasing behavior (Carranza et al., 2023; Juvan & Dolnicar, 2014; Obsurg et al., 2022; Nieto-García et al., 2024; Tölkes, 2020). Ultimately, this dual-outcome perspective enriches our understanding of sustainable luxury consumption and the factors that shape it in tourism contexts.

2.10. Chapter summary

This chapter provides an overview of the value and outcomes of SLPC. It starts with an explanation of different consumption values, then discusses sustainable luxury shopping, traditional luxury shopping, and highlights their respective values. The chapter also presents a structured review of the connection between sustainability and luxury and introduces SLPC and its associated values.

After examining SLPCVs within the shopping tourism context, the chapter discusses their effects at three levels: the individual (including cognitive well-being, social well-being, meaningful life, and transformation to sustainability), brand (such as brand commitment, brand engagement, willingness to pay more, and brand advocacy), and societal levels (covering social justice behavioral intentions, FT behavioral intentions, philanthropic behavioral intentions, and pro-social consumption activism). Finally, the chapter explores the drivers of shoppers' revealed preferences for sustainable luxury. The next chapter introduces the proposed conceptual models and outlines the hypotheses for this study.

CHAPTER THREE

3. CONCEPTUAL MODELS AND HYPOTHESES

3.1. Chapter introduction

This chapter introduces conceptual models and hypotheses formulated from an extensive review of the existing literature, which serve as the foundation for the study. The chapter outlines the anticipated dimensions of SLPCVs in shopping tourism. A significant portion of the chapter is dedicated to examining three distinct models of SLPC in shopping tourism designed to test relationships at the individual, brand, and societal levels. Finally, the chapter proposes hypotheses to examine the drivers of tourists' preference for SLPs.

3.2. Expected dimensionality of SLPCVs in tourism

This thesis draws on the theory of consumption values and other values related to SLPC identified through the literature review. As previously discussed, the theory of consumption values defines five consumption values: functional, social, emotional, epistemic, and conditional, all of which are independent and contribute differently in any given choice situation (Sheth et al., 1991). Research on sustainable consumption (Biswas, 2017; Kaur & Luchs, 2022; Perera et al., 2024; Sharma & Jha, 2017; Suphasomboon & Vassanadumrongdee, 2022) suggests that, except for conditional value, the other values can predict sustainable shopping behavior. Moreover, with the exception of Essiz and Senyuz (2024), who did not find a significant influence of social value, existing literature on sustainable luxury consumption supports the predictive power of these four consumption values, either alone or together (Aggarwal et al., 2024; Alghanim & Ndubisi, 2022; Li & Kang, 2024; Niinimäki, 2022; Vanhamme et al., 2023). However, conditional value—linked to specific situations such as seasonal products, occasion-based purchases, situational needs, promotional offers, and emergencies (Sheth et al., 1991)—is insufficient to explain SLPC. These attributes highlight temporary or context-dependent utility, whereas SLPs are

characterized by their lasting quality, timeless appeal, and long-term value. Therefore, the transient nature of conditional value sharply contrasts with the enduring significance and permanence of SLPs.

As discussed in the previous chapter, this study, through its thorough review of the literature, identifies two values particularly relevant to sustainable luxury product shopping while traveling: environmental value and ethical value. The role of environmental values in sustainable luxury shopping has been documented as green values and eco-centered values, which strongly motivate consumers' pro-environmental experiences (Amatulli et al., 2016; Batat, 2020; Cervellon & Shammass, 2013; Pantano & Stylos, 2020). Ethical values related to sustainable luxury shopping during holidays are linked to human values such as ego-orientation, altruistic-orientation, conservation, and positivity (Vanhamme et al., 2023). In an ideal sense, they can be demonstrated by boycotting luxury companies with unsustainable practices and "irrationally" overspending on products that are environmentally friendly and socially responsible (Hang et al., 2021; Vanhamme et al., 2023).

This study indicates that, in addition to the four values from the theory of consumption values, two newly identified values form the dimensions of SLPCVs. Six values are expected to make up the SLPCVs in tourism. Additionally, each factor is anticipated to include at least four items to define the domain. Three alternative models are developed and tested to determine which best explains the sustainable shopping value for travelers.

3.3. Proposed conceptual model to test the relationships at the individual level

Figure 3.1 shows the initial conceptual model, illustrating key constructs at the individual level and their connections. According to this model, each dimension of SLPCVs positively influences shoppers' attitudes toward SLPC. These value dimensions are hypothesized to positively affect shoppers' satisfaction with SLPC. Attitudes toward SLPC is thought to drive shoppers' satisfaction, which in turn enhances cognitive well-being, social well-being,

meaningful life, and transformation to sustainability. Additionally, shoppers' satisfaction with SLPC is expected to positively impact these same outcomes. Last, self-transcendence is proposed to moderate the relationships among these constructs. This framework is tested in Study 1a.

3.3.1. Development of hypotheses: individual level

3.3.1.1. Relationship between SLPCVs and attitude toward SLPC

Across prominent theoretical frameworks that examine value-driven behavioral intentions and actual actions, such as the TPB and value–belief–norm theory, perceived value is viewed as a key factor influencing attitude toward behavior (Biswas & Roy, 2015; Tuncer et al., 2021; Um & Yoon, 2021). The theory of consumption values proposes that the five values predict consumption behavior individually and collectively (Sheth et al., 1991), and several subsequent studies in this domain have validated the theory across various consumption contexts. The current study posits a positive effect of the six values on shoppers' attitudes toward SLPC.

Functional values are expected to positively influence shoppers' attitudes toward SLPC. Research in environmental psychology suggests that perceptions of sustainable luxury can be predicted by several functional value factors. They include utilitarian values (Lavuri et al., 2024), value for money (Yang et al., 2022), quality value (Alghanim & Ndubisi, 2022; Volcon et al., 2022), durability value (Volcon et al., 2022), economic value (Jain, 2019), financial value (Hennigs et al., 2013; Nash et al., 2016), experiential value (Aggarwal et al., 2024), and other types of function-centered values (Arrigo, 2018; Donato et al., 2020; Essiz & Senyuz, 2024). Sun et al. (21) found that luxury items tend to be more sustainable than mid-tier products because of their longer lifespans. They reported that shoppers practice sustainable behavior with upscale goods by keeping them longer and disposing them in ways

that benefit the environment. Additionally, effectiveness and social awareness are identified as key factors influencing attitudes toward sustainable fashion products (Kong et al., 2016).

The role of social values in shaping attitudes toward SLPC has been documented in the marketing literature. Although SLPC does not include the status-signaling aspect of traditional conspicuous luxury, it still carries symbolic significance. Individuals engaging in such shopping demonstrate their commitment to ethical and sustainable principles and showcase their refined taste, sophistication, and alignment with sustainability values (Aggarwal et al., 2024; Li & Kang, 2024). Accordingly, Aggarwal et al. (2024) reported that symbolic values influence flow experience, which in turn significantly impacts attitudes toward sustainable luxury fashion brands. Other social value aspects include conspicuous value (Alghanim & Ndubisi, 2022), self-directed pleasure (Atkinson & Kang, 2022), hedonic values (Niinimäki, 2022), rarity value (Park et al., 2022b; Volcon et al., 2022), and sociocultural values (Cervellon and Shammass, 2013).

Epistemic values reflect a product's ability to convey a sense of discovery (Lee et al., 2015). Studies employing a neuroscientific approach reveal an increased level of knowledge about sustainability themes among luxury shoppers (Balconi et al., 2019). Research suggests that luxury shoppers lean toward unique products (Alghanim & Ndubisi, 2022) that fulfill their needs for atypical sustainable luxury (Amatulli et al., 2021a). Volcon et al. (2022) also revealed that consumers interested in sustainability cherish the heritage and long history value of luxury commodities. According to Leban et al. (2024), one of the major transformative outcomes of mindful luxury is *hoarding*, which they define as “an atypical luxury travel practice of conscious knowledge-accumulation, cataloguing, and incorporating information from the luxury destination” (p. 4).

The strong emphasis on emotional value linked to hedonic needs influences consumers' preferences for SLPs (Chakraborty & Dash, 2022). As a result, research

consistently shows that hedonic motives, such as intrinsic experiential value (Atkinson & Kang, 2022) and beauty value (Volcon et al., 2022), are driven by the satisfaction from contributing to environmental protection and community development (Essiz & Senyuz, 2024). Additionally, Grazzini et al. (2021) found that consumers' perceived warmth—the perceived sincerity, kindness, morality, and friendliness of companies—is crucial in motivating their support for sustainable luxury.

Environmental values refer to the set of beliefs, attitudes, and principles individuals hold regarding the environment and its impact on consumer behavior (Mohd Suki et al., 2022). These values guide individuals in making shopping choices that align with their environmental concerns and sustainability goals (Mohd Suki & Mohd Suki, 2015). Research from environmental psychology and marketing suggests that environmental values are the main driving forces behind shoppers' patronage of sustainable luxury because responsible consumers abide by principles such as environmental stewardship, intergenerational equity, and generativity (Essiz & Senyuz, 2024). In this respect, Kang and Sung (2022) reported that luxury brand message appeals focusing on CSR are influential among consumers who cherish green values. People are likely to develop positive attitudes toward sustainable luxury if they value place and planet (Batat, 2020) and have respect for future generations (Arrigo, 2018). Green values also affect the role of consumers' shame and empathy in patronizing sustainable luxury (Amatulli et al., 2016).

Environmental values associated with shopping stem from awareness of and care for the environment, but they inherently complement ethical values, which pertain to ethical sourcing and FT of environmental resources (Essiz & Senyuz, 2024). Windsor (2017) argued that for sustainable luxury to succeed, it must involve a moral responsibility shared by buyers and sellers. Vanhamme et al. (2023) stated that moral values are central to sustainable luxury shopping because they challenge conspicuous consumption. Furthermore, consumers'

responses to CSR activities by luxury hotels in urban and rural tourism destinations are strongly predicted and mediated by their ethical values (Hang et al., 2021). According to Cervellon and Shammas (2013), ethical values can be expressed as ego-centered values. Luxury brands that actively promote their commitment to sustainability and ethical practices can influence consumer attitudes and behavior (Gidaković et al., 2022).

Ethical values in shopping include broader social and collective principles such as social responsibility, cultural preservation, sustainable development, and ethical consumerism (Jain, 2019). An increasing number of shoppers seek luxury brands that actively participate in initiatives that benefit society, like supporting local communities, promoting FT, and engaging in philanthropy (Athwal et al., 2019). Shoppers' interest in preserving local traditions and supporting community artisans can boost demand for luxury goods that reflect these values, leading to a preference for locally sourced and culturally meaningful luxury products (Lee, 2017).

Ethical values relate to positive emotional benefits derived from responsible luxury consumption (Ki & Kim, 2016), where individual satisfaction and well-being come from contributing to social and environmental excellence (Hennigs et al., 2013). These values imply a commitment to the highest standards of quality, craftsmanship, and ethical practices. They reflect consumers' pursuit and enthusiasm for high-quality value (Alghanim & Ndubisi, 2022). Ethical values can also mirror individual tastes and styles that incorporate sustainable elements, such as purchasing clothing less frequently and wearing it longer (Ki & Kim, 2016).

Based on the above discussion, this study posits a positive effect of SLPCVs on attitude toward SLPC in the shopping tourism context.

H1a–H1f: SLPCV dimensions positively influence attitude toward SLPC.

3.3.1.2. Relationship between attitude toward SLPC and satisfaction with SLPC

This study argues that SLPCVs in tourism promote a positive attitude toward SLPC, which may then increase shoppers' satisfaction with the luxury products they buy while traveling. Shopping tourists with a favorable view of sustainable luxury tend to value intrinsic qualities like environmental care and social responsibility over extrinsic factors like status and prestige (Lundblad & Davies, 2016; Perera et al., 2024). This shift in value priorities could boost their willingness to give up traditional luxury features such as exclusivity and extravagance in favor of sustainability. Sustainable luxury items may lack the traditional aesthetics of non-sustainable options because they often use recycled materials or manufacturing methods that are less damaging to the environment (Adıgüzel & Donato, 2021). Consumers may therefore be willing to compromise on their usual aesthetic preferences for the sake of sustainability.

In the world of fashion, McNeill and Moore (2015) identified different types of luxury shoppers based on their attitudes toward sustainable clothing, calling them self-consumers, social consumers, and sacrifice consumers—the latter being those who actively try to reduce their environmental impact. Similarly, Şener et al. (2019) found that shoppers who highly value slow fashion are willing to buy these items and pay higher prices. Participating in sustainable luxury shopping can change shopping habits fundamentally (Cristini et al., 2017), possibly leading to fewer trips or smaller purchases. Shoppers choose fewer but higher-quality sustainable products (Mendonça, 2020), which can boost shopping satisfaction (Mishra et al., 2021).

H2: Attitude toward SLPC positively influences shoppers' satisfaction with SLPC.

3.3.1.3. Relationship between attitude toward SLPC and cognitive well-being

The psychological effects of choosing environmentally friendly products have been extensively researched, highlighting benefits such as increased self-efficacy, a sense of personal responsibility, and moral satisfaction (Ahmad et al., 2022; Eastman et al., 2021). These advantages mainly relate to how people view sustainable shopping, which generally

promotes positive environmental and social intentions. Traditional luxury goods, often seen as incompatible with sustainability because of their materialistic nature, are still associated with consumer well-being. Hudders et al. (2012) revealed that materialistic individuals tend to favor luxury items, experiencing boosts in positive emotions and life satisfaction after consumption. However, the emerging idea of sustainable luxury, which focuses not only on the uniqueness but also on the performance and broader social and environmental impacts of products (Sestino et al., 2022), is expected to greatly enhance shoppers' mental well-being.

Attitude toward sustainable luxury, especially a positive one, results more from a thorough decision-making process than from the arbitrary perceptions associated with traditional luxury (Cuomo et al., 2019). Therefore, various attitudinal factors toward sustainability, such as awareness of environmental impact, perceived consumer effectiveness, and social influence, may strengthen the link between sustainable luxury shopping and cognitive well-being. As highlighted by Issock et al. (2023), a positive perception of organic food consumption plays a key role in providing pleasure to consumers. A logical conclusion from this discussion is that attitude toward SLPC in tourism contributes to cognitive well-being.

H3: Attitude toward SLPC positively influences shoppers' cognitive well-being.

3.3.1.4. Relationship between attitude toward SLPC and social well-being

Sustainable luxury shopping in tourism, driven by a positive attitude toward sustainability, may enhance an individual's social status and garner social approval, primarily because of the growing societal value placed on environmental responsibility and ethical consumption in luxury tourism (Atkinson & Kang, 2022; Ghali, 2021; Vanhamme et al., 2021; Windsor, 2017). A positive attitude toward sustainable luxury is likely to lead peers to perceive individuals as conscientious and forward-thinking, which in turn positively affects their social well-being through increased respect and admiration within their social circles. Furthermore,

advocacy of sustainability can enhance an individual's self-concept and social reputation, leading to positive interactions and increased social well-being. Batat (2022b) found that consumers' perceptions of ethical luxury food can be examined in the framework of food well-being.

An attitude favoring SLPC can enhance consumers' social well-being because it promotes a sense of belonging to a community (Batat, 2022a). Shoppers who emphasize sustainability in their purchasing decisions often become part of a community with shared values and objectives around environmental protection and ethical consumption (Siepmann et al., 2022). Furthermore, through social networks, the visible adoption of sustainable shopping behavior while traveling can influence peers, leading to a broader adoption of these practices (Creevey et al., 2022). This not only improves the social well-being of the individual but also cultivates a culture of responsibility and support within the community.

H4: Attitude toward SLPC positively influences shoppers' social well-being.

3.3.1.5. Relationship between attitude toward SLPC and meaningful life

The current research indicates that a favorable view of SLPC in tourism increases consumers' sense of a meaningful life. This idea is backed by studies identifying factors that influence attitudes toward sustainable luxury, emphasizing how these attitudes can promote positive emotions, thoughts, and resilience during difficult times (Park et al., 2023b). For instance, von Wallpach et al. (2020) discovered that the concept of luxury moments highlights the essence of experiential luxury, demonstrating how it manifests through themes such as personal growth, happiness, fulfillment, connection with others, and feelings of awe and self-transcendence. These themes deepen the understanding of attitudes toward luxury and the process of creating meaning, especially in a constantly changing, fluid society. As a result, a strong belief in the benefits of sustainable luxury (or the drawbacks of unsustainable shopping) is likely to improve shoppers' emotional health through reflection on their lives.

Individuals who see sustainable practices positively often experience pride, joy, and optimism, which strengthen their overall emotional well-being. A possible reason is that their purchasing decisions align with their personal ethics and benefit society.

Attitude toward SLPC inherently involves a sense of responsibility because it emphasizes the consumer's role in making ethical and environmentally conscious purchasing decisions (S  raphin et al., 2023). On a personal level, especially, shoppers demonstrate responsibility by aligning their purchasing behavior with their values and beliefs about sustainability and luxury, such as being informed about the products they buy and the companies they support (Malone et al., 2023). Therefore, expecting that attitude toward sustainable luxury shopping significantly influences how individuals find meaning in their consumption experiences is reasonable (Iwasaki, 2017). Building on this idea, an attitude favoring sustainability in luxury goods can foster a sense of responsibility and proactive behavior, which in turn contributes to the shopper's sense of a meaningful life.

H5: Attitude toward SLPC contributes to shoppers' meaningful life.

3.3.1.6. Relationship between attitude toward SLPC and transformation to sustainability
Wang (2022) argued that modern luxury shopping demonstrates flexibility and adaptability as responsible shoppers increasingly move away from wealth- and competence-based luxury toward access-based shopping. Consequently, a positive attitude toward SLPC can create a transformative experience by prompting a realignment of personal values and cognitive frameworks. This realignment involves a shift in priorities from materialistic values to those centered on sustainability and ethics (Dubois et al., 2021). Additionally, it can generate strong emotional responses that contribute to this transformation. The pride and satisfaction gained from making responsible choices can strengthen a consumer's self-identity as an ethical and environmentally conscious individual (  zb  l  k, 2021).

Based on the theory by Cristini et al. (2017) that consumer perception of luxury shifts toward finding meaning in life through experiences rather than possessions, attitude toward SLPC in tourism is crucial in fostering transformative experiences. These transformations are shaped by social interactions and the development of new social norms (Mendonça, 2020), which not only influence individual shoppers but also have the potential to drive broader cultural shifts toward sustainability. Furthermore, Llamas and Thomsen (2016) emphasize the significant long-term effects these sustainable shopping practices have on consumer behavior. As individuals continue engaging in sustainable luxury shopping, their behavioral changes become ingrained, aligning closely with their new values that prioritize sustainability. Therefore, attitude toward SLPC promotes transformative experiences in consumers, resulting in lasting behavioral changes and contributing to a broader cultural shift toward sustainable practices.

H6: Attitude toward SLPC positively influences shoppers' transformation to sustainability.

3.3.1.7. Relationship between satisfaction with SLPC and cognitive well-being

In SLPC, satisfaction with SLPs purchased on holiday is expected to boost consumer well-being because it reduces the traditionally negative impact of materialism and luxury opulence on mental health (Balderjahn et al., 2023). By choosing SLPs and services, consumers may strengthen their sense of self and align their purchasing behavior with their ethical values, thereby experiencing increased cognitive well-being through a sense of pride and moral fulfillment. Seegebarth et al. (2016) showed that consumers engaged in “sustainability-rooted anti-consumption,” which includes practices like voluntary simplicity, collaborative consumption, and boycotting, experience increases in psychological well-being. Additionally, the willingness to sacrifice convenience for sustainability can enhance the perceived value of these goods, leading to greater satisfaction. This idea is supported by Jham et al. (2023), who

found that the collaborative consumption of rented luxury items provided consumers with reassurance and increased hedonic value.

This study suggests that by intentionally choosing SLPs while on vacation—despite challenges like higher costs or limited availability—consumers may reduce the cognitive dissonance caused by the environmental and social impacts of their consumption choices. This is expected because negative experiences linked to traditional luxury shopping often lead to post-purchase dissonance, which can create a negative or skewed attitude toward the brand (Jhamb et al., 2020). Additionally, by redefining “masstige” as a new form of luxury that includes aspects like self-content (e.g., turning suffering into positive experiences), self-process (e.g., maintaining ongoing peace of mind), self-context (e.g., escaping cognitive dissonance), and self-other (e.g., caring and commitment), Wang et al. (2022a) suggested that mass luxury consumption could lessen the cognitive dissonance typically linked with conventional luxury.

H7: Satisfaction with SLPC positively influences cognitive well-being.

3.3.1.8. Relationship between satisfaction with SLPC and social well-being

This study suggests that shoppers’ delight in purchasing SLPs while on vacation not only reflects their personal ethics but also communicates these values to others who share similar views, potentially fostering relationships with peers who have aligned priorities. Pantano and Stylos (2020) indicated that consumers are increasingly willing to showcase their social status by renting luxury apparel instead of owning it. They are driven by five main motivations: the need to wear new outfits for special occasions, inspiration from specific products or brands, the opportunity to try out a new consumption model for luxury items, the desire to make more environmentally friendly choices, and the goal to extend the lifespan of each luxury piece. Additionally, Jain and Mishra (2020) identified social projection value as the most

significant factor influencing Indian Millennials' intention to engage in shared shopping for luxury fashion.

The connection between satisfaction with SLPC and social well-being can be further examined through the perspective of opinion leadership in the luxury sector. According to Lang et al. (2018), the emerging trend of collaborative consumption, which involves renting and swapping clothing, is largely driven by fashion leadership. Importantly, the willingness to make sacrifices for sustainable luxury items demonstrates a deep commitment to social responsibility, boosting consumers' sense of ethical satisfaction by knowing their consumption choices may influence the market and encourage corporate responsibility. Additionally, Slaton and Hurst (2023: p. 736) argued that, from the perspective of Millennial shoppers, luxury is not only defined by the product's features but also by how well it satisfies personal and social needs, highlighting that satisfaction with SLPC is essential for sustainable consumption.

H8: Satisfaction with SLPC positively influences social well-being.

3.3.1.9. Relationship between satisfaction with SLPC and meaningful life

Satisfaction in luxury consumption depends on whether personal values match the positive effects desired on the environment and society, which can lead to emotional benefits like pride and fulfillment from living according to one's ethical beliefs (Jhamb et al., 2020). Moreover, the satisfaction from intentionally sacrificing cost or convenience can reduce feelings of guilt related to the environmental and social impacts of shopping, thus enriching one's sense of purpose. Rolling et al. (2021) revealed that traditional luxury brands that use real animal fur tend to create more dissonance, whereas consumers who prefer faux fur or are neutral experience less emotional conflict. Additionally, the psychological bond consumers have with luxury apparel influences how their attachment to possessions affects perceived risk in collaborative consumption scenarios (Park & Armstrong, 2021).

From a long-term emotional perspective, choosing products that align with ethical and environmental values can help consumers feel a sense of purpose and fulfillment, knowing their actions positively impact society and the planet (Batat et al., 2025). This conscious decision-making encourages reflection on personal values and builds a deep connection to local communities and global causes. It also reduces anxiety related to global issues like climate change and promotes a stable, positive emotional state resulting from living ethically (Han et al., 2019). Opting to forego immediate gratification in favor of sustainable options can increase anticipation and lead to a satisfying emotional reward upon purchase (Han et al., 2019). Based on this evidence, this study argues that purchasing SLPs provides shoppers with more than just material satisfaction; it acts as a catalyst for personal growth and a meaningful life.

H9: Satisfaction with SLPC positively enhances meaningful life.

3.3.1.10. Relationship between satisfaction with SLPC and transformation to sustainability
Traditional luxury shopping often involves negative transformative experiences such as self-indulgence (Chen et al., 2022b), which can evoke mixed feelings of awe and pride, uncertainty and contentment, and guilt and pleasure (Prestini & Sebastiani, 2021). By contrast, choosing to forgo certain luxuries for sustainable shopping may help consumers develop a deeper understanding of their values and priorities, leading to significant personal growth and a richer life experience (Kuokkanen & Catrett, 2023). Sustainable luxury signifies a notable shift in shopping values and behavior driven by inner satisfaction, which is influenced by the willingness to sacrifice. This transition from materialism to a experience- or values-oriented approach—where the quality and sustainability of goods are prioritized over quantity and status—can result in lasting changes in a shopper's value system (Chen et al., 2022a).

Sudbury-Riley et al. (2020) explored the experiences of luxury consumers in palliative care who experienced self-transformation through caregiving. Malone et al. (2023) argued that the core of true luxury is found in the act of giving. Additionally, Kreuzer et al. (2020) suggested that practices of everyday luxury can be rewarding when they involve significant sacrifice. Similarly, Llamas and Thomsen (2016) introduced the idea of luxury as a catalyst for change through giving, stating that donating economic, social, and cultural capital can lead to pleasure, purpose, and strong connections with others. Drawing on these empirical insights, this study posits a positive effect of satisfaction with SLPC on shoppers' self-transformation.

H10: Satisfaction with SLPC positively influences transformation to sustainability.

3.3.1.11. Moderating effect of self-transcendence

Consumers' attitudes toward sustainable luxury consumption and the resulting impacts on their well-being and transformative experiences are shaped by the need to balance the seemingly conflicting demands of sustainability and luxury. The strength of these relationships is expected to vary depending on individual differences, with self-transcendence proposed as a key moderating factor in the shopper-level structural model.

According to Schwartz's (1992) value theory, initially identifying ten value constructs and later expanded to a continuum of 12 related motivations (Schwartz, 1994), the dimension of self-transcendence—comprising the values of “universalism” and “benevolence”—emphasizes concern for the welfare of others and the transcendence of self-interest. This dimension reflects a motivation to care for individuals and entities beyond oneself (Schwartz et al., 2001).

In this context, self-transcendence is posited to moderate the influence of sustainable luxury personal consumption values (SLPCVs) on outcome variables such as perceived social responsibility and community concern. Specifically, individuals with higher levels of self-

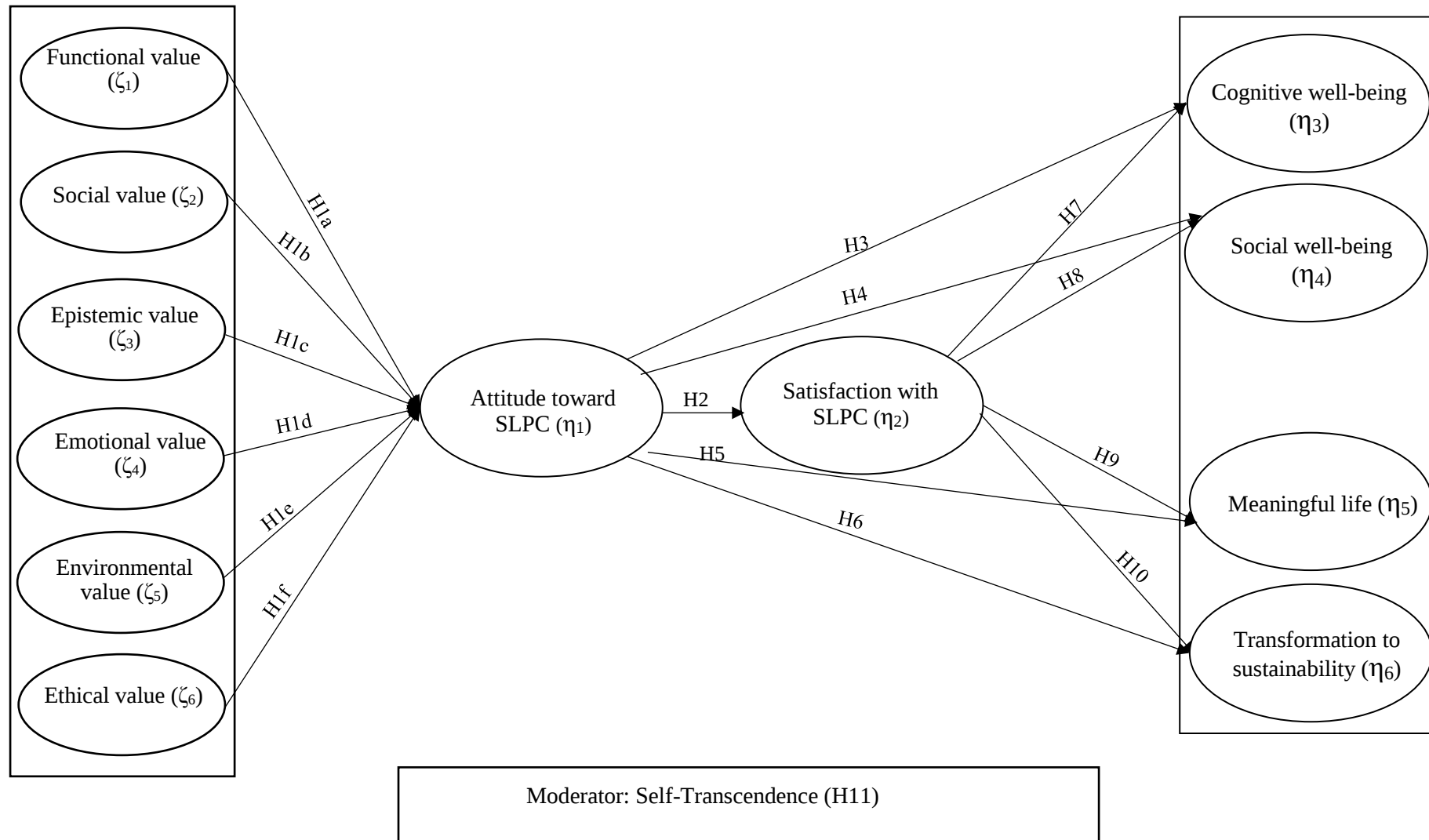
transcendence are more likely to internalize and respond positively to SLPCVs, thereby strengthening the impact of these values on socially responsible attitudes and behavior. Conversely, for individuals lower in self-transcendence, the influence of SLPCVs on these outcomes may be attenuated, as their motivations are less oriented toward collective well-being.

Supporting this, research by Chen et al. (2022c) demonstrates that dispositional awe can enhance self-transcendence, enriching individuals' sense of life's meaning, altering their temporal perspective, and fostering pro-social behavior. This suggests that self-transcendence not only shapes how SLPCVs translate into social responsibility and community concern but also plays a crucial role in facilitating transformative consumer experiences and well-being outcomes within sustainable luxury consumption.

In environmental psychology, seeking meaning in life is healthier than pursuing personal happiness (Wong, 2016). Moreover, Osburg et al. (2022) proposed that the effects of combining luxury with sustainability and the level of consumers' self-transcendence indicate that sustainable behavioral intentions among luxury shoppers are strong when self-transcendence levels are high. In the context of travel, Baksi (2022) called for research into how the changing perception of luxury from exclusivity to widespread aspiration could have transformative effects. Hang et al. (2021) suggested that the luxury sector should focus on fundamental principles such as self-transcendence rather than individualistic ones to create mutually beneficial outcomes. Based on the above discussion, the current study proposes the moderating role of self-transcendence on the relationship between SLPCVs and the outcome variables at the individual level.

H11: Self-transcendence positively moderates the relationship between SLPCVs in tourism and the proposed outcome variables at the individual level.

Figure 3.1. Proposed conceptual framework to test the relationships at the individual level



3.4. Proposed conceptual model to test the relationships at the brand level

3.4.1. *Development of hypotheses: brand level*

3.4.1.1. Relationship between SLPCVs and sustainable luxury brand innovativeness

SLPs require a high level of innovation because they depend on a brand's ability to introduce new ideas, products, or services that are perceived as novel and valuable by consumers.

Brand innovativeness reflects a company's commitment to creativity, progress, and staying ahead of market trends (Lin & Zhou, 2022). Recently, sustainability has become a core part of the management strategies for luxury companies, where environmental, social, and economic performance mutually reinforce one another (Hemonnet-Goujot et al., 2022).

Integrating sustainable values into luxury brands not only shapes consumer perception but also helps these brands stand out from competitors. Dogan-Sudas et al. (2019) investigated the impact of green attributes on perceptions of luxury products and found that factors such as exclusivity, normative beliefs, self-directed pleasure, and prestige increase the appeal of high-end apparel among female Turkish consumers. This study suggests that the functional value of sustainable luxury goods—such as quality, durability, and usability—boosts a brand's overall innovativeness. Joy et al. (2012) supported this finding; they showed that luxury companies with an ethical focus can successfully combine high quality with environmental sustainability.

Research has recently indicated that shoppers have a more positive view of sustainability in luxury brands than industry practitioners do (Puspita & Chae, 2021), with industry insiders mainly appreciating the sector's sustainability appeal (Thomas, 2020). As consumer awareness and attitudes toward sustainability quickly improve (Kong et al., 2016; Papasolomou et al., 2022), luxury companies face increasing pressure to implement environmentally friendly and socially responsible production and services (Macchion et al., 2018). This trend is especially noticeable among consumers who value status enhancement and the emotional satisfaction from owning luxury goods because brands that combine luxury

and sustainability are seen as more attractive (Dabas & Whang, 2022). Puspita and Chae (2021) pointed out a perceptual gap between marketing strategies and attitudes toward sustainable fashion pricing among companies and customers, recommending that companies adopt emotional marketing strategies to close this gap.

Emerging trends in the luxury industry emphasize the importance of brand storytelling in communicating sustainable values and its influence on brand innovation (Woodside & Fine, 2019). Considering the well-known effects of storytelling on user experience and brand appeal (Karampournioti & Wiedmann, 2022), recognizing the role of authenticity in these stories is essential, along with how it can enhance the emotional and ethical appeal of luxury brands for consumers. As consumers increasingly seek out luxury brands that match their expectations and desires for authenticity, the popularity of ethical luxury has been rising (Beard, 2008). Kang and Sung (2022) found that messages emphasizing environmental benefits lead consumers to perceive a brand's CSR efforts as serving the public good, which in turn positively impacts their overall evaluation of the company.

The ethical values of sustainable luxury are expected to boost the innovativeness of sustainable brands. Kessous and Valette-Florence (2019) showed that shoppers associate buying second-hand luxury products with social mobility, environmental awareness, brand heritage, and the excitement of finding a deal. Additionally, Arrigo (2018) demonstrated that sustainability communication, when effectively presented in flagship stores, can help luxury fashion retailers show their commitment to sustainability to stakeholders. In line with basic marketing principles, the perceived innovativeness of luxury brands largely depends on consumers' views of their sincerity and ethical integrity. Pinto et al. (2019) reported that consumers often see sophisticated brands as less ethical than sincere brands, especially when these brands focus more on social relationships than on individual pursuits.

H1a–H1f: SLPCV dimensions positively influence sustainable luxury brand innovativeness.

3.4.1.2. Relationship between sustainable luxury brand innovativeness and sustainable luxury brand attachment

Kunz et al. (2020) pointed out that the compatibility of luxury and sustainability is a crucial factor in determining the appeal of sustainable luxury brands. They also stressed the significance of communication and the innovative perception of sustainability. According to consumer behavior research, brand innovativeness mainly depends on how well the brand aligns with consumer values (So et al., 2017). The connection between brand innovativeness and brand attachment has been somewhat overlooked in sustainable luxury consumption studies, although Grădinaru et al. (2022) found that attractiveness positively influences attachment. Cuomo et al. (2019) revealed that celebrity attractiveness and endorsements significantly shape positive attitudes toward sustainable luxury brands, which offer experiential, symbolic, and functional benefits.

Brand innovativeness positively influences brand attachment. Amatulli et al. (2021c) found that perceiving atypicality in luxury product communication strategies mediates their effect on consumer purchasing decisions by increasing the perceived uniqueness of these strategies. Moreover, Noh and Johnson (2019) emphasized the important role of consumer perceptions of a brand's sustainability efforts in strengthening the positive link between consumer–brand identification and brand loyalty. Additionally, brand trust, often seen as a result of brand attachment, can reinforce the connection between brand innovativeness and brand attachment (Perez et al., 2020). When consumers view a sustainable luxury brand as innovative in design and market appeal, this perception boosts the brand's attractiveness and fosters a deep, committed relationship.

H2: Sustainable luxury brand innovativeness positively influences sustainable luxury brand attachment.

3.4.1.3. Relationship between sustainable luxury brand innovativeness and sustainable luxury brand engagement

Besides commitment, the innovativeness of a sustainable luxury brand can boost customer engagement through its visual appeal and perceived quality, which attract consumers and influence their initial interest and ongoing interaction with the brand. Sustainable luxury brands often need to innovate to incorporate sustainability into their offerings while upholding the high standards of quality, exclusivity, and craftsmanship expected in the luxury market (Lin & Zhou, 2022). In this context, innovativeness can include developing new materials, adopting eco-friendly production processes, and designing products that meet luxury and sustainability standards. Brands that embody sustainable values are likely to foster strong emotional and psychological connections because consumers feel that supporting the brand reflects and reinforces their own identity and beliefs (Franzak et al., 2014). This idea is supported by Leckie et al. (2018), who found that the collection of brand information is positively influenced by perceived value, which in turn increases customer loyalty. With elements of innovativeness and uniqueness adding to the appeal of sustainable luxury brands, customer engagement is expected to stay high. Khoi and Le (2022) revealed that the “coolness” factor is vital to engagement in the hospitality sector.

The growing emphasis on sustainability concepts like CSR and ESG means that brands that effectively communicate their societal or environmental impact can activate consumer communities, leading to increased engagement through social sharing, advocacy, and community involvement (Rather et al., 2018). Attiq et al. (2022) revealed that brand coolness positively influences customer psychological well-being through mechanisms of brand love and engagement. Additionally, brand innovativeness may relate to consumer

engagement in that high levels of authentic pride are linked to consumers' willingness to engage with luxury brands.

H3: Sustainable luxury brand innovativeness positively influences sustainable luxury brand engagement.

3.4.1.4. Relationship between sustainable luxury brand innovativeness and sustainable luxury brand commitment

Sustainable luxury brands are characterized by appealing attributes such as environmental stewardship and social responsibility, which align with consumers' personal values (Amatulli et al., 2021c; Cuomo et al., 2019; Kapferer & Michaut-Denizeau, 2017). Bernardi et al. (2022) emphasized that integrating social responsibility, environmental stewardship, and moral principles is essential for luxury brands to demonstrate their commitment to sustainability and innovation to stakeholders. Although the concept of brand commitment has been extensively studied from the perspective of employees regarding brand citizenship (Piehler, 2018; Piehler et al., 2016), it is also recognized in terms of customers' attitudinal loyalty leading to behavioral loyalty (Cifci & Erdogan, 2016). This study suggests that luxury brands perceived to align with customers' values of innovativeness foster a shared sense of purpose, strengthening consumer commitment because they feel their support contributes to a greater good.

Eisingerich and Rubera (2010) found that brand innovativeness, relevance to self, customer orientation, and social responsibility are key drivers of brand commitment across different cultures. In the hospitality industry, Rather et al. (2021) found that the relationship between customer brand identification and loyalty behavior is mediated by customer commitment to brands.

H4: Sustainable luxury brand innovativeness positively influences sustainable luxury brand commitment.

3.4.1.5. Relationship between sustainable luxury brand innovativeness and willingness to pay more

Sustainable luxury brands are viewed as adding value mainly because of their focus on social responsibility and environmental sustainability. This perceived increase in value depends on how brands creatively mix indulgence with sustainability, which can lead consumers to accept higher prices by associating the increased costs with better quality and exclusivity (Al Mamun et al., 2023). Research on traditional luxury product shopping shows that bandwagon effects, conspicuous consumption, and social value positively impact brand attractiveness, prompting customers' willingness to pay more for global brands (Akturan & Bozbay, 2018). In the hospitality industry, Heo and Hyun (2015) found that customers' willingness to pay more is influenced by luxury brand room amenities in upscale hotels. They revealed that simply placing luxury amenities in rooms increases customers' perceived value of the room rate and their readiness to pay it.

Sustainable luxury brands continue to focus on differentiating themselves by meeting the growing consumer demand for products that are luxurious and environmentally responsible. In doing so, they are likely to boost their brand innovativeness through investments in cutting-edge technologies, sustainable materials, and innovative design processes that uphold their commitment to quality and exclusivity while reducing environmental impact. Additionally, the importance of consumers' willingness to pay for CSR practices has gained increasing recognition (Narayanan & Singh, 2023). Diallo et al. (2021) showed that the functional and symbolic values of luxury brands positively mediate the effect of CSR initiatives on consumers' WTPP. Signaling can increase consumers' readiness to pay for eco-friendly luxury products (Berger, 2019).

H5: Sustainable luxury brand innovativeness positively influences willingness to pay more.

3.4.1.6. Relationship between sustainable luxury brand innovativeness and brand advocacy

The social capital aspects of luxury reportedly influence consumers' intentions to advocate for brands (Wong, 2023). Shoppers who are environmentally conscious tend to support brands that effectively combine sustainability with a luxury image. Factors such as self-concept, self-connection, and hedonic values are known precursors to brand advocacy in the luxury market (Parrott, 2015), so incorporating sustainability into these factors likely increases consumers' advocacy intentions. Brand innovativeness is expected to encourage brand advocacy within sustainable luxury. Ko and Jeon (2024) found that eco-friendly practices help create a green image and boost advocacy intentions in the luxury hospitality sector. In the tourism industry, current research suggests that tourists are increasingly interested in recycled (Sørensen & Bærenholdt, 2020) and upcycled products (Hwang & Mattila, 2024).

Research in environmental psychology shows that sustainability-focused content on social media influences sustainable habits and consumption behavior, which in turn boost sustainable advocacy among consumers (Confetto et al., 2023). Informative and engaging communication strategies that highlight environmental sustainability indirectly support hotel brand advocacy on digital platforms (Alnawas et al., 2024). Additionally, aligning green messaging with brand positioning enhances brand evaluation in the luxury sector (da Luz et al., 2020).

H6: Sustainable luxury brand innovativeness positively influences brand advocacy.

3.4.1.7. Relationship between sustainable luxury brand attachment and sustainable luxury

brand engagement

The literature on consumer behavior strongly supports that a strong emotional bond between consumers and luxury brands enhances brand loyalty (Shimul & Phau, 2022; Shimul et al., 2019). Extending this idea to sustainable luxury shopping, the current study suggests that

attachment, based on a brand's perceived commitment to sustainability, can lead to increased brand engagement. Khan and Fatma (2023) argued that perceived sustainability significantly boosts customer loyalty and trust, with customer engagement acting as a mediator in this relationship. Additionally, Noh and Johnson (2019) found that sustainability messaging affects shoppers' identification with luxury fashion brands.

Brand engagement may stem from consumers' attachment to sustainable luxury brands. Singh and Kunja (2023) found that brand trust and brand commitment sequentially mediate the relationship between brand attitude and purchase intentions toward recycled products. Consumers' identification with sustainable luxury brands can also influence their purchasing behavior and engagement levels (Hemonnet-Goujot et al., 2023). This finding is especially relevant because brands perceived as sophisticated may be viewed as less ethical when their social identity goals are emphasized (Pinto et al., 2019). Gibson and Seibold (2014) suggested that the marketing roles of luxury brands need to be reevaluated to ensure they effectively combine their luxury image with positive social and environmental values. In the hospitality sector, Dang-Van et al. (2023) found a positive link between green practices in luxury hotels and consumer-brand identification.

H7: Sustainable luxury brand attachment positively influences sustainable luxury brand engagement.

3.4.1.8. Relationship between sustainable luxury brand attachment and sustainable luxury brand commitment

The overall marketing literature highlights the influence of brand attachment on brand commitment. Certain studies, like Jahn et al. (2012), show that the effects of brand attachment on commitment differ among various age groups of elderly women. This research indicates that emotional bonds with a brand, formed through personal experiences and the perceived personality of the brand, enhance consumer attachment. This attachment is crucial

for fostering a strong commitment to a luxury brand, especially when the brand's values align with consumers' personal sustainability ideals. Valette-Florence and Valette-Florence (2020) found that brand emotion influences consumer commitment through the mediating role of brand attachment.

In the luxury sector, Lim et al. (2021) found that eco-friendly initiatives highlighted in luxury product ads tend to foster positive consumer attitudes and increase behavioral intentions more than similar efforts promoted for mass-market products. Additionally, the impact of brand trust and reliability on brand commitment is well established in consumer behavior research (Bidmon, 2017; Jahn et al., 2012). Inferring that attachment to luxury brands can lead to greater brand commitment is reasonable. This inference stems from the belief that trust in a sustainable luxury brand's consistent delivery of quality and ethical standards can foster stronger brand attachment and, ultimately, greater brand commitment (Shetty & Fitzsimmons, 2022).

H8: Sustainable luxury brand attachment positively influences sustainable luxury brand commitment.

3.4.1.9. Relationship between sustainable luxury brand attachment and willingness to pay more

Emotional brand attachment is recognized as a key factor influencing WTPP, especially in the tourism industry (Kim et al., 2023b). The broader research on luxury brands indicates that WTPP arises from a strong attachment to luxury brands (Shimul & Phau, 2022; Shimul et al., 2019). Studies on luxury hospitality also emphasize the significance of high pricing and perceived exclusivity (Luna-Cortés et al., 2023). Jain et al. (2023), in their review of luxury hospitality, highlighted sustainable luxury brands as a promising area for future research.

This research suggests that shoppers on vacation who feel strongly connected to a brand are often willing to pay a premium for products that align with their personal values,

such as sustainability. This willingness is affected by the belief that the brand's sustainable efforts contribute to the greater good, justifying higher prices. Consumers committed to sustainable luxury brands may view their purchases as long-term investments and are therefore more likely to pay higher upfront costs. They trust that the durability and timeless design of sustainable luxury items will result in a lower cost per use over time. Diallo et al. (2021) noted that long-term perspectives are linked to a greater willingness to pay price premiums for CSR activities in the luxury market. According to Bahri-Ammari et al. (2016), the strength of consumer-brand attachment directly influences the desire to maintain a long-term relationship with the brand and the willingness to accept price increases in the luxury restaurant industry.

H9: Sustainable luxury brand attachment positively influences willingness to pay more.

3.4.1.10. Relationship between sustainable luxury brand attachment and sustainable luxury brand advocacy

The influence of brand attachment on brand advocacy, directly and indirectly, is widely recognized in the consumer behavior field. Shimul and Phau (2022) emphasized that attachment to luxury brands leads to brand advocacy, but their follow-up study in 2023 showed that this attachment mediates the relationship between brand self-congruence and advocacy. Additionally, Ahmadi and Ataei (2024) suggested that emotional brand attachment serves as a link between brand reputation and advocacy. These studies support the idea that consumers who develop a strong emotional bond with a brand are likely to engage in positive word of mouth and recommend the brand to others.

Brand advocacy also stems from brand trust, with consumers who strongly trust a brand's values, quality, and commitment to social responsibility likely to confidently promote the brand (Shimul & Phau, 2023). Additionally, factors like brand passion and community

involvement, which arise from social capital, are known to drive online brand advocacy (Wong, 2023). In the context of sustainable luxury, brand attachment is expected to influence brand advocacy. Purohit et al. (2024) found that consuming service masstige brands in the tourism and airline sectors boosts brand happiness, which, in turn, encourages brand advocacy.

H10: Sustainable luxury brand attachment positively influences sustainable luxury brand advocacy.

3.4.1.11. Moderating effect of celebrity endorsement

This study suggests that celebrity endorsements of sustainable luxury brands can strengthen the positive link between consumers' values related to sustainable luxury and their attitudes toward these products. This boost is probably due to celebrities' perceived credibility and aspirational appeal, which may make sustainable luxury items more appealing and better align with consumers' values, leading to more positive attitudes.

Shoppers may hold values aligned with sustainability, but their attitudes toward sustainable luxury consumption and their willingness to make sacrifices for such choices can be significantly influenced by celebrity endorsements (Kang & Choi, 2016). The effectiveness of celebrity endorsement in shaping consumer attitudes is likely to vary depending on the perceived authenticity and relevance of the celebrity's involvement in environmental and social causes. Celebrities who are genuinely associated with sustainability efforts tend to enhance positive consumer attitudes and increase willingness to sacrifice for sustainable luxury products, as their endorsement lends credibility and emotional appeal to the brand.

Consumer behavior research further suggests that celebrity endorsements can influence perceptions of product quality and value, even for low-priced offerings, thereby increasing purchase intentions and sales (Roy et al., 2019). Importantly, the consumer's

attitude toward the endorsement itself plays a mediating role in this process. Factors such as the celebrity's expertise, the congruence between the celebrity and the brand, and the perceived motives behind the endorsement significantly affect brand attitudes through their impact on endorsement credibility and consumer trust (Bergkvist et al., 2016).

Based on this understanding, the current study proposes that celebrity endorsement moderates the relationship between sustainable luxury personal consumption values (SLPCVs) and outcome constructs at the brand level. Specifically, the influence of SLPCVs on outcomes such as brand attitude, purchase intention, and willingness to sacrifice is expected to be stronger when the celebrity endorsement is perceived as authentic, credible, and well-aligned with the brand's sustainability values. Conversely, endorsements perceived as inauthentic or mismatched may weaken this relationship, highlighting the conditional nature of celebrity influence in sustainable luxury consumption.

H11: Celebrity endorsement positively moderates the relationship between SLPCVs in tourism and the proposed outcome variables at the brand level.

Figure 3.2. Proposed conceptual framework to test the relationships at the brand level



3.5. Proposed conceptual model to test the relationships at the societal level

3.5.1. Development of hypotheses: Societal level

3.5.1.1. Relationship between attitude toward SLPC and social justice behavioral intentions

Recent research indicates that adopting environmentally conscious shopping habits can promote a strong sense of social justice because individuals feel empowered to make positive contributions to society (Eastman et al., 2021). These psychological benefits are closely connected to attitudes toward SLPC, which encourage ethical consumer behavior. Unlike traditional luxury consumption, often driven by materialistic desires and momentary emotional rewards (Hudders et al., 2012), SLPC focuses on long-term value, social responsibility, and environmental stewardship, thereby strengthening the link between positive attitudes (Cuomo et al., 2019; Sestino et al., 2022). Factors such as environmental awareness, perceived impact, and social influence further support this relationship, implying that a favorable attitude toward SLPC can increase the intention to support social justice (Batat et al., 2025).

A positive attitude toward SLPC is shaped by thoughtful decision making and a conscious evaluation of ethical and environmental factors, rather than impulsive motivations often linked with traditional luxury consumption (Cuomo et al., 2019). Key attitudinal factors such as environmental awareness, perceived consumer impact, and social norms can strengthen the link between SLPC and the intention to support social justice initiatives. As McCormick and Ram (2022) noted in the luxury fashion sector, positive perceptions of ethical consumption play a vital role in motivating individuals to engage in behavior that promote fairness and societal well-being.

H3: Attitude toward SLPC positively influences shoppers' social justice behavioral intentions.

3.5.1.2. Relationship between attitude toward SLPC and philanthropic behavioral intentions

Developing a positive attitude toward SLPC often encourages individuals to reflect deeply about their consumption habits and the broader effects of their choices (Aggarwal et al., 2024). The current study suggests that a positive attitude toward shopping for SLPs is likely to promote philanthropic intentions among consumers because those who value sustainability are often driven to support causes that benefit society and the environment (Ghali, 2021; Windsor, 2017). Shoppers who believe luxury consumption should contribute to broader ethical and environmental goals are likely to engage in charitable actions or support initiatives that align with these values. The reason is increased awareness of social causes can make shoppers empathetic toward those who lack access to basic necessities (Jain, 2019), fostering a sense of social responsibility.

Fashion literature confirms that consumers with a positive attitude toward sustainable shopping often gravitate toward communities that focus on ethical values and social responsibility (Campos Franco et al., 2020). By aligning their purchasing habits with sustainability, these individuals become part of networks where mutual support and shared responsibility are central (Siepmann et al., 2022). As sustainable behavior become noticeable and influential within these groups (Creevey et al., 2022), members may feel motivated to expand their sense of responsibility beyond personal consumption, exploring ways to contribute to the greater good and assist those in need. Consequently, such consumers may be encouraged to dedicate part of their resources to humanitarian causes, showing a growing willingness to support philanthropic efforts alongside their commitment to ethical and sustainable consumption.

H4: Attitude toward SLPC positively influences shoppers' philanthropic behavioral intentions.

3.5.1.3. Relationship between attitude toward SLPC and FT behavioral intentions

Recent studies indicate that responsible consumption involves consumers reconsidering the origins and ethical implications of the products they buy. Factors shaping these attitudes, such as an increased sense of personal responsibility, often lead individuals to seek out goods that match their values of fairness and ethical production (Aggarwal et al., 2024; Park et al., 2023b). As consumers become more aware of the benefits of sustainable luxury, they may feel more motivated to support FT practices, opting for products that promote equitable treatment of producers and support broader social and economic justice.

The current study suggests that consumers with a positive attitude toward SLPC often go beyond simply choosing well-known brands; they actively seek to understand the origins and production processes of the products they buy. Instead of being influenced only by brand reputation, these individuals tend to investigate whether items come from regions with stable governance, are produced under ethical labor conditions, and are free from associations with conflict zones (Cannon & Rucker, 2019). This conscientious approach shows a strong commitment to making sure workers receive fair wages and incentives and that the entire supply chain upholds principles of fairness and responsibility—values closely linked to FT principles.

H5: Attitude toward SLPC positively influences shoppers' FT behavioral intentions.

3.5.1.4. Relationship between attitude toward SLPC and pro-social shopping activism behavioral intentions

Recent trends in luxury shopping show that consumers are increasingly redefining what it means to engage with high-end products, shifting away from traditional ideas of exclusivity and status toward choices that reflect a commitment to ethical and sustainable values. Yoo and Lee (2012) demonstrated that consumers with positive past experiences in sustainable luxury shopping are likely to reevaluate their priorities, urging them to place more

importance on the social and environmental impacts of their purchases. This change not only provides a sense of fulfillment and personal integrity but can also motivate consumers to advocate for responsible consumption practices (Delistavrou et al., 2020), encouraging them to influence others and support large movements that promote ethical and pro-social causes.

The current study argues that a positive attitude toward SLPC can act as a catalyst for personal change. As travelers and shoppers embrace sustainability, their choices are influenced by shifting social interactions and new norms, which can gradually shape broader cultural views on responsible consumption (Mendonça, 2020). Over time, as these sustainable practices become routine, individuals not only strengthen their commitment to ethical values but may also motivate others to follow suit, helping to create a collective movement toward pro-social and environmentally friendly consumption (Llamas & Thomsen, 2016). From this discussion, the current study expects that shoppers' positive attitudes toward SLPC lead to their intentions to act in pro-social consumption ways.

H6: Attitude toward SLPC positively influences shoppers' pro-social shopping activism behavioral intentions.

3.5.1.5. Relationship between satisfaction with SLPC and social justice behavioral intentions

Traditional luxury consumption has faced scrutiny over concerns related to social equity (Cannon & Rucker, 2019), with Kapferer (2010) noting that the luxury sector sharply highlights global social inequalities. At the same time, the rise of ethical and responsible consumption movements has emphasized the importance of consumer involvement in advocating for social justice (Micheletti & Stolle, 2007; Ozcaglar-Toulouse, 2007). Specifically, Micheletti and Stolle (2007) described various ways shoppers can participate, including supporting diverse causes and serving as catalysts for corporate and societal change. Cabrera and Williams (2014) also discussed how actions and intentions related to

social justice can be understood within the framework of neoliberal corporate citizenship, stressing that pursuing social benefits is a key part of ethical shopping practices.

The current study suggests that shoppers who are highly concerned about societal issues are likely to participate in advocacy for social justice. This involvement can include engaging in campaigns, discussions, and movements aimed at addressing and correcting social inequalities (Cabrera & Williams, 2014). Specifically, this study proposes that consumers of luxury goods who emphasize responsible consumption are likely to actively participate in initiatives focused on social justice and enhancing societal well-being. This idea is based on Wernick (2012), who argued that individuals with power and privilege can use their influence to organize within their communities and strengthen existing power structures. Additionally, Jin and Qi (2024) showed that the presence of an ethical label on luxury food items can reduce the effects of conspicuous consumption on consumer cynicism, directly and indirectly, by fostering emotional solidarity rooted in community and equity principles. Furthermore, luxury shoppers have used corporate shaming as a tactic against jewelry companies to promote environmental and social justice (Bloomfield, 2014).

H7: Satisfaction with SLPC positively influences shoppers' social justice behavioral intention.

3.5.1.6. Relationship between satisfaction with SLPC and philanthropic behavioral intentions

Pursuing status through luxury consumption is often believed to conflict with charitable giving, but recent studies suggest otherwise. Klucarova and He (2022) discovered that the increased sense of power from status consumption actually encourages higher charitable donations. Furthermore, Nickel (2015) argued that luxury philanthropy plays a vital role in reinforcing and displaying social statuses, which motivate ongoing luxury purchases and support the market. The current study indicates that people who consume luxury responsibly

and care about society are likely to have strong intentions to donate. Wiepking (2021) identified concern for others and empathy as key factors driving global generosity. Additionally, Lundberg et al. (2019) showed that concerns for the environment and personal gain are positively linked to environmentally focused philanthropic behavior.

Research in social psychology shows that individuals deeply concerned about societal issues tend to believe their contributions, whether financial or material, can make a significant positive impact (Adloff, 2016; Walker & Kent, 2013). Building on this understanding, Johnson (2021) proposed that luxury shoppers may fulfill their needs for self-image and status through philanthropy by focusing on preserving the most vulnerable cultural heritage rather than simply through consumption. Additionally, Llamas and Thomse (2016) introduced a transformative view of luxury, suggesting that luxury can potentially change the lives of those who are far removed by providing substantial philanthropic support, which in turn transforms the donor's sense of self.

H8: Satisfaction with SLPC positively influences shoppers' social justice behavioral intentions.

3.5.1.7. Relationship between satisfaction with SLPC and FT behavioral intentions

The existing body of marketing research indicates that a brand's commitment to social responsibility, particularly concerning FT practices, can greatly enhance its image and trust among consumers. Wang and Chou (2020) emphasized that subjective norms and a sense of responsibility to support FT products can influence consumers' personal norms and, in turn, their intention to buy FT items. Similarly, Hwang et al. (2015) found that the moral obligation felt by consumers positively affects their attitudes toward purchasing clothing that is organic, fair-trade certified, or made from recycled materials. This study suggests that awareness of the social costs linked to luxury shopping—such as the need for impression management, feelings of envy, and the desire to be perceived as warm (Cannon & Rucker,

2019)—can increase responsible consumers’ concern for society, motivating them to engage in ethical and socially beneficial activities like supporting FT practices.

Schmidt et al. (2016) highlighted that customers who strongly perceive luxury in FT products are convinced of the FT concept, which increases their perceived value of these products and makes them likely to recommend them. The authors also observed that shoppers are likely to actively promote FT products when they perceive the benefits to outweigh the costs. Similarly, Lindenmeier et al. (2017) described FT as an effective collaborative approach to tackling the complex issue of luxury fashion, suggesting that consumer guilt can heighten their concern for the community and influence their purchasing decisions to match those concerns.

H9: Satisfaction with SLPC positively influences consumers’ FT behavioral intentions.

3.5.1.8. Relationship between satisfaction with SLPC and pro-social shopping activism intentions

The current study indicates that individuals who are highly aware of societal issues and motivated to create positive change are likely to participate in activism related to sustainable luxury shopping, such as boycotting unethical brands or promoting responsible purchasing behavior. According to marketing research, consumer backlash against unethical corporate practices is often driven by a desire to safeguard societal interests or the welfare of the majority (Lindenmeier et al., 2012). Delistavrou et al. (2020) found that shoppers with a stronger tendency to boycott are more influenced by social norms than by personal attitudes and perceived behavioral control. Additionally, tendencies toward socially responsible consumption and ethical advertising are closely linked to the success of boycott campaigns (Paek & Nelson, 2009).

Social networks and community involvement play a key role in promoting pro-social consumption activism (Čapienė et al., 2021). People are likely to act when they feel supported by their community, see others engaging in similar actions, and believe in their collective ability to create change. In the luxury industry, Johnson et al. (2018) pointed out that pro-social activism can be motivated by a fear of negative evaluation and a strong pro-social self-concept. Additionally, Zhang (2024) suggested that perceptions of negative and positive corporate social advocacy predict boycott intentions and the willingness to participate in discursive activities, respectively.

H10: Satisfaction with SLPC positively influences pro-social shopping activism intentions.

3.5.1.9. Moderating role of global identity

Global identity refers to a person's sense of belonging to a worldwide community that transcends national and cultural borders (Chen, 2020). It encompasses an awareness and appreciation of diverse cultures, global concerns, and shared human experiences. Individuals with a strong global identity tend to value inclusivity, environmental sustainability, and social justice, perceiving themselves as part of a larger, interconnected world. When luxury brands align with sustainable and ethical practices, this alignment resonates strongly with shoppers who possess a strong global identity, thereby enhancing their loyalty to such brands as these values reflect their broader worldview and ethical commitments (Chen, 2020).

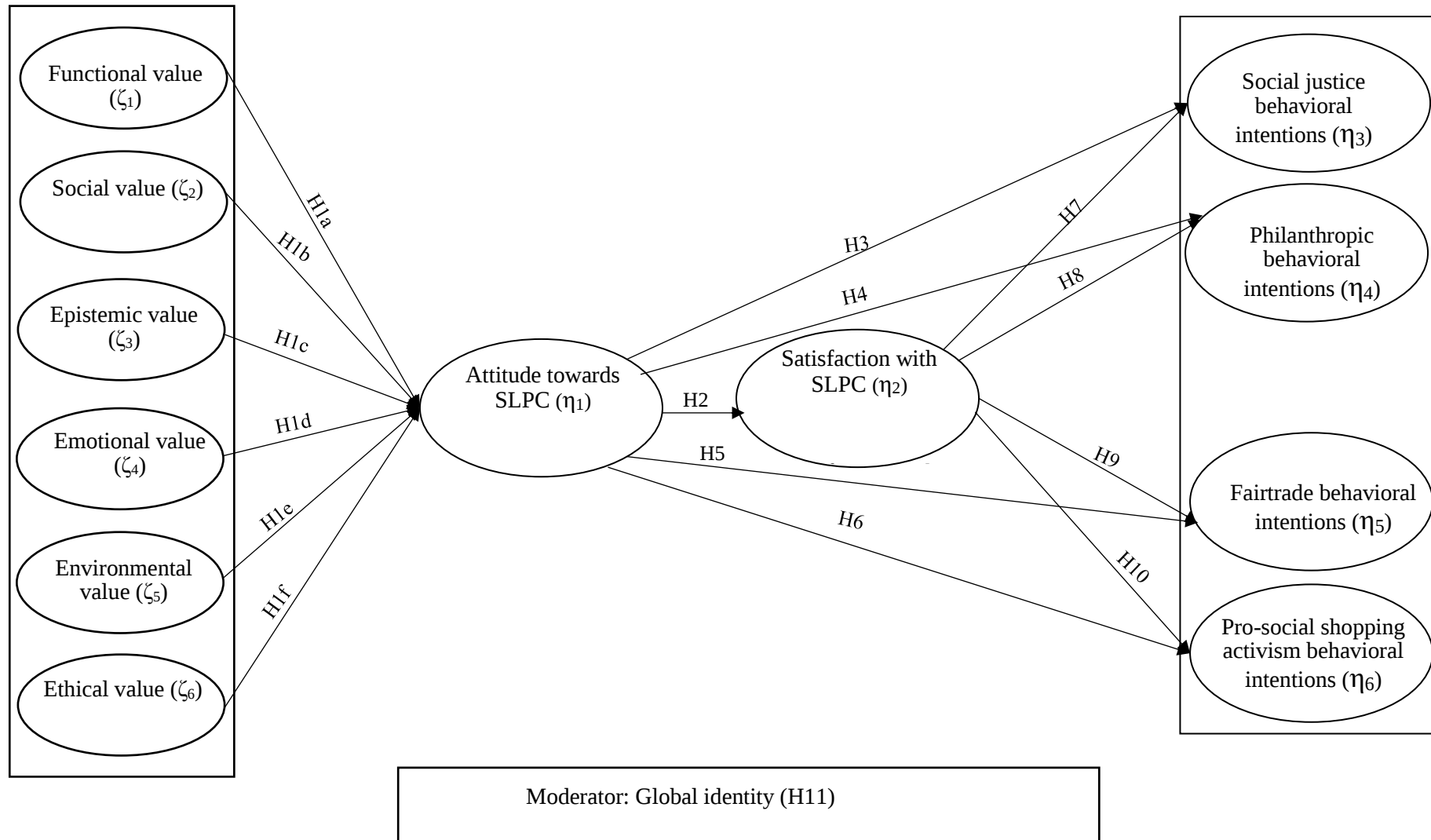
Moreover, shoppers with a strong global identity are more likely to engage in charitable activities and support fair trade (FT) efforts, using their consumption choices as a means to contribute positively to global communities. This suggests that the influence of sustainable luxury personal consumption values (SLPCVs) on outcome variables such as brand loyalty, purchase intention, and willingness to sacrifice is likely to be amplified among individuals with a pronounced global identity.

Additionally, a global outlook encourages individuals to prioritize collective well-being over personal gains by emphasizing group goals, interdependence, and social harmony rather than individual pursuits. In the context of luxury consumption, global identity is expected to moderate the relationship between SLPCVs and consumer attitudes by underscoring the importance of legacy and environmental stewardship. This perspective fosters a greater willingness to forego immediate gratification in favor of long-term benefits for the environment and society (Moscardo, 2017).

Therefore, the moderating role of global identity is critical in understanding how SLPCVs translate into sustainable luxury consumption behavior and attitudes, as it shapes consumers' motivations and ethical considerations in alignment with a global, interconnected worldview.

H11: Global identity positively moderates the relationship between SLPCVs in tourism and the proposed outcome variables at the societal level.

Figure 3.3. Proposed conceptual framework to test the relationships at the societal level



3.6. Shoppers' preference for SLPs

3.6.1. Relationship between brand attributes and preference for SLPs

The current study suggests that brand attributes (brand profile, production volume, materials used, production regions, extra payment, and price) influence shoppers' preference for SLPs. Brand characteristics like brand prominence, celebrity endorsement, and limited editions greatly influence shoppers' preferences for SLPs, especially during holiday shopping. Brand prominence, which refers to how visible and recognizable a brand is, plays an important role in shaping consumer perception. High brand prominence often indicates quality and prestige, making SLPs attractive (Kim et al., 2023b). When consumers are on holiday, they may buy items from well-known brands as a way to celebrate their trip or to take home a piece of luxury that is sustainable and reputable (Kang & Choi, 2016). This recognition can also reassure consumers about the product's authenticity and ethical production, aligning with their desire for responsible consumption.

The selection of six attributes to measure shoppers' preferences for sustainable luxury products while on holiday is well-supported by sustainable consumption and luxury literature (Hao et al., 2023; Lo et al., 2021; Tait et al., 2019). These attributes are commonly used to capture the complex nature of consumer decision-making in tourism settings, where motivations and values often differ from those in everyday consumption. Brand profile distinguishes between traditional luxury brands and sustainability leaders (Woodside & Fine, 2019), allowing researchers to evaluate how brand reputation and ethical stance influence tourist choices. Production volume, differentiating mass-produced items from limited-edition products, examines exclusivity and perceived value, which are key to luxury consumption (Steffl et al., 2024). The raw materials attribute directly addresses environmental concerns, enabling an assessment of tourists' genuine commitment to sustainability (Nayak et al., 2018). The production regions/communities attribute considers the social impact of manufacturing,

distinguishing between economically developed and underprivileged areas, thus exploring tourists' attitudes toward social responsibility (Lindenmeier et al., 2017). The extra payment attribute, involving a required donation for community support, tests tourists' willingness to turn their stated values into real financial contributions (Johnson, 2021). Finally, price remains a core factor influencing purchase decisions, offering insights into how much tourists are willing to pay a premium for SL (Narayanan & Singh, 2023). Together, these attributes are strategically chosen to measure tourists' deeper motivations and determine whether their expressed values and attitudes are reflected in their actual purchasing behavior, a methodological approach widely supported in tourism research.

Research in environmental psychology and consumer behavior consistently shows that sustainable product attributes, particularly third-party certifications and awards, build trust and credibility in a brand's commitment to sustainability. This trust develops because such recognitions reassure consumers that the brand meets established sustainability standards, enhancing the perceived integrity of its eco-friendly practices. In their study using a hybrid discrete choice model, Albaladejo and Díaz-Delfa (2021) demonstrated that environmental attributes and individuality significantly influence vacationers' choices of rural accommodations. Errmann et al. (2021) conducted six experimental studies and found that trait mindfulness associated with hotel amenities, room quality, and recognition through awards increases tourists' preference for environmentally friendly hotels. Kim et al. (2019) further identified cleanliness, bedding, service, and room aesthetics as key factors in luxury hotel selection. Chu Lo et al. (2021) also reported that the visibility of a logo, price, and brand prominence are important predictors of consumer choices for sustainable products.

Tait et al. (2019) emphasized that sustainability attributes significantly shape the choice of sustainable wines, with consumers demonstrating a strong willingness to pay more for these features, showing a positive attitude toward sustainable consumption. This WTPP

for eco-friendly and ethically produced luxury products is further supported by Nelson et al. (2021), who identified a specific willingness among tourists to spend more for certifications. Lee et al. (2019) revealed that green certifications and awards positively affect consumers' perceived value and behavioral intentions, including their chances of revisiting and paying a premium. Moreover, Sutherland et al. (2021) found that certified accommodations command higher price premiums than their uncertified equivalents.

Current research suggests that price is a crucial factor when buying a luxury brand, but its role can be complex and nuanced. In the luxury market, price often acts as a signal of quality, exclusivity, and prestige (Woodside & Fine, 2019). Consumers may view higher-priced luxury items as more desirable because of their association with superior craftsmanship, materials, and brand heritage. This perception can boost the appeal of luxury products because owning them can convey status and distinction. In the context of sustainable luxury, price can also mirror a brand's ethical and environmental commitments. Consumers who value sustainability may be willing to pay a premium for products that match their principles, such as those made with eco-friendly materials or through FT practices (Woodside & Fine, 2019).

Sustainable luxury products are often priced higher than their traditional counterparts, and several factors contribute to this price difference (Narayanan & Singh, 2023). SLPs typically involve higher production costs because of the eco-friendly materials, ethical sourcing, and sustainable manufacturing processes. These practices generally require more resources and time, which can raise overall production costs. Modern luxury consumers on vacation are increasingly likely to buy responsible products, driven by a growing awareness of sustainability and ethical issues (Al Mamun et al., 2023). This shift is part of a larger trend where consumers are becoming more conscious of the environmental and social impacts of their purchases.

H1: Brand attributes ((a) brand profile, (b) production volume, (c) materials used, (d) production regions, (e) extra payment, and (f) price) influence shoppers' preferences for SLPs.

3.6.2. Relationship between shoppers' socio-demographic characteristics and preference for SLPs

The influence of socio-demographic factors on shopper preferences for sustainable consumption has been widely studied, showing different effects in various contexts (Akhtar et al., 2021; Wei et al., 2018). People with higher incomes often have more disposable income, which allows them to buy sustainable luxury goods that usually cost more because of ethical sourcing and production methods (Akhtar et al., 2021). Interestingly, Kim et al. (2022) found that preferences for sustainable luxury brands over regular, non-sustainable ones tend to be stronger among consumers from lower childhood socioeconomic backgrounds compared with those from higher ones. In choosing rural accommodations, Albaladejo and Díaz-Delfa (2021) identified education level, traveling with family and children, and travel frequency as important factors. Chu Lo et al. (2021) highlighted the influence of age and gender on preferences for sustainable bags. Additionally, Kapferer and Michaut-Denizeau (2019) noted that Millennials are sensitive to sustainable luxury. Research consistently shows that women are more likely than men to buy sustainable products, a trend linked to their higher environmental concern and sense of social responsibility (Dangelico et al., 2021). Furthermore, women's greater involvement in household purchasing decisions increases their engagement with sustainable consumption. The findings from Borau et al. (2021) supported this pattern, indicating that women are prone to adopt sustainable behavior across different settings.

H2: Shoppers' socio-demographic characteristics ((a) gender, (b) age, (c) education, and (d) income) influence preferences for SPLs.

3.6.3. Relationship between SLPCVs and preference for SLPs

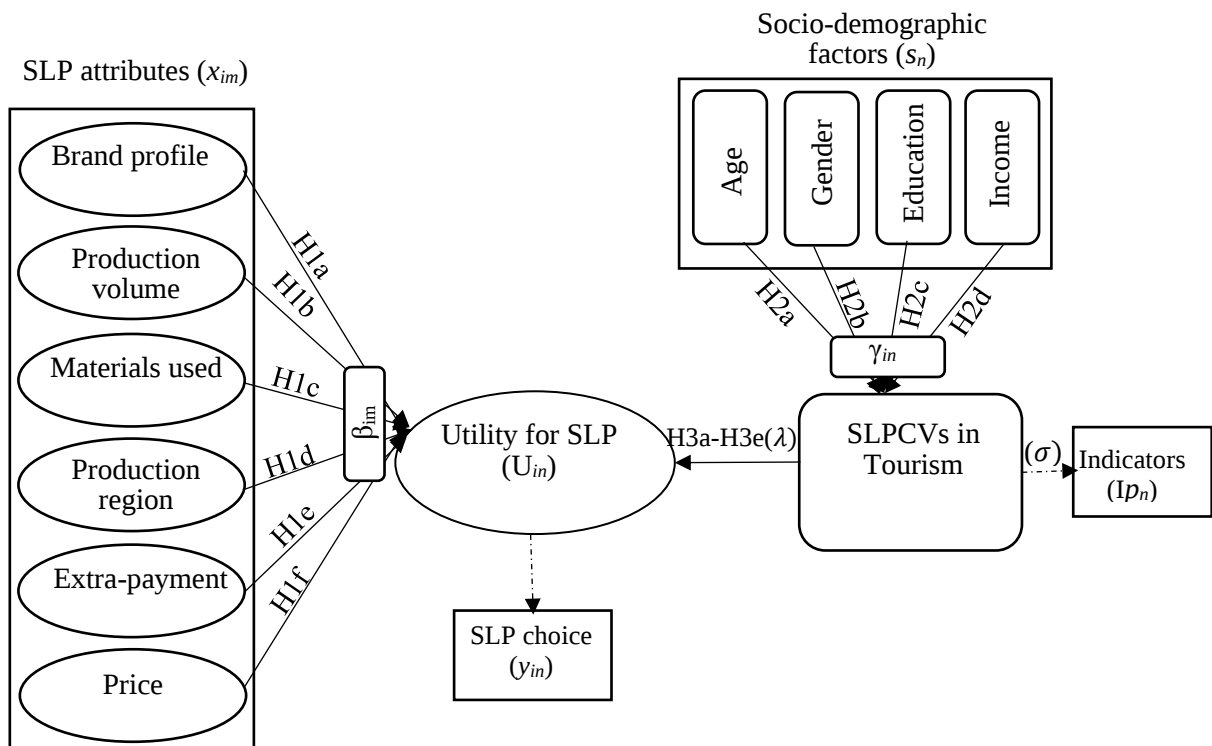
A positive attitude toward SLPC is expected to boost the perceived value and appeal of sustainability-related product features, such as eco-friendly materials, ethical sourcing, and fair labor practices. Recent research highlights how value propositions influence shoppers' decisions, especially sustainable consumption choices (Albaladejo & Díaz-Delfa, 2021; Errmann et al., 2021; Kim et al., 2019; Kim et al., 2023b). People who see themselves as environmentally conscious or socially responsible are likely to buy SLPs. Specifically, in the sustainable luxury sector, Chu Lo et al. (2021) found that peer attitudes and behavior, along with other personal traits, affect consumer choices, such as selecting luxury handbags. Functional values like utilitarian benefits, quality, and durability are especially influential because they support sustainability goals by emphasizing the practical advantages of luxury items, which tend to last longer and are disposed of in environmentally friendly ways (Albaladejo & Díaz-Delfa, 2021). This connection strengthens consumer preferences for SLPs by merging high-quality features with environmental and social responsibility (Errmann et al., 2021).

Social values further influence consumer choices by adding symbolic and knowledge-based elements to SLPs. These values enable consumers to express their commitment to sustainability while maintaining sophistication and status, whereas epistemic values satisfy their curiosity and desire for unique experiences. They are especially important in luxury shopping tourism, where consumers seek products associated with discovery and cultural heritage. Experiential values also contribute by addressing hedonic needs and situational factors like authenticity and environmental conditions. Hung et al. (2021a) found that environmental factors are among the main attributes Chinese luxury travelers consider when traveling abroad. Collectively, these values form a comprehensive framework that explains how SLPCVs influence consumer preferences, promoting choices that align with personal

values and broader sustainability goals in the luxury market. Therefore, the current study proposes the impact of SLPCVs on shoppers' preferences for SLPs while on holiday.

H3a–H3f: SLPCVs in tourism influence preference for SLPs.

Figure 3.4. Proposed conceptual framework to examine shoppers' preference for SLPs



3.7. Chapter summary

This chapter mainly focuses on developing hypotheses after a comprehensive review of the literature. Three conceptual models are created to visually represent the hypotheses. The first model aims to examine how SLPCVs influence attitude toward SLPC, satisfaction with SLPC, cognitive well-being, emotional well-being, social well-being, and shopper transformation. The second model tests the effect of SLPCVs on sustainable luxury brand innovativeness, brand attachment, brand commitment, brand engagement, willingness to pay more, and shopper brand advocacy. The third model evaluates how SLPCVs affect attitude toward SLPC, satisfaction with SLPC, social justice behavioral intentions, philanthropic

behavioral intentions, fair-trade actions, and pro-social shopping activism. The potential moderating effects of relevant variables are also suggested. The next chapter discusses the research methodology.

CHAPTER FOUR

4. SCALE DEVELOPMENT: METHODOLOGY AND RESULTS

4.1. Chapter introduction

This chapter explains the procedures followed to develop a measurement scale for SLPCVs in shopping tourism and the associated results. Before that, however, the discussion begins with the study's overall paradigm and design. Subsequently, the process for developing the SLPCV in shopping tourism scale is described, including the pre-testing and pilot-testing procedures. It also describes the primary survey and details about sampling, including the sampling frame, method, and size. The section ends with an explanation of how data were collected and analyzed.

4.2. Study paradigm and design

The aim of this research was to develop a scale for measuring SLPCVs in tourism and to thoroughly test it through subsequent investigations. To achieve this, the study used a mixed methods approach, combining both qualitative and quantitative techniques. This approach is based on a pragmatic philosophical framework, which suggests that the limitations of strictly following either post-positivism or constructivism are unnecessary (Kaushik & Walsh, 2019). According to pragmatists, the complexity of phenomena often requires a multi-faceted approach to fully understand their different aspects.

More precisely, this investigation used a sequential mixed methods design. In this framework, qualitative and quantitative methods are not only combined but also implemented in a sequential order (Walker & Baxter, 2019). Initially, the qualitative phase involved developing the scale through interviews with specialists in both hospitality and marketing fields, as well as shoppers of sustainable luxury products. Subsequently, the research moved into the quantitative phase, where a broad survey was conducted to examine the dynamics at the individual, brand, and societal levels.

In the current study, a primarily quantitative approach was used, since the main data collection tool was a questionnaire—a method associated with positivist or quantitative frameworks. This study recognizes both epistemological and ontological bases, which enable the combination of qualitative and quantitative methods within the research design. Epistemologically, this research connects interpretivism with qualitative techniques and positivism with quantitative techniques. Ontologically, the assumptions shift toward constructivism or subjectivism for qualitative research and toward objectivism for quantitative research (Baškarada & Koronios, 2018).

Denzin and Lincoln (2011) delineated that positivist methodologies require establishing research questions, formulating hypotheses, choosing sampling techniques, determination of research sites, and outlining data analysis methods. For the main survey, this study collects objective data using structured survey tools, applying rigorous scientific methods and statistical analyses to add new insights to the existing literature.

The rationale for adopting mixed methods in this thesis is threefold: first, the qualitative phase is essential for developing survey items used in the quantitative phase; second, it helps thoroughly address all research questions; and third, it provides a comprehensive view of sustainable luxury shopping behavior in tourism (Doyle et al., 2009).

4.3. Development of SLPCVs in tourism scale

The current study aimed to develop a validated SLPCVs in tourism scale. While existing studies have developed scales for sustainable consumption values (Baah, 2024; Baah & Kim, 2025; Balderjahn et al., 2013; Lee et al., 2015; Quoquab & Mohammad, 2020; Sharma & Jha, 2017), green consumption values (Haws et al., 2014; Kim et al., 2012), and luxury shopping values (Dogan et al., 2020; Roux et al., 2017), these scales do not fully address the nuances of luxury shoppers who are increasingly trying to balance their desires for exclusivity and premium quality with their ethical and environmental concerns. After identifying the

consumption values of new luxury, Atkinson and Kang (2024) empirically developed five constructs of new luxury shopping values: inconspicuous consumption, intrinsic experiential value, personal fulfillment, self-directed pleasure, and sustainability. Besides incorporating “sustainability” as one of the constructs, the study falls short of creating a comprehensive sustainable consumption values scale. Similarly, several studies (e.g., Alghanim & Ndubisi, 2022; Batat, 2020; Essiz & Senyuz, 2024; Jain, 2019; Pantano & Stylos, 2020; Schemken & Berghaus, 2018; Volcon et al., 2022) have added one or more constructs to the dimensions in the theory of consumption values after conducting exploratory factor analyses.

Currently, there is no comprehensive scale designed to measure the values of sustainable luxury shopping in tourism. Creating a SLPCVs scale would offer a more accurate tool for understanding the motivations and behavior of this consumer group. It would enable brands and researchers to identify the specific values that influence sustainable luxury purchases while on vacation, such as craftsmanship, heritage, product longevity, and environmental stewardship and social responsibility. By combining sustainability principles with luxury attributes, this scale would support the development of targeted marketing strategies and product offerings that resonate with luxury consumers who are also environmentally and socially conscious.

Figure 4. 1. Procedure for developing SLPCVs in tourism scale and testing of proposed models

Stage	Methods
Specification and definition of construct domains	Literature review of on consumption values, luxury shopping, sustainable consumption.
Refining and validation of constructs	• Interviews with eleven (11) experts and shoppers regarding sustainable luxury shopping value in tourism. • Refine and validate constructs identified from literature review
Generation of a pool of items	Literature review of on luxury shopping values, sustainable shopping value, sustainable luxury consumption value.
Expert review of a pool of items	• Review of construct indicators by seven (7) experts • Reduction of construct indicators
Purification of measures	Pre-testing using fifteen (15) postgraduate students and academics with final items from stage 3; analyses; and check for content validity and construct validity.
Collecting data: Pilot test	• Pilot testing will be conducted using 220 residents of US with a sustainable luxury product shopping experience • Exploratory Factor Analysis
Collecting data: Main survey	Main survey: 1059 sustainable luxury product shoppers
Assessment of validity	Analysis • EFA and CFA • SEM • Multigroup Analysis • Hybrid Choice Modelling

While several scale development techniques exist in marketing and hospitality discourse, those suggested by previous studies (Churchill, 1979; DeVellis, 2003) stand out for their application across various studies. Churchill (1979) proposed eight stages for developing a better scale to assess concepts: (i) specification of construct domains, (ii) generation of a sample of items, (iii) data collection, (iv) purification of items, (v) collection

of new data, (vi) assessment of reliability, (vii) assessment of validity, and (viii) development of norms. These scale development suggestions align with DeVellis' (2003) seven proposed steps: (i) defining concepts, (ii) generating a pool of items, (iii) determining the measure's format, (iv) reviewing the initial pool by experts, (v) considering validated items, (vi) collecting data, (vii) evaluating items, and (viii) optimizing scale length. To create a robust measurement of sustainable luxury shopping value in the tourism context, this study, while following established procedures (Churchill, 1979; DeVellis, 2003), added an extra stage involving expert engagement. Specifically, expert interviews for construct validation were conducted during stage two, while expert review of the initial item pool occurred in stage four, making it eight total steps. Thus, the eight scale development stages adopted in this study are: (1) specification and definition of construct domains; (2) refining and validating constructs; (3) generation of a pool of items; (4) expert review of pool of items; (5) purification of measures; (6) collecting data- pilot test; (7) collecting data (5) collecting data- main survey; and (8) assessment of validity. For simplicity, these stages have been summarized into seven steps in this study, as shown in Figure 4.1.

4.4. Specification and definition of construct domain

The first step in developing a comprehensive scale is to clearly identify the subject to be measured (Churchill, 1979; DeVellis, 2003). Worthington and Whittaker (2006) noted that using theory and previous research at this stage provides a strong foundation for the study. Based on recommendations from earlier studies, the development of the SLPCVs in tourism scale began with a literature review of consumption values, luxury shopping, and sustainable consumption. Because SLPCVs in tourism are operationally defined in this study as the values that explain why shoppers choose environmentally friendly and socially responsible high-end products or brands over traditional luxury products while traveling, they inherently involve prioritizing and sacrificing one type of product for another. Therefore, the theory of

consumption values, which describes consumers' purchase decisions as a complex process ranging from absolute choices (deciding to buy or not buy a product) to relative choices (selecting one product over another) (Sheth et al., 1991), is considered the most suitable framework to explain these values and to examine their effects on shoppers' behavioral responses. This framework enables a detailed analysis of how and why travelers make sustainable luxury shopping decisions.

The theory of consumption values proposes five domains of consumption value: functional, epistemic, conditional, social, and emotional. However, conditional values—those associated with specific circumstances like seasonal items, special occasions, situational needs, promotional deals, or emergencies (Sheth et al., 1991)—do not sufficiently account for sustainable luxury shopping or consumption. The temporary and situation-specific nature of conditional value sharply contrasts with the lasting importance and permanence that define sustainable luxury products. Therefore, the other four values were retained in the study. Additionally, to adapt this theory to the sustainable luxury shopping context, two more value constructs—environmental and ethical values—were identified from existing literature, bringing the final total to six domains. Environmental value refers to a sustainable product or service's capacity to contribute to environmental protection and well-being (Biswas, 2017). Ethical values reflect the moral standards and behavior demonstrated by consumers, such as boycotting luxury companies with poor sustainability records.

4.5. Refining and validation of constructs: expert interviews on the domains

After initially identifying and defining the constructs, experts were interviewed in the second stage. The purpose of this step was to refine and validate the constructs from the literature review, ensuring they are relevant and clear. These interviews offered valuable insights into whether to keep, remove, or rename constructs, leading to a more accurate framework. Importantly, the discussions also outlined the overall goals for the measurement indicators

associated with each construct, clarifying not only what should be measured but also the message and larger significance each indicator should communicate (DeVellis, 2003).

A total of eleven participants, including both experts and shoppers with extensive knowledge of sustainable shopping and luxury tourism values, were interviewed for this study. The expert group consisted of professors, managers from shopping companies, and experienced luxury product consumers, all of whom had purchased sustainable luxury products while traveling within the past three years. Purposive sampling was used to select individuals with relevant expertise (Andrade, 2021). Each interview lasted approximately 30 to 40 minutes and was guided by an interview protocol (Appendix I) developed from the literature. The interview guide was provided to participants in advance for their preparation. Interviews were conducted in English, in both face-to-face and online formats, in February 2025.

Data collection was concluded after eleven interviews because data saturation was reached—no new themes or insights were emerging from additional interviews, indicating that the sample size was sufficient to capture the relevant perspectives for this study. The profiles of the interviewees are shown in Table 4.1.

Table 4. 1. Profile of expert interviewees

Code	Age	Position	Area of expertise	Duration of interview (minutes)
Acad1	57	Professor	Marketing	33
Acad2	58	Professor	Luxury marketing	36
Acad3	53	Associate Professor	Consumer Behavior	34
Acad4	38	Assistant Professor	Hospitality and Tourism Marketing	39
Acad5	36	Assistant Professor	Hospitality and Tourism Marketing	30
Shopper1	33	Luxury shopper	Luxury shopping	30
Shopper2	28	Luxury shopper	Luxury shopping	35
Shopper3	31	Luxury personal shopper	Luxury shopping	35
Shopper4	34	Lead Concierge	Luxury shopping	35
Brand1	39	Brand Manager	Luxury branding	37
Brand2	41	Brand Manager	Luxury branding	37

The interviewees were initially asked to recall their luxury product shopping experiences while traveling and to describe the considerations or criteria they used to determine whether a particular luxury brand or product was sustainable or not. They were then asked to provide a detailed account of their experiences and the value they gained from purchasing sustainable luxury products during their trip. Additionally, interviewees were invited to share their insights on whether to keep, remove, or rename the proposed constructs, and to suggest the specific message that should be conveyed in the measurement indicators. This approach ensured a thorough understanding of the factors that influence sustainable luxury consumption among travelers.

The interviewees defined a sustainable luxury shopping value in tourism in terms of the benefits derived from the purchase of such products while on tourism, stressing on buying *“brand that is not polluting or minimizing its impact on the environment by using material that is either recycled material or ethical”* (Acad1). They were also asked whether the functional value of luxury products matters to tourists, as a significant section of consumers believes that luxury products primarily cater to emotional and social needs rather than utilitarian benefits (Alghanim & Ndubisi, 2022). The respondents stressed that functional value constructs should not only be included but also regarded as among the primary values tourists seek when purchasing a sustainable luxury product.

“.... I would say being unique, as well as quality. Not everybody has it. So, it will stand out, or I may feel more confident when I'm wearing that specific sustainable watch. Because it's something that not everybody has; that's the number one thing [I would go for].”
(Acad4)

The other respondent also complemented:

“I think they are more innovative. Clearly, because you have the constraints and in order to reach the same quality as your competitors, but with sustainable alternatives, you need to be innovative. And someone on a holiday really values it.” (Brand1)

The interviewees were asked whether the social values construct should be included in the questionnaire. They emphasized that sustainability-focused luxury tourists do not necessarily prioritize status and exclusivity but instead value being seen as individuals who care about the environment and society. The interviewees stated that the social value construct should definitely be part of the questionnaire, but the wording of the indicators should focus on avoiding issues related to status and prestige.

“I think it’s important that the social value construct is included, but the measurement items should highlight the sense of pride and prestige that comes from being part of a community of responsible, sustainability-minded individuals. For me, it’s not about status in the traditional sense, but about being recognized for making choices that benefit the environment and society, and feeling proud to belong to a group that leads by example.” (Shopper2)

The interviewees were also asked about including the emotional value construct in the questionnaire. They emphasized that for many sustainability-focused luxury tourists, the emotional benefits from luxury purchases are important. These tourists often seek feelings of personal satisfaction, joy, and well-being from choosing products that match their values, such as sustainability and ethical production. The respondents pointed out that emotional value is not just about the pleasure of owning a luxury item but also about positive emotions linked to making responsible choices. Therefore, they suggested that the emotional value construct should be included in the questionnaire, with indicators that measure feelings of pride, happiness, and fulfillment connected to sustainable luxury consumption.

“Emotional value matters because buying sustainable luxury brings genuine happiness and fulfillment. It’s not just about owning something beautiful; it’s about feeling proud and satisfied knowing my choices reflect my values and contribute positively to the world.” (Shopper1)

In discussing the epistemic value construct, interviewees reflected on the role of curiosity and the desire for new experiences in influencing luxury consumption among sustainability-focused tourists. Many participants noted that these individuals are often driven by a wish to learn about innovative materials, unique production methods, and the stories behind sustainable luxury products. The pursuit of knowledge and the thrill of discovering something new were seen as key motivators in their buying choices. Therefore, respondents supported including epistemic value as a construct, proposing that indicators should reflect aspects such as interest in new information, appreciation for creativity, and the enjoyment of exploring unfamiliar ideas.

“Including epistemic value is essential, as I’m drawn to sustainable luxury for the chance to discover new materials and creative processes. Indicators should reflect curiosity, appreciation for innovation, and the excitement of learning something unique with each purchase, not just the product itself.” (Acad5)

When the conversation shifted to environmental value, interviewees emphasized its increasing importance for luxury tourists who prioritize sustainability. Several participants addressed that these consumers are becoming more conscious of the ecological impact of their purchases, seeking products that reduce environmental harm and promote responsible resource use. Respondents noted that environmental value extends beyond basic product features, including eco-friendly materials, ethical sourcing, and support for conservation efforts. They agreed with including this concept in the questionnaire but suggested renaming it “eco-friendly value” to better reflect its meaning. Indicators, they advised, should focus on

tourists' concern about reducing their ecological footprint and on supporting brands with strong environmental commitments, as highlighted by one brand manager.

"I think 'eco-friendly value' is a better term because it clearly signals what matters most—choosing products that are gentle on the planet. For me, it's about supporting brands that use sustainable materials and practices, and feeling confident that my purchases help protect the environment for future generations." (Brand1)

Ethical value emerged as a key concern during the interviews, with participants highlighting the importance of fair and responsible practices in the luxury industry. Many interviewees noted that sustainability-focused luxury tourists are increasingly paying attention to issues such as fair wages for workers, the prevention of child labor exploitation, equitable profit-sharing with local communities, and the empowerment of local artisans. These qualities were viewed as crucial for building trust and authenticity in sustainable luxury brands.

"For me, ethical value is crucial: tourists want to know that the luxury products they buy are made by people who are treated fairly and paid decently, without child labor, and that local communities and artisans genuinely benefit. That's what builds real trust in a brand." (Brand2)

In summary, the expert interviews—including insights from academics, shoppers, and luxury brand practitioners—not only validated the sustainable luxury shopping values in tourism identified through the literature but also offered valuable guidance on the specific focus of each indicator within the constructs. The discussions clarified which aspects should be emphasized to reflect the motivations and preferences of sustainability-conscious luxury tourists accurately. Additionally, the interviews confirmed the decision to exclude conditional value constructs, ensuring a more focused and relevant framework. Overall, these insights

have established a solid foundation for creating a comprehensive set of items for each domain, paving the way for developing a robust measurement tool.

4.6. Generation of a pool of items for domains and determination of format for measurement

The third step was to create a pool of items that measure the domains identified during the literature review and validated through interviews with experts, as well as to determine the format for measuring those items. The main goal of item creation is to develop a set of items that clearly represent each domain (Worthington & Whittaker, 2006). Considering items that accurately reflect the domains is essential for achieving content validity (Song et al., 2011). A deductive approach, also known as classification from above or logical partitioning, was used to generate items (Song et al., 2011). Following this approach, a literature review was conducted on studies related to sustainable luxury shopping tourism value, sustainable consumption value, and the theory of consumption value to identify potential items. Most importantly, the items were generated based on the definitions of the construct domains from stage 1. A total of 70 items were identified from existing literature on shopping value, as shown in Table 4.1.

The study used a Likert scale measurement approach. This method is popular because it is simple and easy to understand, allowing respondents to give honest answers (Lietz, 2009). A 7-point scale provides a wider range of response options, which can improve the reliability and validity of the measurement by allowing participants to express subtle differences in their opinions more precisely (Lietz, 2009). This increased granularity helps reduce measurement error and enhances the scale's discriminatory power, making it better suited for capturing complex constructs such as attitudes toward sustainable luxury consumption. As a result, a 7-point Likert scale was employed.

Table 4. 2. Initial pool of SLPCVs items in tourism

No	Domain and items	Major sources
Functional value		
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product	Aggarwal et al. (2024); Alghanim and Ndubisi (2022); Batat (2020); Essiz and Senyuz (2024); Haws et al. (2014); Lin and Huang (2012); Niinimäki (2022); Osburg et al. (2022); Sweeney and Soutar (2001)
1.	offers consistent quality.	
2.	performs consistently.	
3.	has design and aesthetic appeal that meet my personal taste.	
4.	is highly durable.	
5.	has a high standard of longevity.	
6.	involves high level of innovation.	
7.	is easier to maintain and care for than other luxury goods.	
8.	is safer to use than non-sustainable luxury goods.	
9.	performs its intended function excellently.	
10.	has packaging that protects the product from damage, spoilage, or contamination.	
11.	involves cutting technologies.	
Social value		
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product	Aggarwal et al. (2024); Alghanim and Ndubisi (2022); Batat (2020); Essiz and Senyuz (2024); Haws et al. (2014); Lin and Huang (2012); Niinimäki (2022); Osburg et al. (2022); Sweeney and Soutar (2001)
12.	product makes me feel part of the community of those who care for the environment and society.	
13.	makes me feel part of the very few who cherish sustainability.	
14.	improves my self-concept as a responsible buyer.	
15.	makes me feel I am an elite user.	
16.	makes me feel unique for contributing to environmental protection.	
17.	makes me feel unique for contributing to social responsibility.	
18.	gives me a sense of accomplishment.	
19.	makes me show off my luxury products to others.	
20.	Purchasing a sustainable luxury product improves my social status.	
21.	gives a positive impression to fellow shoppers.	
22.	enhances my friendship with fellow shoppers.	
23.	makes me feel more accepted by my friends.	
24.	gives a good impression to important people in my life.	
25.	improves my social interactions.	
26.	makes me talk with my friends about my purchased product.	
Emotional value		
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product	Aggarwal et al. (2024); Alghanim and Ndubisi (2022); Batat (2020); Essiz and Senyuz (2024); Haws et al. (2014); Lin and Huang (2012); Niinimäki (2022); Osburg et al. (2022); Sweeney and Soutar (2001)
27.	is an exciting experience.	
28.	makes me happy.	
29.	makes me feel delighted.	
30.	makes me feel thrilled.	
31.	makes me feel relaxed and relieved.	
32.	gives me pleasure.	
33.	fascinates me.	
34.	improves my mood.	
35.	makes me feel that I am contributing to something meaningful.	
36.	makes me feel smart about my decision.	
37.	makes me feel like I am a better person.	
38.	increases my appreciation for nature.	
Epistemic value		
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product	Aggarwal et al. (2024); Alghanim and Ndubisi (2022); Batat (2020); Essiz

39. satisfies my curiosity about trying new things.	and Senyuz (2024); Haws et al. (2014); Lin and Huang (2012); Niinimäki (2022);
40. helps me learn about sustainable luxury shopping trends.	Osburg et al. (2022);
41. increases my knowledge of sustainability.	Sweeney and Soutar (2001)
42. increases my knowledge of responsible luxury.	
43. helps me learn about new sustainable luxury practices.	
44. provides me with authentic experience.	
45. helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	
46. helps me obtain new information about a sustainable luxury product.	
Eco-friendly Value	
By using the sustainable luxury product I named above, I feel that a sustainable luxury product	
47. uses materials that are eco-friendly.	Aggarwal et al. (2024);
48. uses materials that are recycled.	Amatulli et al. (2016);
49. uses materials that are upcycled.	Batat (2020) (2022); Essiz and Senyuz (2024); Kang and Sung (2022); Pantano and Stylos (2020)
50. uses materials that reduce carbon footprint through optimized energy use.	
51. uses materials that source and utilize renewable geothermal energy for its operations.	
52. uses materials that utilize solar energy and other sustainable resources.	
53. uses materials and utilities that are plastic-free.	
54. uses materials that are non-hazardous.	
55. uses materials from production processes that reduce waste.	
56. uses materials that do not harm the environment.	
57. uses renewable, recyclable, biodegradable, or compostable materials for packaging.	
58. uses materials that contribute positively to long-term environmental sustainability.	
Ethical value	
By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product	
59. encourages ethical supply chain practices.	Atkinson and Kang (2022); Batat (2020); Hang et al. (2021); Hartmann et al. (2016); Jain (2019); Ki and Kim (2016);
60. ensures that employees receive descent salaries.	Vanhamme et al. (2023)
61. helps reduce exploitation of child labor.	
62. helps reduce systematic exploitation of local communities.	
63. helps reduce systematic exploitation of employees.	
64. helps reduce systematic exploitation of surrounding environment.	
65. promotes ethical promotion and marketing.	
66. promotes ethical sustainability performance reporting (e.g. CSR, ESG reporting).	
67. promotes ethical financial reporting (e.g. CSR, ESG reporting).	
68. helps reduce animal suffering.	
69. promotes fair trade practices.	
70. supports local artisans	

4.7. Expert review of pool of items and amendments made

The fourth stage in developing the SLPCVs involved an expert review of the initial set of items. This review aimed to evaluate the content validity of the items created in the third stage—specifically, how well the pool of items accurately reflected the domains and subject

being studied (Worthington & Whittaker, 2006)—and to assist in generating new items not covered in the second stage. Additionally, the expert review helped identify issues such as conciseness, clarity, and redundancy in the item pool (DeVellis, 2003).

Seven experts participated in the review, including five who were interviewed in stage two and two additional associate professors in luxury experiences management. A review guide (Appendix II) was sent to the experts beforehand, asking them to decide whether to retain, remove, modify, or merge each item. The guide also included spaces under each construct for experts to indicate which items should be merged and to propose new items. After the review, modifications such as deletion, addition, rewording, or merging were made based on their recommendations.

4.7.1. Amendment of items for the measurement of SLPCVs in tourism

4.7.1.1. Amendment of items related to functional value

Based on expert recommendations, the functional value items for sustainable luxury product purchases while travelling were refined for clarity and relevance (see Table 4.3). Of the 11 initial items, several were reworded for greater specificity, such as changing “A sustainable luxury product offers consistent quality” to “A sustainable luxury product offers premium quality” and “A sustainable luxury product has design and aesthetic appeal which meet my personal taste” to “A sustainable luxury product has a timeless design.” Item 5 (“A sustainable luxury product has a high standard of longevity”) was merged with item 4 (“A sustainable luxury product is highly durable”) and rephrased as “A sustainable luxury product has acceptable standards of durability and longevity.” Redundant items like “A sustainable luxury product performs consistently” and “A sustainable luxury product involves cutting technologies” were deleted, as their concepts were already captured by other items, while generic items such as “A sustainable luxury product has packaging that protects the product from damage, spoilage, or contamination” were also removed. In response to expert input,

three new items were added: “A sustainable luxury product offers better value for money,” “A sustainable luxury product involves better storytelling,” and “A sustainable luxury product is organic and natural.” The final set now comprises 10 focused items that more accurately reflect the functional value of SLPs in the shopping tourism context.

Table 4. 3. Amendment of items to measure functional value

No	Functional value
Initial item	New item after amendment
1. A sustainable luxury product offers consistent quality.	A sustainable luxury product offers premium quality
2. A sustainable luxury product performs consistently.	Deleted (The idea is captured in item 1)
3. A sustainable luxury product has design and aesthetic appeal which meet my personal taste.	A sustainable luxury product has a timeless design
4. A sustainable luxury product is highly durable.	A sustainable luxury product has acceptable standards of durability and longevity.
5. A sustainable luxury product has a high standard of longevity.	Merged with Item 4
6. A sustainable luxury product involves high level of innovation.	A sustainable luxury product involves high level of innovation.
7. A sustainable luxury product is safer to use than non-sustainable luxury goods.	A sustainable luxury product is safe to use.
8. A sustainable luxury product is easier to maintain and care for than other luxury goods.	A sustainable luxury product is easy to maintain and care for.
9. A sustainable luxury product performs its intended function excellently.	A sustainable luxury product performs its intended function excellently.
10. A sustainable luxury product has packaging that protects the product from damage, spoilage, or contamination.	Deleted (This item is generic)
11. A sustainable luxury product involves cutting technologies.	Deleted (The idea is captured in item 6)
12.	New: A sustainable luxury product offers better value for money.
13.	New: A sustainable luxury product involves better storytelling.
14.	New: A sustainable luxury product is organic and natural.

4.7.1.2. Amendment of items related to social value

Out of the 15 original items under social value, 7 were retained as they are, including “Purchasing a sustainable luxury product makes me feel I am an elite user,” “gives me a sense of accomplishment,” “gives a positive impression to fellow shoppers,” “enhances my friendship with fellow shoppers,” “makes me feel more accepted by my friends,” and “makes me talk with my friends about my purchased product.” Several items were rephrased for

clarity, such as changing “makes me feel part of the community of those who care for the environment and society” to “makes me feel part of the community of those who care for sustainability,” and “improves my self-concept as a responsible buyer” to “improves my self-concept as a responsible brand buyer.” Item 6 (“makes me feel unique for contributing to social responsibility”) was removed and combined with item 5, which was reworded as “makes me feel I am contributing to sustainability.” Other minor wording adjustments were made for clarity, such as changing “improves my social status” to “enhances my social status.” After these revisions, the final set includes 14 items that better reflect the social value of purchasing sustainable luxury products (see Table 4.4).

Table 4. 4. Amendment of items to measure social value

No	Social value	
	Initial item	New item after amendment
1.	Purchasing a sustainable luxury product makes me feel part of the community of those who care for the environment and society.	Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.
2.	Purchasing a sustainable luxury product makes me feel part of the very few who cherish sustainability.	Purchasing a sustainable luxury product makes me feel part of the small community who cherish sustainability.
3.	Purchasing a sustainable luxury product improves my self-concept as a responsible buyer.	Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.
4.	Purchasing a sustainable luxury product makes me feel I am an elite user.	Purchasing a sustainable luxury product makes me feel I am an elite user.
5.	Purchasing a sustainable luxury product makes me feel unique for contributing to environmental protection.	Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.
6.	Purchasing a sustainable luxury product makes me feel unique for contributing to social responsibility.	(Deleted and Merged with Item 5)
7.	Purchasing a sustainable luxury product gives me a sense of accomplishment.	Purchasing a sustainable luxury product gives me a sense of accomplishment.
8.	Purchasing a sustainable luxury product makes me show off my luxury products to others.	Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others.
9.	Purchasing a sustainable luxury product improves my social status.	Purchasing a sustainable luxury product enhances my social status.
10.	Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.	Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.
11.	Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.	Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.
12.	Purchasing a sustainable luxury product makes me feel more accepted by my friends.	Purchasing a sustainable luxury product makes me feel more accepted by my friends.

13.	Purchasing a sustainable luxury product gives a good impression to important people in my life.	Purchasing a sustainable luxury product makes a good impression on important people in my life.
14.	Purchasing a sustainable luxury product improves my social interactions.	Purchasing a sustainable luxury product enhances my social interactions.
15.	Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.	Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.

4.7.1.3. Amendment of items related to emotional value

As presented in Table 4.5, regarding emotional value, of the 12 original items, four were kept as they are, including “Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful,” “makes me feel smart about my decision,” and “makes me feel like I am a better person.” Several items were removed due to overlap, as their emotional concepts were already represented by other items—specifically, items related to feeling delighted, thrilled, relaxed, relieved, experiencing pleasure, fascination, and mood improvement were all considered covered by the revised items. Some items were rephrased for clearer specificity, such as changing “Purchasing a sustainable luxury product is an exciting experience” to “Purchasing a sustainable luxury product makes me excited,” and “Purchasing a sustainable luxury product makes me happy” to “Purchasing a sustainable luxury product creates an interesting experience.” Additionally, “Purchasing a sustainable luxury product increases my appreciation for nature” was expanded to include “and society.” After these updates, the final set includes six items that more accurately reflect the emotional value of purchasing sustainable luxury products.

Table 4. 5. Amendment of items to measure emotional value

No	Initial item	Emotional value
		New item after amendment
1.	Purchasing a sustainable luxury product is an exciting experience.	Purchasing a sustainable luxury product makes me excited.
2.	Purchasing a sustainable luxury product makes me happy.	Purchasing a sustainable luxury product creates an interesting experience.
3.	Purchasing a sustainable luxury product makes me feel delighted.	Deleted (The idea is captured in item 2)

4.	Purchasing a sustainable luxury product makes me feel thrilled.	Deleted (The idea is captured in item 2)
5.	Purchasing a sustainable luxury product makes me feel relaxed and relieved.	Deleted (The idea is captured in item 2)
6.	Purchasing a sustainable luxury product gives me pleasure.	Deleted (The idea is captured in item 2)
7.	Purchasing a sustainable luxury product fascinates me.	Deleted (The idea is captured in item 2)
8.	Purchasing a sustainable luxury product improves my mood.	Deleted (The idea is captured in item 2)
9.	Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.	Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.
10.	Purchasing a sustainable luxury product makes me feel smart about my decision.	Purchasing a sustainable luxury product makes me feel smart about my decision.
11.	Purchasing a sustainable luxury product makes me feel like I am a better person.	Purchasing a sustainable luxury product makes me feel like I am a better person.
12.	Purchasing a sustainable luxury product increases my appreciation for nature.	Purchasing a sustainable luxury product increases makes me feel appreciative of nature and society.

4.7.1.4. Amendment of items related to epistemic value

Following expert input, the epistemic value items related to sustainable luxury product purchases were reviewed and adjusted for greater relevance and precision. Out of the original eight items, six were kept unchanged, including “Purchasing a sustainable luxury product satisfies my curiosity about trying new things,” “helps me learn about sustainable luxury shopping trends,” “increases my knowledge of responsible luxury,” “helps me learn about new sustainable luxury practices,” “helps me learn more about checking certifications and eco-labels on sustainable luxury brands,” and “helps me obtain new information about a sustainable luxury product.” Two items were deleted: “Purchasing a sustainable luxury product increases my knowledge of sustainability,” which was considered too generic, and “provides me with authentic experience,” which was deemed more relevant to functional value. After these amendments, the final set comprises six items that more accurately reflect the epistemic value of sustainable luxury product purchases (see Table 4.6).

Table 4. 6. Amendment of items to measure epistemic value

No	Epistemic value	
	Initial item	New item after amendment
1.	Purchasing a sustainable luxury product satisfies my curiosity about trying new things.	Purchasing a sustainable luxury product satisfies my curiosity about trying new things.
2.	Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.	Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.
3.	Purchasing a sustainable luxury product increases my knowledge of sustainability.	Deleted (This item is generic)
4.	Purchasing a sustainable luxury product increases my knowledge of responsible luxury.	Purchasing a sustainable luxury product increases my knowledge of responsible luxury.
5.	Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.	Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.
6.	Purchasing a sustainable luxury product provides me with authentic experience.	Deleted (This item relates more to functional value)
7.	Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.
8.	Purchasing a sustainable luxury product helps me obtain new information about a sustainable luxury product.	Purchasing a sustainable luxury product helps me obtain new information about a sustainable luxury product.

4.7.1.5. Amendment of items related to eco-friendly value

In response to expert feedback, the eco-friendly value items for sustainable luxury products were revised to improve clarity and reduce redundancy. Of the original 12 items, six were retained with more precise wording, such as updating “A sustainable luxury product uses materials that are eco-friendly” to “A sustainable luxury product uses organic and natural materials,” and “A sustainable luxury product uses materials that are recycled” to “A sustainable luxury product uses recycled materials.” Several items were removed due to overlap, including those related to upcycled materials, renewable energy, plastic-free utilities, and non-hazardous materials, as their concepts were already covered by other items. Other items were rephrased for clarity, such as “A sustainable luxury product uses materials that reduce carbon footprint through optimized energy use” to “A sustainable luxury product uses materials that reduce carbon footprint,” and “A sustainable luxury product uses materials that

do not harm the environment” to “A sustainable luxury product uses materials that do less harm to the environment.” The final set now includes six focused items that better reflect the eco-friendly value of sustainable luxury products (see Table 4.7).

Table 4. 7. Amendment of items to measure eco-friendly value

No	Eco-friendly value	
	Initial item	New item after amendment
1.	A sustainable luxury product uses materials that are eco-friendly.	A sustainable luxury product uses organic and natural materials.
2.	A sustainable luxury product uses materials that are recycled.	A sustainable luxury product uses recycled materials.
3.	A sustainable luxury product uses materials that are upcycled.	Deleted (The idea is captured in item 2)
4.	A sustainable luxury product uses materials that reduce carbon footprint through optimized energy use.	A sustainable luxury product uses materials that reduce carbon footprint.
5.	A sustainable luxury product uses materials that source and utilize renewable geothermal energy for its operations.	Deleted (The idea is captured in item 4)
6.	A sustainable luxury product uses materials that utilize solar energy and other sustainable resources.	Deleted (The idea is captured in item 4)
7.	A sustainable luxury product uses materials and utilities that are plastic-free.	Deleted (The idea is captured in item 4)
8.	A sustainable luxury product uses materials that are non-hazardous.	Deleted (The idea is captured in item 4)
9.	A sustainable luxury product uses materials from production processes that reduce waste.	A sustainable luxury product involves production processes that reduce waste.
10.	A sustainable luxury product uses materials that do not harm the environment.	A sustainable luxury product uses materials that do less harm to the environment.
11.	A sustainable luxury product uses renewable, recyclable, biodegradable, or compostable materials for packaging.	A sustainable luxury product uses renewable and biodegradable materials.
12.	A sustainable luxury product uses materials that contribute positively to long-term environmental sustainability.	A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).

4.7.1.6. Amendment of items related to ethical value

Table 4.8 depicts that expert input guided the revision of ethical value items for sustainable luxury product purchases, ensuring greater clarity and relevance. Among the 12 original items, four were retained without changes: “Purchasing a sustainable luxury product helps reduce exploitation of child labour,” “Purchasing a sustainable luxury product helps reduce animal suffering,” “Purchasing a sustainable luxury product promotes fair trade practices,”

and “Purchasing a sustainable luxury product ensures that employees receive descent salaries.” Four items were slightly reworded for clarity—three of these removed the term “systematic” from statements about reducing exploitation of local communities, employees, and the surrounding environment, while the other was modified for greater specificity: “supports local artisans” became “benefits local artisans,”. The first item was significantly changed from “encourages ethical supply chain practices” to “involves transparency about its sourcing and supply chain.” Additionally, two new items were added: “Purchasing a sustainable luxury product helps the local economy.” And “Purchasing a sustainable luxury product is morally the right thing to do.” After these amendments, the final set comprises 11 items that more accurately reflect the ethical value of sustainable luxury product purchases.

Table 4. 8. Amendment of items to measure ethical value

No	Ethical value	
	Initial items	New item after amendment
1.	Purchasing a sustainable luxury product encourages ethical supply chain practices.	Purchasing a sustainable luxury product involves transparency about its sourcing and supply chain.
2.	Purchasing a sustainable luxury product ensures that employees receive descent salaries.	Purchasing a sustainable luxury product ensures that employees receive descent salaries.
3.	Purchasing a sustainable luxury product helps reduce exploitation of child labor.	Purchasing a sustainable luxury product helps reduce exploitation of child labor.
4.	Purchasing a sustainable luxury product helps reduce systematic exploitation of local communities.	Purchasing a sustainable luxury product helps reduce exploitation of local communities.
5.	Purchasing a sustainable luxury product helps reduce systematic exploitation of employees.	Purchasing a sustainable luxury product helps reduce exploitation of employees.
6.	Purchasing a sustainable luxury product helps reduce systematic exploitation of surrounding environment.	Purchasing a sustainable luxury product helps reduce exploitation of the surrounding environment.
7.	Purchasing a sustainable luxury product promotes ethical promotion and marketing.	Deleted (This item is generic).
8.	Purchasing a sustainable luxury product promotes ethical sustainability performance reporting (e.g. CSR, ESG reporting).	Deleted (This item is generic).
9.	Purchasing a sustainable luxury product promotes ethical financial reporting (e.g. CSR, ESG reporting).	Deleted (This item is generic).
10.	Purchasing a sustainable luxury product helps reduce animal suffering.	Purchasing a sustainable luxury product helps reduce animal suffering.
11.	Purchasing a sustainable luxury product promotes fair trade practices.	Purchasing a sustainable luxury product promotes fair trade practices.

12.	Purchasing a sustainable luxury product supports local artisans	Purchasing a sustainable luxury product benefits local artisans.
13.		New: Purchasing a sustainable luxury product helps local economy
14.		New: Purchasing a sustainable luxury product is morally the right thing to do.

4.7.2. Revised pool of items for domains after expert reviews

The initial pool of 70 items, developed from the literature review to assess SLPCV in shopping tourism, was refined to 54 items after expert evaluation and the addition of newly suggested items. The functional value construct was reduced to 10 items, while social value was represented by 14 items. Emotional value was measured with six items, and the scale included six epistemic value items, seven eco-friendly value items, and 11 ethical value items. Most items across the constructs were revised for clarity, with many being removed and a few new items added based on expert feedback. The finalized set of items at this stage is shown in Table 4.9.

Table 4. 9. Revised pool of SLPCVs in tourism items after expert reviews

No	Domain and items
Functional value	
1.	A sustainable luxury product offers premium quality
2.	A sustainable luxury product has a timeless design
3.	A sustainable luxury product has acceptable standards of durability and longevity.
4.	A sustainable luxury product involves high level of innovation.
5.	A sustainable luxury product is safe to use.
6.	A sustainable luxury product is easy to maintain and care for.
7.	A sustainable luxury product performs its intended function excellently.
8.	A sustainable luxury product offers better value for money.
9.	A sustainable luxury product involves better storytelling.
10.	A sustainable luxury product is organic and natural.
Social value	
11.	Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.
12.	Purchasing a sustainable luxury product makes me feel part of the small community who cherish sustainability.
13.	Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.
14.	Purchasing a sustainable luxury product makes me feel I am an elite user.
15.	Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.
16.	Purchasing a sustainable luxury product gives me a sense of accomplishment.
17.	Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others.

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18. Purchasing a sustainable luxury product enhances my social status.
 19. Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.
 20. Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.
 21. Purchasing a sustainable luxury product makes me feel more accepted by my friends.
 22. Purchasing a sustainable luxury product makes a good impression on important people in my life.
 23. Purchasing a sustainable luxury product enhances my social interactions.
 24. Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.

Emotional value

25. Purchasing a sustainable luxury product makes me excited.
26. Purchasing a sustainable luxury product creates an interesting experience.
27. Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.
28. Purchasing a sustainable luxury product makes me feel smart about my decision.
29. Purchasing a sustainable luxury product makes me feel like I am a better person.
30. Purchasing a sustainable luxury product makes me feel appreciative nature and society.

Epistemic value

31. Purchasing a sustainable luxury product satisfies my curiosity about trying new things.
32. Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.
33. Purchasing a sustainable luxury product increases my knowledge of responsible luxury.
34. Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.
35. Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.
36. Purchasing a sustainable luxury product helps me obtain new information about a sustainable luxury product.

Eco-friendly Value

37. A sustainable luxury product uses organic and natural materials.
38. A sustainable luxury product uses recycled materials.
39. A sustainable luxury product uses materials that reduce carbon footprint.
40. A sustainable luxury product involves production processes that reduce waste.
41. A sustainable luxury product uses materials that do less harm to the environment.
42. A sustainable luxury product uses renewable and biodegradable materials.
43. A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).

Ethical value

44. Purchasing a sustainable luxury product involves transparency about its sourcing and supply chain.
 45. Purchasing a sustainable luxury product ensures that employees receive descent salaries.
 46. Purchasing a sustainable luxury product helps reduce exploitation of child labor.
 47. Purchasing a sustainable luxury product helps reduce exploitation of local communities.
 48. Purchasing a sustainable luxury product helps reduce exploitation of employees.
 49. Purchasing a sustainable luxury product helps reduce exploitation of the surrounding environment.
 50. Purchasing a sustainable luxury product helps reduce animal suffering.
 51. Purchasing a sustainable luxury product promotes fair trade practices.
 52. Purchasing a sustainable luxury product helps local economy
 53. Purchasing a sustainable luxury product benefits local artisans.
 54. Purchasing a sustainable luxury product is morally the right thing to do.
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4.7.3. *Items of dependent variables*

While the antecedent variables of SLPCVs in tourism have undergone a thorough refinement process as described in previous sections, the items for the dependent variable have been developed with equal care. Drawing from established scales and prior research (see Appendix IV), these items have been carefully adapted to fit the specific context of sustainable luxury product shopping. This approach ensures that the measurement of the dependent variable is both theoretically sound and relevant to the context, capturing the unique aspects of consumer behavior in SL tourism.

Accordingly, the items for the dependent variables have been organized to address multiple levels of analysis, including individual-level, brand-level, and societal-level studies, as well as moderating variables. These adapted items are systematically presented in the following sections, providing a comprehensive overview of the constructs and their operationalization within the study. By tailoring these items to the SLPC context, the research maintains methodological rigor while enhancing the relevance and applicability of its findings to the evolving landscape of sustainable tourism.

4.7.3.1. Items of dependent variables for individual-level study

The individual-level study focuses on capturing the personal experiences and outcomes associated with using SLPs in tourism. This level includes six constructs: attitude toward using the sustainable luxury product, satisfaction with the product, cognitive well-being, social well-being, meaningful life, and transformation to sustainability (see Table 4.10). Each construct is measured by a set of items, ranging from four to six per construct, that assess specific dimensions such as prioritization of environmental sustainability, overall satisfaction, life fulfilment, sense of community, emotional positivity, and personal growth toward sustainable living. The items are all contextualized with a common stem referencing the

respondent's experience with the SLPs, ensuring that responses are directly tied to the context of SLPC.

Table 4. 10. Items of individual-level study variables

No	Domain and items
Attitude toward using the SLPC	
	By using the sustainable luxury product I named above, I feel that
1.	the sustainable luxury product is good.
2.	the sustainable luxury product is pleasant.
3.	the sustainable luxury product is desirable.
4.	the sustainable luxury product is satisfying.
5.	the sustainable luxury product is favorable.
6.	the sustainable luxury product is enjoyable.
Satisfaction with the SLPC	
	By using the sustainable luxury product I named above, I feel that
1.	I am satisfied with the quality of the sustainable luxury product I purchased.
2.	the sustainable luxury shopping experience met my expectations.
3.	the sustainable luxury product I bought was worth the investment.
4.	overall, I am happy with my decision to purchase the sustainable luxury product.
Cognitive well-being	
	By using the sustainable luxury product I named above, I feel that
1.	I felt satisfied with my life.
2.	I felt better physically and mentally.
3.	I felt good about my life although I have my ups and downs.
4.	I felt that my life is close to ideal.
5.	I felt I have obtained the important things I want in life.
6.	I felt that the conditions of my life are excellent.
Social well-being	
	By using the sustainable luxury product I named above, I feel that
1.	I felt part of a community of consumers who care about the planet and its people.
2.	I had meaningful conversations and shared experiences with locals and other consumers.
3.	I felt my social standing among friends and family who value responsible consumption is enhanced.
4.	I felt I am a more responsible and ethical consumer.
Meaningful life	
	By using the sustainable luxury product I named above, I feel that
1.	I felt a greater sense of purpose and fulfilment in my life.
2.	I realized the importance of aligning my actions with my personal values.
3.	I experienced a deeper connection to my community and the world around me.
4.	I found more meaning in my everyday choices and lifestyle.
Transformation to sustainability	
	By using the sustainable luxury product I named above, I feel that
1.	I became more aware of my own environmental impact and the importance of sustainable living.
2.	I started adopting more environmentally friendly practices in my daily life.
3.	I developed a deep appreciation for nature and local cultures.
4.	I was inspired to advocate for more responsible and sustainable consumption.

4.7.3.2. Items of dependent variables for brand-level study

At the brand level, the study investigates how consumers connect with and engage with sustainable luxury brands. The variables measured include sustainable luxury brand innovativeness, brand attachment, brand engagement, brand commitment, willingness to pay more, and brand advocacy, which are shown in Table 4.11. Each construct is represented by three to four items that explore aspects such as the brand's ability to provide innovative sustainability solutions, the emotional and value-based bond consumers feel toward the brand, their willingness to recommend and defend the brand, and their readiness to pay a premium for sustainable luxury. These items aim to capture the depth and strength of the consumer-brand relationship within the sustainable luxury context, offering insights into the factors driving brand loyalty and advocacy.

Table 4. 11. Items of brand-level study variables

No	Domain and items
Sustainable luxury brand innovativeness	
	By using the sustainable luxury product I named above, I feel that
1.	this brand provides effective solutions to shoppers' sustainability needs.
2.	shoppers can rely on this brand to offer novel solutions to their sustainability needs.
3.	this brand is able to provide new solutions to shoppers' sustainability needs.
4.	this brand provides effective solutions to shoppers' sustainability needs.
Sustainable luxury brand attachment	
	By using the sustainable luxury product I named above, I feel that
1.	I have a strong association with this brand as it is environmentally friendly and socially responsible.
2.	this brand represents my personal values regarding luxury, environmental responsibility, and social consciousness.
3.	I have an emotional connection with this brand because of its genuine efforts to promote sustainability without compromising luxury.
4.	I would really miss this brand if it disappeared.
Sustainable luxury brand engagement	
	By using the sustainable luxury product I named above, I feel that
1.	I consider this brand as my brand.
2.	I am proud that others know that I shopped for this brand.
3.	I like talking to others about this brand.
4.	I find connection between the sustainable luxury brands that I prefer and how I view myself.
Sustainable luxury brand commitment	
	By using the sustainable luxury product I named above, I feel that
1.	I would like to continue to choose the sustainable luxury brand over other luxury brands, even if there were slightly cheaper alternatives.

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2. I would like to shop for this brand again in the future, specifically because of its commitment to sustainable luxury.
 3. I would like to encourage others to purchase this brand because of its unique approach to sustainable luxury.

Willingness to pay more

By using the sustainable luxury product I named above, I feel that

1. I am willing to pay a higher price for a sustainable luxury product compared to traditional luxury products.
2. I am willing to spend extra for sustainable luxury products even if that means compromising my comfort.
3. I believe the sustainable luxury product offers better value for my money, even if it costs more.

Sustainable luxury brand advocacy

By using the sustainable luxury product I named above, I feel that

1. I would like to recommend the sustainable luxury brand to friends, family, and colleagues.
 2. I would like to tell others about my positive experience with this brand and its commitment to sustainability.
 3. I would like to share positive reviews and content about the brand on social media or online travel platforms.
 4. I would like to defend this brand if someone questioned its commitment to sustainability.
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4.7.3.3. Items of dependent variables for societal-level study

The societal-level study examines the broader social and ethical motivations that may arise from engaging with sustainable luxury products. This section includes constructs such as social justice behavioral intentions, philanthropic behavioral intentions, fair trade behavioral intentions, and pro-social shopping activism behavioural intentions (see Table 4.12). Each construct is measured by three or four items that assess the respondent's willingness to engage in social justice conversations and activities, support charitable and environmental causes, seek out and support fair trade brands, and participate in activism through selective shopping or boycotting unsustainable brands. These items reflect how sustainable luxury consumption can inspire positive social change and collective action beyond individual or brand-level outcomes.

Table 4. 12. Items of societal-level study variables

No	Domain and items
Social justice behavioral intentions	
By using the sustainable luxury product I named above, I feel that	
1.	I would like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.

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2. I would like to engage in activities that will promote social justice.
 3. I would like to try my best to ensure that all individuals and groups have a chance to speak and be heard.
 4. I would like to choose sustainable luxury brands if I know they prioritize diversity and inclusion in their hiring practices and treatment of staff.

Philanthropic behavioral intentions

By using the sustainable luxury product I named above, I feel that

1. I would like to donate to a charitable fund or initiative.
2. I would like to participate in volunteer programs or activities.
3. I would like to financially support movements against climate change and social inequality.
4. I would like to participate in a dedicated program for giving back to social or environmental causes.

Fairtrade behavioral intentions

By using the sustainable luxury product I named above, I feel that

1. I would like to seek information about commitment to fair trade principles, when choosing a sustainable luxury brand.
2. I would make an effort to shop for a sustainable luxury brand that has fair trade practices.
3. I would switch to a different sustainable luxury brand if I found out that my preferred one did not engage in fair trade practices.

Pro-social shopping activism behavioral intentions

By using the sustainable luxury product I named above, I would like to

1. volunteer for pro-social advocacy groups and initiatives (e.g. investing time, money, expertise).
 2. volunteer for pro-social lobbying groups and initiatives (e.g. investing time, money, expertise).
 3. selectively shop for luxury brands that align with sustainability values.
 4. boycott luxury shopping brands that do not contribute towards environmental conservation and social development.
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4.7.3.4. Items of moderating variables

The moderating variables in the study are meant to capture individual differences that could influence the relationships between sustainable luxury shopping and its outcomes. The measured constructs include self-transcendence, brand congruence, and global identity, each evaluated through three or four items (see Table 4.13). Self-transcendence items emphasize values like helping others, equality, and caring for nature; celebrity endorsement items examine the impact of responsible celebrity values on shoppers' decision-making; and global identity items gauge how much individuals see themselves as global citizens connected to worldwide issues. These variables offer important context for understanding how personal values and identities may influence responses to sustainable luxury products and brands.

Table 4. 13 Items of moderating variables

No	Domain and items
Self -transcendence	
1.	It's very important to me to help the people around me.
2.	I think it is important that every person in the world should be treated equally.
3.	It is important to me to listen to people who are different from me.
4.	I strongly believe that people should care for nature.
Celebrity endorsement	
1.	Celebrity endorsements significantly influence my purchasing decisions for sustainable luxury products.
2.	I trust the recommendations of celebrities when it comes to sustainable luxury brands.
3.	Celebrity endorsements have made me more aware of sustainable luxury brands.
Global identity	
1.	I identify myself as a global citizen.
2.	I am interested in knowing about global events.
3.	People should be made more aware of how connected we are to the rest of the world.
4.	I feel like I am living in a global village.

4.8. Purification of items

The fifth stage of the scale development process involved refining the items through a pre-test. The goal of the pre-test was to ensure both content validity and construct validity (Churchill, 1979). In this phase, the items that were finalized from the expert review were used. The pre-test was conducted with 15 experts, including hospitality and tourism professors (who did not participate in the expert review stage) as well as postgraduate students in hospitality and tourism programs. This sample size matches recommendations from established scale development literature, which suggests using at least five experts for content validity, but warns against involving more than fifteen experts, as this could reduce the chance of agreement by chance (Almanasreh et al., 2019; Lynn, 1986).

The experts received a questionnaire (Appendix III) asking them to rate each of the 54 items on a 4-point scale from 1 (not relevant) to 4 (highly relevant). Lynne (1986) recommends using a 4-point rating scale instead of a 3- or 5-point scale because it removes the neutral middle option and provides enough distinct information for meaningful validity assessments. Furthermore, this approach allows the four ordinal ratings to be grouped into

two categories: ratings of 1 and 2 are considered “content invalid,” while ratings of 3 and 4 are considered “content valid” (Almanasreh et al., 2019).

The technique used to estimate validity in this study is the content validity index (CVI). The CVI is the most common method for measuring the content validity of an instrument because it is simple to calculate, easy to understand, and offers information on the validity of each item as well as the entire instrument (Almanasreh et al., 2019). Furthermore, it can assess the performance of the experts and, importantly, helps the instrument developer decide whether to keep or remove items (Lynn, 1986). In this study, the item-CVI (I-CVI), average-CVI (Ave-CVI), and universal-CVI (UA-CVI) were computed to evaluate the content validity of individual items, the overall instrument, and the experts' performance, respectively.

Table 4. 14. Results of content validity

No	Domain and items	NoA	I-CVI	Ave-CVI	U-CVI	Decision
Functional value						
1.	A sustainable luxury product offers premium quality	15	1.00	0.84	0.89	Retained
2.	A sustainable luxury product has a timeless design	15	1.00			Retained
3.	A sustainable luxury product has acceptable standards of durability and longevity.	13	0.87			Retained
4.	A sustainable luxury product involves high level of innovation.	13	0.87			Retained
5.	A sustainable luxury product is safe to use.	14	0.93			Retained
6.	A sustainable luxury product is easy to maintain and care for.	14	0.93			Retained
7.	A sustainable luxury product performs its intended function excellently.	10	0.67			Removed
8.	A sustainable luxury product offers better value for money.	13	0.87			Retained
9.	A sustainable luxury product involves better storytelling.	10	0.67			Removed
10.	A sustainable luxury product is organic and natural.	10	0.67			Removed
Social value						
11.	Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.	14	0.93	0.87	0.87	Retained
12.	Purchasing a sustainable luxury product makes me feel part of the small community who cherish sustainability.	14	0.93			Retained
13.	Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.	13	0.87			Retained
14.	Purchasing a sustainable luxury product makes me feel I am an elite user.	10	0.67			Removed
15.	Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.	14	0.93			Retained

16.	Purchasing a sustainable luxury product gives me a sense of accomplishment.	13	0.87			Retained
17.	Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others.	12	0.80			Retained
18.	Purchasing a sustainable luxury product enhances my social status.	13	0.87			Retained
19.	Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.	13	0.87			Retained
20.	Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.	13	0.87			Retained
21.	Purchasing a sustainable luxury product makes me feel more accepted by my friends.	13	0.87			Retained
22.	Purchasing a sustainable luxury product makes a good impression on important people in my life.	13	0.87			Retained
23.	Purchasing a sustainable luxury product enhances my social interactions.	14	0.93			Retained
24.	Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.	13	0.87			Retained
Emotional value						
25.	Purchasing a sustainable luxury product makes me excited.	15	1.00	0.90	0.91	Retained
26.	Purchasing a sustainable luxury product is an interesting experience.	14	0.93			Retained
27.	Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.	12	0.80			Retained
28.	Purchasing a sustainable luxury product makes me feel smart about my decision.	14	0.93			Retained
29.	Purchasing a sustainable luxury product makes me feel like I am a better person.	13	0.87			Retained
30.	Purchasing a sustainable luxury product increases my appreciation for nature and society.	13	0.87			Retained
Epistemic value						
31.	Purchasing a sustainable luxury product satisfies my curiosity about trying new things.	15	1.00	0.93	0.93	Retained
32.	Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.	15	1.00			Retained
33.	Purchasing a sustainable luxury product increases my knowledge of responsible luxury.	15	1.00			Retained
34.	Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.	14	0.93			Retained
35.	Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	15	1.00			Retained
36.	Purchasing a sustainable luxury product helps me obtain new information about a sustainable luxury product.	10	0.67			Removed
Eco-friendly Value						
37.	A sustainable luxury product uses organic and natural materials.	13	0.87	0.94	0.95	Retained
38.	A sustainable luxury product uses recycled materials.	15	1.00			Retained
39.	A sustainable luxury product uses materials that reduce carbon footprint.	11	0.73			Removed
40.	A sustainable luxury product involves production processes that reduce waste.	15	1.00			Retained

41.	A sustainable luxury product uses materials that do less harm to the environment.	15	1.00			Retained
42.	A sustainable luxury product uses renewable and biodegradable materials.	15	1.00			Retained
43.	A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).	15	1.00			Retained
Ethical value						
44.	Purchasing a sustainable luxury product involves transparency about its sourcing and supply chain.	15	1.00	0.93	0.93	Retained
45.	Purchasing a sustainable luxury product ensures that employees receive descent salaries.	15	1.00			Retained
46.	Purchasing a sustainable luxury product helps reduce exploitation of child labor.	15	1.00			Retained
47.	Purchasing a sustainable luxury product helps reduce exploitation of local communities.	14	0.93			Retained
48.	Purchasing a sustainable luxury product helps reduce exploitation of employees.	10	0.67			Removed
49.	Purchasing a sustainable luxury product helps reduce exploitation of the surrounding environment.	10	0.67			Removed
50.	Purchasing a sustainable luxury product helps reduce animal suffering.	13	0.87			Retained
51.	Purchasing a sustainable luxury product promotes fair trade practices.	15	1.00			Retained
52.	Purchasing a sustainable luxury product helps local economy	13	0.87			Retained
53.	Purchasing a sustainable luxury product benefits local artisans.	15	1.00			Retained
54.	Purchasing a sustainable luxury product is morally the right thing to do.	14	0.93			Retained

Note. NoA: Number of Agreement.

Based on the content validity results presented in Table 4.14, the expert panel included 15 members, which is considered a large sample for the purification stage of scale development. Of the 54 items evaluated, 45 achieved an I-CVI above the recommended threshold of 0.78, indicating strong item-level content validity. All constructs demonstrated excellent construct validity, with Ave-CVI values well above the acceptable lower limit of 0.8. The experts also performed consistently well, as reflected in U-CVI scores ranging from 0.89 to 0.95 (Almanasreh et al., 2019; Lynn, 1986).

Following the content validity assessment, items with I-CVI scores below 0.78 were removed. Specifically, three items were removed from the functional value construct (“A sustainable luxury product performs its intended function excellently,” “A sustainable luxury product involves better storytelling,” and “A sustainable luxury product is organic and

natural”), one item from social value (“Purchasing a sustainable luxury product makes me feel I am an elite user”), one from epistemic value (“Purchasing a sustainable luxury product helps me obtain new information about a sustainable luxury product”), one from eco-friendly value (“A sustainable luxury product uses materials that reduce carbon footprint”), and three from ethical value (“Purchasing a sustainable luxury product helps reduce exploitation of employees,” and “Purchasing a sustainable luxury product helps reduce exploitation of the surrounding environment”). The 46 items retained after the purification phase are presented in Table 4.15.

Table 4. 15. Items retained after purification stage

No	Domain and items
Functional value	
1.	A sustainable luxury product offers premium quality
2.	A sustainable luxury product has a timeless design
3.	A sustainable luxury product has acceptable standards of durability and longevity.
4.	A sustainable luxury product involves high level of innovation.
5.	A sustainable luxury product is safe to use.
6.	A sustainable luxury product is easy to maintain and care for.
7.	A sustainable luxury product involves better storytelling.
Social value	
8.	Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.
9.	Purchasing a sustainable luxury product makes me feel part of the small community who cherish sustainability.
10.	Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.
11.	Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.
12.	Purchasing a sustainable luxury product gives me a sense of accomplishment.
13.	Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others.
14.	Purchasing a sustainable luxury product enhances my social status.
15.	Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.
16.	Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.
17.	Purchasing a sustainable luxury product makes me feel more accepted by my friends.
18.	Purchasing a sustainable luxury product makes a good impression on important people in my life.
19.	Purchasing a sustainable luxury product enhances my social interactions.
20.	Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.
Emotional value	
21.	Purchasing a sustainable luxury product makes me excited.
22.	Purchasing a sustainable luxury product creates an interesting experience.
23.	Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.
24.	Purchasing a sustainable luxury product makes me feel smart about my decision.

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25. Purchasing a sustainable luxury product makes me feel like I am a better person.
 26. Purchasing a sustainable luxury product increases my appreciation for nature and society.
- Epistemic value**
27. Purchasing a sustainable luxury product satisfies my curiosity about trying new things.
 28. Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.
 29. Purchasing a sustainable luxury product increases my knowledge of responsible luxury.
 30. Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.
 31. Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.
- Eco-friendly Value**
32. A sustainable luxury product uses organic and natural materials.
 33. A sustainable luxury product uses recycled materials.
 34. A sustainable luxury product involves production processes that reduce waste.
 35. A sustainable luxury product uses materials that do less harm to the environment.
 36. A sustainable luxury product uses renewable and biodegradable materials.
 37. A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).
- Ethical value**
38. Purchasing a sustainable luxury product involves transparency about its sourcing and supply chain.
 39. Purchasing a sustainable luxury product ensures that employees receive descent salaries.
 40. Purchasing a sustainable luxury product helps reduce exploitation of child labor.
 41. Purchasing a sustainable luxury product helps reduce exploitation of local communities.
 42. Purchasing a sustainable luxury product helps reduce animal suffering.
 43. Purchasing a sustainable luxury product promotes fair trade practices.
 44. Purchasing a sustainable luxury product helps local economy
 45. Purchasing a sustainable luxury product benefits local artisans.
 46. Purchasing a sustainable luxury product is morally the right thing to do.
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4.9. Collecting data: pilot test

The sixth stage involved a pilot study using the modified items from stage five. The pilot study helped to ascertain the feasibility and reliability of the study which improves the quality of the research (Worthington & Whittaker, 2006).

4.9.1. Data screening

The dataset was carefully evaluated to see if participants met the set eligibility criteria for inclusion in the study. First, respondents' residency status was confirmed to ensure they were permanent residents of the United States. This was done by asking participants to state the city and state where they currently live, helping to identify those based in the U.S. Those who did not provide this information or could not accurately specify their location were further screened by the marketing agency responsible for data collection for the researcher.

Subsequently, the analysis examined whether participants had purchased sustainable luxury goods while traveling outside their current city or town of residence since January 2022. Additionally, the study evaluated whether respondents had gained any benefits from using such products during their travel experiences. A detailed review of the specific sustainable luxury items and brands purchased was also conducted. Responses that did not meet the inclusion criteria were excluded from the final dataset.

As data collection was carried out by a professional marketing firm, the dataset was free of missing values. However, through multiple rounds of validation using descriptive statistics and box plot analysis, 21 out of 241 responses were identified as outliers and removed because they did not accurately represent the target population. As a result, 220 responses were considered valid and kept for further analysis. Finally, using skewness and kurtosis, the data were tested for normality. The results indicated a negative skew in the data. Nonetheless, most of the univariate kurtosis values were positive, implying a normal distribution. The details of the descriptive analysis are shown in Table 4.16.

Table 4. 16 Descriptive analysis of the measurement items (pilot test)

Domains and items	Mean	SD	Kurtosis	Skewness
Functional Value				
(FNC_V1) A sustainable luxury product offers premium quality.	6.332	1.046	4.759	-2.018
(FNC_V2) A sustainable luxury product has a timeless design.	6.000	1.314	2.676	-1.621
(FNC_V3) A sustainable luxury product has acceptable standards of durability and longevity.	6.009	1.272	2.368	-1.591
(FNC_V4) A sustainable luxury product involves high level of innovation.	6.332	1.063	3.907	-1.906
(FNC_V5) A sustainable luxury product is safe to use.	5.468	1.422	0.057	-0.790
(FNC_V6) A sustainable luxury product is easy to maintain and care for.	5.323	1.781	0.245	-1.050
(FNC_V7) A sustainable luxury product offers better value for money.	5.773	1.343	0.733	-1.019
Social Value				
(SOC_V1) Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.	5.632	1.503	0.881	-1.141
(SOC_V2) Purchasing a sustainable luxury product makes me feel part of the small community who cherish sustainability.	5.732	1.340	1.260	-1.154
(SOC_V3) Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.	5.827	1.246	1.299	-1.174
(SOC_V4) Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.	5.750	1.351	0.519	-1.042
(SOC_V5) Purchasing a sustainable luxury product gives me a sense of accomplishment.	5.900	1.190	2.876	-1.433
(SOC_V6) Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others	5.532	1.658	0.665	-1.180
(SOC_V7) Purchasing a sustainable luxury product enhances my social status.	5.005	1.870	-0.504	-0.704
(SOC_V8) Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.	5.727	1.348	0.841	-1.052
(SOC_V9) Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.	5.155	1.625	-0.076	-0.713
(SOC_V10) Purchasing a sustainable luxury product makes me feel more accepted by my friends.	4.982	1.801	-0.559	-0.630
(SOC_V11) Purchasing a sustainable luxury product makes a good impression on important people in my life.	5.164	1.679	-0.134	-0.835
(SOC_V12) Purchasing a sustainable luxury product enhances my social interactions.	4.977	1.790	-0.454	-0.684
(SOC_V13) Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.	5.241	1.624	0.051	-0.824
Experiential Value				
(EXP_V1) Purchasing a sustainable luxury product makes me excited.	5.995	1.367	1.994	-1.540
(EXP_V2) Purchasing a sustainable luxury product creates an interesting experience.	5.909	1.210	2.276	-1.389
(EXP_V3) Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.	5.836	1.311	1.201	-1.205
(EXP_V4) Purchasing a sustainable luxury product makes me feel smart about my decision.	5.864	1.311	2.020	-1.417
(EXP_V5) Purchasing a sustainable luxury product makes me feel like I am a better person.	5.168	1.715	-0.098	-0.819
(EXP_V6) Purchasing a sustainable luxury product increases my appreciation for nature and society.	5.523	1.503	0.690	-1.059
(EXP_V7) Purchasing a sustainable luxury product satisfies my curiosity about trying new things.	5.718	1.284	1.230	-1.044
(EXP_V8) Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.	5.668	1.356	1.197	-1.229

(EXP_V9) Purchasing a sustainable luxury product increases my knowledge of responsible luxury.	5.705	1.296	1.173	-1.125
(EXP_V10) Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.	5.673	1.305	0.804	-1.007
(EXP_V11) Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	5.750	1.306	1.001	-1.081
Eco-friendly Value				
(ECO_V1) A sustainable luxury product uses organic and natural materials.	5.686	1.397	0.472	-0.987
(ECO_V2) A sustainable luxury product uses recycled materials.	5.359	1.602	0.217	-0.901
(ECO_V3) A sustainable luxury product involves production processes that reduce waste.	5.500	1.466	0.293	-0.893
(ECO_V4) A sustainable luxury product uses materials that do less harm to the environment.	5.650	1.405	0.305	-0.964
(ECO_V5) A sustainable luxury product uses renewable and biodegradable materials.	5.364	1.562	0.371	-0.929
(ECO_V6) A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).	5.527	1.422	0.115	-0.882
Ethical Value				
(ETH_V1) Purchasing a sustainable luxury product involves transparency about its sourcing and supply chain.	5.618	1.375	0.422	-0.883
(ETH_V2) Purchasing a sustainable luxury product ensures that employees receive decent salaries.	5.577	1.420	0.453	-0.968
(ETH_V3) Purchasing a sustainable luxury product helps reduce exploitation of child labor.	5.405	1.562	-0.045	-0.815
(ETH_V4) Purchasing a sustainable luxury product helps reduce exploitation of local communities.	5.636	1.350	0.469	-0.923
(ETH_V5) Purchasing a sustainable luxury product helps reduce exploitation of employees.	5.541	1.466	0.829	-1.097
(ETH_V6) Purchasing a sustainable luxury product helps local economy	5.382	1.513	0.504	-0.952
(ETH_V7) Purchasing a sustainable luxury product benefits local artisans.	4.995	1.757	-0.298	-0.707
(ETH_V8) Purchasing a sustainable luxury product is morally the right thing to do.	5.477	1.469	0.475	-0.942

4.9.2. *Characteristics of the respondents in the pilot study*

The pilot survey respondents were mainly male (52.3%) and married (49.1%), with the largest age group being those between 29 and 44 years old (29.6%). In terms of education, the most common qualification was postgraduate (29.1%), indicating a highly educated sample. Occupationally, the largest segment held executive or managerial roles (25%), followed closely by business owners and entrepreneurs. The predominant ethnic group was Caucasian (39.6%), with smaller proportions of Asian, African American, and Hispanic respondents. Most participants reported an annual household income in the \$50,000–\$99,000 range (27.7%), suggesting a middle to upper-middle class demographic. Regarding purchasing behavior, half of the respondents (50%) bought 3–4 products, and nearly half (46.8%) had made their most recent purchase within the past year. Luxury brand stores were the most common purchase location (28.6%), and the most typical travel phase for shopping was while traveling out of their state but within the USA (41.4%). This profile indicates that the typical respondent is a middle-aged, married, highly educated professional or executive, with a moderate to high income, who often shops for luxury products, frequently while traveling domestically. Details are shown in Table 4.17.

Table 4. 17 Profile of respondents in the pilot test (N=220)

Variable	Category	Frequency	Percentage (%)
Gender	Female	104	47.3
	Male	115	52.3
	Other	1	.5
Marital status	Single	105	47.7
	Married	108	49.1
	Other	7	3.2
Age	20 or younger	8	3.64
	21-28	35	15.91
	29-44	65	29.55
	45-60	61	27.73
	61 or older	51	23.18
Educational qualification	High School or below	53	24.09
	College student	56	25.45
	College graduate	47	21.36
	Postgraduate	64	29.09
Occupation	Executive/Managerial	55	25.00
	Business	49	22.27
	Owner/Entrepreneur		

Ethnic background	Professional	41	18.64
	Student	17	7.73
	Retired	35	15.91
	Other	23	10.45
	Caucasian	87	39.55
	Hispanic	24	10.91
	Asian	25	11.36
	Asian American	22	10.00
	African	19	8.64
	African American	26	11.82
Annual Household Income (before tax)	Other	17	7.73
	Less than US\$50,000	58	26.36
	US\$50,000-99,000	61	27.73
	US\$100,000-149,000	42	19.09
	US\$150,000-199,000	31	14.09
	US\$200,000-299,000	17	7.73
Number of products purchased	US\$300,000 or more	12	5.45
	1-2	65	29.55
	3-4	110	50.00
	5.00 or more	45	20.45
Recent purchase	Less than one year ago	103	46.82
	One year to less than 2 years ago	52	23.64
	2-3 years ago	55	25.00
Location of recent purchase	Duty-free shops	30	13.63
	Luxury brand stores	53	24.09
	Shopping mall	26	11.81
	Hotel/Resort	21	9.55
	Main street and local shops	18	8.18
	Other	17	7.73
Phase of travel of recent purchase	While travelling within own state	72	32.73
	While travelling out of own state but within USA	91	41.36
	During international travel	55	25.00

4.9.3. EFA of SLPCVs items in the pilot study

To uncover the underlying dimensions related to the value of SLPC, this study conducted an exploratory factor analysis (EFA) using principal component analysis (PCA) with varimax rotation. The use of PCA with varimax rotation is especially helpful in scale development research because it simplifies data complexity, clarifies factor structures, improves interpretability, and aids in developing distinct, reliable, and valid measurement tools (Henson & Roberts, 2006). Field (2013) also emphasized the importance of varimax rotation,

particularly when dealing with large datasets, due to its ability to produce more interpretable factor solutions. Although there is some debate about the appropriate threshold for factor loadings, much research recommends a minimum loading of 0.50 to ensure meaningful interpretation (Hulland, 1999; Truong & McColl, 2011). Therefore, this study adopted a factor loading threshold of 0.50. Additionally, Osborne et al. (2008) noted that communalities should generally be above 0.40 when performing EFA with PCA and varimax rotation; however, this study used a stricter threshold of 0.50. Consistent with Cliff's (1988) recommendation, only factors with eigenvalues greater than 1 were retained. Based on these criteria, six items were removed from further analysis. Details of the excluded items are provided in Table 4.18.

Table 4. 18 Items removed through EFA

Items	Means	Communalities
Purchasing a sustainable luxury product makes me feel part of the small community who cherish sustainability.	5.732	.424
Purchasing a sustainable luxury product enhances my friendship with fellow shoppers.	5.155	.465
Purchasing a sustainable luxury product makes a good impression on important people in my life.	5.164	.447
Purchasing a sustainable luxury product makes me talk with my friends about my purchased product.	5.241	.417
Purchasing a sustainable luxury product makes me feel like I am a better person.	5.168	.433
Purchasing a sustainable luxury product helps reduce exploitation of local communities.	5.258	.421

Following the removal of items with low communalities, exploratory factor analysis (EFA) was conducted again, with the results shown in Table 4.21. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.926, indicating that the sample size was appropriate and sufficient for the analysis. Additionally, Bartlett's test of sphericity produced a value of 5057.87, confirming the data's suitability for factor analysis. The EFA identified five distinct domains, comprising a total of 40 items, which together explained over 65% of the variance in SLPCVs. The factor loadings ranged from 0.551 to 0.718, while communalities ranged from 0.511 to 0.868. In line with Hair et al. (2019), the reliability of

the constructs was supported by Cronbach's alpha values above 0.70 for each domain, indicating satisfactory internal consistency. Notably, items originally classified under "Emotional value" and "Epistemic value" loaded together, resulting in a new domain named "Experiential value." The other identified domains included "Social value," "Ethical value," "Functional value," and "Eco-friendly value," as shown in Table 4.19.

Table 4. 19. EFA of SLPCVs in the pilot study

Domains and items	Communalities	Factor loadings	Means
Domain 1: Experiential value (Eigenvalue=11.187, Variance explained=35.615%, Cronbach's alpha=.909, Grand mean=5.71).			
Purchasing a sustainable luxury product increases my appreciation for nature and society.	.626	.868	5.995
Purchasing a sustainable luxury product satisfies my curiosity about trying new things.	.681	.845	5.909
Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.	.701	.810	5.836
Purchasing a sustainable luxury product increases my knowledge of responsible luxury.	.706	.800	5.864
Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.	.644	.765	5.168
Purchasing a sustainable luxury product makes me excited.	.668	.697	5.668
Purchasing a sustainable luxury product creates an interesting experience.	.535	.666	5.705
Purchasing a sustainable luxury product makes me feel that I am contributing to something meaningful.	.700	.625	5.718
Purchasing a sustainable luxury product makes me feel smart about my decision.	.658	.526	5.673
Purchasing a sustainable luxury product helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	.646	.514	5.641
Domain 2: Social value (Eigenvalue=4.446, Variance explained=14.260%, Cronbach's alpha=.896, Grand mean=5.39).			
Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.	.676	.793	5.827
Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.	.607	.770	5.900
Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.	.676	.766	5.532
Purchasing a sustainable luxury product gives me a sense of accomplishment.	.651	.762	5.005
Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others	.665	.629	5.727
Purchasing a sustainable luxury product enhances my social status.	.718	.624	5.155
Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.	.535	.574	5.164
Purchasing a sustainable luxury product makes me feel more accepted by my friends.	.565	.555	4.977
Purchasing a sustainable luxury product enhances my social interactions.	.643	.554	5.241
Domain 3: Ethical value (Eigenvalue=3.149, Variance explained=7.282%, Cronbach's alpha=.911, Grand mean=5.45).			
Purchasing a sustainable luxury product involves transparency about its sourcing and supply chain.	.641	.766	5.618
Purchasing a sustainable luxury product ensures that employees receive descent salaries.	.710	.741	5.577
Purchasing a sustainable luxury product helps reduce exploitation of child labor.	.683	.734	5.405

Purchasing a sustainable luxury product helps reduce animal suffering.	.624	.730	5.636
Purchasing a sustainable luxury product promotes fairtrade practices.	.591	.720	5.541
Purchasing a sustainable luxury product helps local economy	.626	.689	5.382
Purchasing a sustainable luxury product benefits local artisans.	.653	.683	4.995
Purchasing a sustainable luxury product is morally the right thing to do.	.613	.631	5.477
Domain 4: Functional value (Eigenvalue=1.341, Variance explained=3.559%, Cronbach's alpha=.821, Grand mean=5.89).			
A sustainable luxury product offers premium quality.	.682	.614	6.332
A sustainable luxury product has a timeless design.	.655	.591	6.000
A sustainable luxury product has acceptable standards of durability and longevity.	.540	.555	6.009
A sustainable luxury product involves high level of innovation.	.709	.533	6.332
(FNC_V5) A sustainable luxury product is safe to use.	.551	.521	5.323
A sustainable luxury product is easy to maintain and care for.	.561	.516	5.468
A sustainable luxury product offers better value for money.	.571	.511	5.773
Domain 5: Eco-friendly value (Eigenvalue=1.689, Variance explained=4.397%, Cronbach's alpha=.893, Grand mean=5.51).			
A sustainable luxury product uses organic and natural materials.	.758	.654	5.686
A sustainable luxury product uses recycled materials.	.687	.597	5.359
A sustainable luxury product involves production processes that reduce waste.	.684	.575	5.500
A sustainable luxury product uses materials that do less harm to the environment.	.704	.547	5.650
A sustainable luxury product uses renewable and biodegradable materials.	.663	.547	5.364
A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).	.689	.526	5.527
KMO=0.926; Bartlett's test of sphericity=5057.870 (df=525, $p=0.000$).			

4.9.4. EFA of dependent factors in the pilot study

Although the items for the dependent constructs were adopted from established scales, they were slightly adapted to better reflect the specific context of shopping tourism in this study. Therefore, EFA was conducted to ensure that the adapted items maintained their validity and reliability within this new context. This step was necessary to confirm the factor structure and to account for any contextual nuances that may have influenced respondents' interpretations, thereby supporting the robustness of the measurement model.

The individual-level study examined several dependent factors, including attitudes toward sustainable luxury shopping, satisfaction with sustainable luxury, cognitive well-being, social well-being, emotional well-being, and transformation toward sustainability. At the company level, the dependent variables consisted of sustainable luxury brand innovativeness, attachment, engagement, commitment, willingness to pay more, and brand advocacy. For the societal-level study, the dependent variables included attitudes toward sustainable luxury shopping, satisfaction, social justice behavioral intention, philanthropic behavioral intention, fair trade behavioral intention, and pro-social shopping activism intention. Following the guidelines provided by previous research (Hair et al., 2019; Truong & McColl, 2011), only factor loadings and communalities above 0.50 were deemed acceptable. Table 4.20 displays the EFA results for all dependent and moderating variables. The KMO values for each factor confirmed that the sample size was adequate and suitable for analysis, while Bartlett's test of sphericity verified the factorability of the measurement items. All variables demonstrated single-factor solutions, with factor loadings and communalities consistently exceeding 0.50. Additionally, the internal consistency of each variable was supported by Cronbach's alpha values greater than 0.70 (Hair et al., 2019).

Table 4. 20. EFA of dependent factors in the pilot study

Domains and items	Communalities	Factor loadings	Means
Attitude toward using the sustainable luxury product (Eigenvalue=4.272, Variance explained=71.204%, Cronbach's alpha=.919, Grand mean=6.03).			
By using the sustainable luxury product I named above, I feel that			
the sustainable luxury product is good.	.686	.877	6.12
the sustainable luxury product is pleasant.	.689	.867	6.02
the sustainable luxury product is desirable.	.629	.866	6.00
the sustainable luxury product is satisfying.	.749	.830	5.96
the sustainable luxury product is favorable.	.769	.828	6.05
the sustainable luxury product is enjoyable.	.751	.793	6.02
Satisfaction with the sustainable luxury product (Eigenvalue=3.128, Variance explained=78.212%, Cronbach's alpha=.907, Grand mean=6.15).			
By using the sustainable luxury product I named above, I feel that			
I am satisfied with the quality of the sustainable luxury product I purchased.	.741	.909	6.21
the sustainable luxury shopping experience met my expectations.	.812	.901	6.11
the sustainable luxury product I bought was worth the investment.	.749	.865	6.10
overall, I am happy with my decision to purchase the sustainable luxury product.	.826	.861	6.18
Cognitive well-being (Eigenvalue=4.094, Variance explained=68.237%, Cronbach's alpha=.905, Grand mean=5.53).			
By using the sustainable luxury product I named above, I feel that			
I felt satisfied with my life.	.674	.849	5.95
I felt better physically and mentally.	.677	.848	5.55
I felt good about my life although I have my ups and downs.	.603	.836	5.66
I felt that my life is close to ideal.	.721	.823	5.14
I felt I have obtained the important things I want in life.	.700	.821	5.52
I felt that the conditions of my life are excellent.	.720	.777	5.36
Social well-being (Eigenvalue=2.804, Variance explained=70.111%, Cronbach's alpha=.857, Grand mean=5.55).			
By using the sustainable luxury product I named above, I feel that			
I felt part of a community of consumers who care about the planet and its people.	.677	.855	5.74
I had meaningful conversations and shared experiences with locals and other consumers.	.702	.838	5.42
I felt my social standing among friends and family who value responsible consumption is enhanced.	.730	.834	5.32

I felt I am a more responsible and ethical consumer.	.695	.823	5.74
Meaningful life (Eigenvalue=2.613, Variance explained=65.315%, Cronbach's alpha=.821, Grand mean=5.72).			
By using the sustainable luxury product I named above, I feel that			
I felt a greater sense of purpose and fulfilment in my life.	.703	.853	5.71
I realized the importance of aligning my actions with my personal values.	.708	.841	5.77
I experienced a deeper connection to my community and the world around me.	.475	.839	5.84
I found more meaning in my everyday choices and lifestyle.	.727	.689	5.56
Transformation to sustainability (Eigenvalue=2.798, Variance explained=69.942%, Cronbach's alpha=.856, Grand mean=5.78).			
By using the sustainable luxury product I named above, I feel that			
I became more aware of my own environmental impact and the importance of sustainable living.	.668	.872	5.91
I started adopting more environmentally friendly practices in my daily life.	.760	.829	5.73
I developed a deep appreciation for nature and local cultures.	.682	.826	5.80
I was inspired to advocate for more responsible and sustainable consumption.	.687	.818	5.69
Sustainable luxury brand innovativeness (Eigenvalue=2.296, Variance explained=76.538%, Cronbach's alpha=.846, Grand mean=5.83).			
By using the sustainable luxury product I named above, I feel that			
this brand provides effective solutions to shoppers' sustainability needs.	.745	.891	5.86
shoppers can rely on this brand to offer novel solutions to their sustainability needs.	.757	.870	5.82
this brand is able to provide new solutions to shoppers' sustainability needs.	.795	.863	5.81
Sustainable luxury brand attachment (Eigenvalue=2.910, Variance explained=72.745%, Cronbach's alpha=.871, Grand mean=5.59).			
By using the sustainable luxury product I named above, I feel that			
I have a strong association with this brand as it is environmentally friendly and socially responsible.	.784	.885	5.64
this brand represents my personal values regarding luxury, environmental responsibility, and social consciousness.	.718	.872	5.67
I have an emotional connection with this brand because of its genuine efforts to promote sustainability without compromising luxury.	.760	.847	5.51
I would really miss this brand if it disappeared.	.648	.805	5.54
Sustainable luxury brand engagement (Eigenvalue=2.997, Variance explained=74.931%, Cronbach's alpha=.887, Grand mean=5.51).			
By using the sustainable luxury product I named above, I feel that			
I consider this brand as my brand.	.695	.885	5.51
I am proud that others know that I shopped for this brand.	.735	.885	5.50
I like talking to others about this brand.	.784	.857	5.53
I find connection between the sustainable luxury brands that I prefer and how I view myself.	.784	.834	5.52

Sustainable luxury brand commitment (Eigenvalue=2.139, Variance explained=71.301%, Cronbach's alpha=.794, Grand mean=5.91).

By using the sustainable luxury product I named above, I feel that

I would like to continue to choose the sustainable luxury brand over other luxury brands, even if there were slightly cheaper alternatives.	.637	.876	5.86
I would like to shop for this brand again in the future, specifically because of its commitment to sustainable luxury.	.767	.857	6.02
I would like to encourage others to purchase this brand because of its unique approach to sustainable luxury.	.735	.798	5.86

Willingness to pay more (Eigenvalue=2.337, Variance explained=77.886%, Cronbach's alpha=.856, Grand mean=5.51).

By using the sustainable luxury product I named above, I feel that

I am willing to pay a higher price for a sustainable luxury product compared to traditional luxury products.	.798	.893	5.75
I am willing to spend extra for sustainable luxury products even if that means compromising my comfort.	.778	.882	5.32
I believe the sustainable luxury product offers better value for my money, even if it costs more.	.760	.872	5.64

Sustainable luxury brand advocacy (Eigenvalue=2.718, Variance explained=69.962%, Cronbach's alpha=.841, Grand mean=5.73).

By using the sustainable luxury product I named above, I feel that

I would like to recommend the sustainable luxury brand to friends, family, and colleagues.	.640	.845	5.92
I would like to tell others about my positive experience with this brand and its commitment to sustainability.	.697	.835	5.75
I would like to share positive reviews and content about the brand on social media or online travel platforms.	.713	.817	5.63
I would like to defend this brand if someone questioned its commitment to sustainability.	.668	.800	5.61

Social justice behavioral intentions (Eigenvalue=3.070, Variance explained=76.758%, Cronbach's alpha=.898, Grand mean=5.45).

By using the sustainable luxury product I named above, I feel that

I would like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	.763	.898	5.26
I would like to engage in activities that will promote social justice.	.806	.877	5.41
I would like to try my best to ensure that all individuals and groups have a chance to speak and be heard.	.768	.874	5.57
I would like to choose sustainable luxury brands if I know they prioritize diversity and inclusion in their hiring practices and treatment of staff.	.733	.856	5.56

Philanthropic behavioural intentions (Eigenvalue=2.956, Variance explained=73.906%, Cronbach's alpha=.882, Grand mean=5.38).

By using the sustainable luxury product I named above, I feel that

I would like to donate to a charitable fund or initiative.	.754	.869	5.55
I would like to participate in volunteer programs or activities.	.751	.867	5.26
I would like to financially support movements against climate change and social inequality.	.731	.855	5.30
I would like to participate in a dedicated program for giving back to social or environmental causes.	.720	.848	5.42

Fair trade behavioural intentions (Eigenvalue=2.307, Variance explained=76.903%, Cronbach's alpha=.848, Grand mean=5.58).

By using the sustainable luxury product I named above, I feel that			
I would like to seek information about commitment to fair trade principles, when choosing a sustainable luxury brand.	.783	.887	5.55
I would make an effort to shop for a sustainable luxury brand that has fair trade practices.	.787	.885	5.62
I would switch to a different sustainable luxury brand if I found out that my preferred one did not engage in fair trade practices.	.737	.858	5.55

Pro-social shopping activism behavioural intentions (Eigenvalue=2.827, Variance explained=70.684%, Cronbach's alpha=.859, Grand mean=5.10).

By using the sustainable luxury product I named above, I would like to			
volunteer for pro-social advocacy groups and initiatives (e.g. investing time, money, expertise).	.781	.898	5.10
volunteer for pro-social lobbying groups and initiatives (e.g. investing time, money, expertise).	.806	.884	4.87
selectively shop for luxury brands that align with sustainability values.	.591	.806	5.55
boycott luxury shopping brands that do not contribute towards environmental conservation and social development.	.650	.769	4.89

4.10. Collecting data: main survey

After the pilot study, the main survey, which consisted of four different studies, was undertaken. US adults were targeted for the main survey.

4.10.1. Sample frame

Establishing a clearly defined sample frame is crucial for ensuring the validity of research results. Therefore, participants must meet specific eligibility criteria: they must reside in the United States, have purchased a sustainable luxury product on or after January 1, 2022 (to help ensure accurate recollection of their experiences), and have personally benefited from using these products during their engagement with them.

4.10.2. Sample size

Determining an appropriate sample size is crucial in scale development research. According to DeVellis (2003), using a larger sample increases a scale's applicability across different contexts. An adequate sample size is also vital for maintaining the stability of factor structures and ensuring the generalizability of results (Worthington & Whittaker, 2006). Both Comrey and Lee (2013) and Worthington and Whittaker (2006) recommend a minimum of 300 participants for studies involving factor analysis and scale development, respectively. Additionally, Kim and Hall (2020) suggest that studies with multi-group analysis of two groups should include at least 400 cases. Similarly, Hair et al. (2021) cite the minimum 10-times rule proposed by Barclay et al. (1995), which states that the sample size should be at least ten times the number of independent variables in complex regression analyses involving structural equation modeling (SEM). Following these guidelines, this study used a sample of 1,100 respondents, as it is expected to cover at least six antecedent domains.

4.10.3. Data collection

A purposive sampling method, which is a type of non-probability sampling, was used for data collection. Data were collected through an online survey. Due to the challenges of accessing a niche population like luxury consumers, this study hired Asia Monitor Group

(<https://www.asiamonitor.com.my>), a marketing and research firm that targets luxury consumers as a primary segment. The choice to use an online survey was based on several factors. First, online surveys are recognized as a cost-effective way to reach a wide audience, removing the need for researchers to travel to the study location (Sarstedt et al., 2020). Second, this method allows for quick data collection (Kim & Hall, 2020). Finally, online surveys are commonly accepted and frequently used in tourism and hospitality research (Kim & Hall, 2020).

As previously noted, this research involved adult participants living in the United States. The choice of the US as the study setting is supported by three key reasons. First, earlier research on luxury shopping has mainly focused on European and emerging Asian markets (Hung et al., 2021a; Lim et al., 2023), leaving the U.S. relatively underrepresented in discussions of sustainable luxury consumption (Essiz & Senyuz, 2024). Second, the United States has the world's largest luxury goods industry, generating annual revenues over 69 billion USD (Statista, 2023), and offers significant market potential for sustainable luxury products (Essiz & Senyuz, 2024). Third, the U.S. luxury market is influenced by regulations and subsidies aimed at promoting sustainable practices (Vanhamme et al., 2023). Since the goal of this study is to develop a scale with widespread applicability, gathering data from a relevant context was crucial for reaching this objective. Ethical considerations were a priority throughout the research; ethical approval was secured (Institutional Review number: HSEARS20250402015), and participants' confidentiality, anonymity, and informed consent were strictly upheld.

It should be noted that the reference to “four studies” does not imply that four separate surveys were conducted. Rather, to achieve the objectives of the research, the three levels of analysis—individual, brand, and societal—were all incorporated within the main survey dataset. The individual- and societal-level analyses were based on all 1059 responses,

while the brand-level analysis comprised 770 samples. The fourth study, which focused specifically on preferences for sustainable luxury products, involved a separate sample of 600 respondents. This approach allowed for a comprehensive examination of the research questions while efficiently utilizing the collected data.

4.11. Data analysis

Given the quantitative approach of the main survey, the data collected was analyzed using covariance-based structural equation modeling (CB-SEM) in SmartPLS 4 (Ringle et al., 2024). Features of previously widely used software like IBM SPSS AMOS were criticized for their limited features, such as user interface and overall usability, which makes them less suitable for current standards (Hair et al., 2025). In contrast, CB-SEM is well-known as a reliable analytical method for validating complex measurements and theoretical models (Gaskin et al., 2025). Despite its limitations, there may be no better method suited for rigorous theory testing than covariance-based structural equation modeling (CB-SEM). CB-SEM is widely accepted and heavily used in top information systems (IS) journals due to its strong emphasis on model fit and its ability to provide comprehensive assessments of measurement and structural models. Unlike partial least squares SEM (PLS-SEM), which is primarily prediction-oriented, CB-SEM is specifically designed to test and confirm theoretical frameworks, making it particularly valuable for validating complex theories. CB-SEM offers indispensable utility for researchers exploring intricate theoretical models involving numerous direct and indirect relational pathways, allowing for precise estimation and hypothesis testing (Gaskin et al., 2025; Hair et al., 2019).

In this study, both descriptive and inferential statistics were used to explain the data. For the descriptive analysis, the normality of the data was assessed using skewness, kurtosis, and the Kolmogorov–Smirnov test. Additionally, frequencies and percentages were employed to interpret the data on respondents' socio-demographic and general characteristics.

Then, factor analysis was conducted to determine the meaningful factor structure of the items measuring sustainable consumption value. EFA was applied first, followed by CFA. The reliability–internal consistency–of the constructs was also checked using Cronbach’s alpha, with a threshold of 0.7 or higher. To evaluate the validity of the domains, criterion-related validity, discriminant validity, and convergent validity were assessed (Sarstedt et al., 2020). Covariance-based structural equation modeling (CB-SEM) was used to test the research hypotheses across all three studies. SEM was chosen because it allows for testing complex cause-effect relationships among indicator variables (Sarstedt et al., 2020). Additionally, multiple-group analyses were performed to examine the moderating effect of the proposed variables on the SEM. To identify the factors influencing shoppers’ preferences for sustainable luxury, a hybrid choice modeling approach was employed using the Apollo package in R (Hess & Palma, 2019).

While CB-SEM was the main analytics tool for the three studies (at the individual, brand, and societal levels) based on an online survey, the last study involved a quasi-choice experiment where survey participants were presented with four alternatives of a hypothetical luxury overcoat. These four options included various combinations of luxury attributes, such as sustainable luxury, traditional luxury, environmentally sustainable but socially unsustainable luxury, and socially sustainable but environmentally unsustainable luxury.

Across Study 1a-1c, after hypothesis testing and ascertaining nomological validity, multi-group analysis rather than interaction effect analysis was used for its ability to test measurement invariance and compare structural relationships across different groups (Gaskin et al., 2025). This approach ensures that the developed scale operates equivalently and meaningfully across diverse contexts. Additionally, multi-group analysis provides a clearer and more robust framework for assessing group differences (Gaskin et al., 2025), which is essential for validating and generalizing the scale across multiple populations.

As discussed in the previous chapter, the choice experiment included 6 parameters: brand (2 levels: sustainability leader and iconic luxury brand), production volume (2 levels: mass produced and limited edition), materials used (100% recycled materials and high-quality virgin materials), production regions/communities (2 levels: underprivileged regions/communities and developed regions/communities), extra payment (2 levels: mandatory 5% buy-on donation clause and no extra payment), and price (3 levels: USD 800, USD 1000, and USD 1200).

The hybrid choice modeling (HCM) involved latent variables, such as SLPCV dimensions and demographic variables, and observed variables, including brand characteristics and sustainability attributes. Hybrid discrete choice modeling combines latent variables (stated preferences) and observed variables (revealed preferences) into a single framework, enabling a comprehensive analysis of how unobserved psychological factors influence actual choice behavior. This approach addresses the limitations of using structural equation modeling (SEM) and discrete choice modeling separately, as they do not consider the interaction between latent attitudes and observed decisions (Hair et al., 2021).

Additionally, HCMs offer improved predictive power and more consistent parameter estimates. In the current study, product attributes were collected from the choice experiments, while the latent variables were derived from surveys across the three studies. Practically, sustainable luxury shopping values were calculated from the average of the items in the six antecedent variables (subject to scale development).

4.12. Chapter summary

This chapter covered the research methodology for this thesis. It outlined the research design and steps involved in developing the SLPCVs scale. These steps included defining and specifying constructs, generating the initial item pool, conducting expert reviews, pre-testing,

conducting pilot studies, and executing the main survey. Finally, this section described the data analysis methods used in this study.

CHAPTER FIVE

5. MAIN SURVEY RESULTS

5.1. Chapter introduction

This section presents the findings from the three studies in the main survey. It begins by detailing how the data was screened and checked for normality. The chapter also describes the characteristics of the respondents and provides information on how the reliability and validity of the data were assessed. Additionally, the results of EFA, CFA, direct effects, and moderating effects of the proposed concepts are presented for each study.

5.2. Data screening and outliers

The data was methodically reviewed to determine whether participants met the eligibility criteria set for the study. First, each respondent's residency status was confirmed to ensure they resided permanently within the United States. To do this, participants were asked to specify the state where they currently live, helping identify U.S. residents. Those who either omitted this information or could not accurately indicate their state of residence underwent additional screening by the marketing agency responsible for data collection on behalf of the researcher. Second, the analysis focused on whether respondents had purchased sustainable luxury products while traveling outside their current town or city of residence since January 2022. Third, it was examined whether participants experienced benefits from using sustainable luxury products during such travel. The study also included a detailed review of the specific sustainable luxury products and brands acquired by the respondents. Any responses that did not meet the study's inclusion criteria were removed from the dataset.

Since a professional marketing firm managed data collection, the dataset had no missing values. However, after multiple rounds of verification using descriptive statistics and box plot analyses, 21 out of 1080 responses were identified as outliers and removed because they did not represent the study population. Consequently, 1059 valid responses remained for further analysis.

5.3. Checks for normality

After evaluating missing data and identifying outliers, it was crucial to further analyze the dataset for any potential violations of the key assumptions necessary for using multivariate analysis techniques. To do this, the normality of the data distribution was examined by assessing both skewness and kurtosis statistics. As noted by Byrne (2010) and Hair et al. (2010), data are considered normally distributed when kurtosis values fall between -7 and +7 and skewness values range from -2 to +2. The results of the normality test for the measurement items across all three studies are shown in Table 5.1. Following the guidelines from Hair et al. (2019), it was concluded that the dataset in this study shows a normal distribution, with kurtosis values between -1.23 and 4.77, and skewness values between -2.33 and -0.56.

Table 5. 1. Descriptive statistics and univariate normality test for measurement items for three studies (N=1059)

Items	Mean	SD	Kurtosis	Skewness
(EXP_V1) Purchasing a sustainable luxury product makes me excited.	6.18	1.11	3.44	-1.71
(EXP_V2) Purchasing a sustainable luxury product creates an interesting experience.	6.12	0.94	0.44	-0.92
(EXP_V3) Purchasing a sustainable luxury product makes me feel smart about my decision	5.98	1.14	1.20	-1.15
(EXP_V4) Purchasing a sustainable luxury product makes me feel appreciative of nature and society.	6.01	1.13	1.79	-1.3
(EXP_V5) Purchasing a sustainable luxury product makes me feel I am contributing to something meaningful.	5.92	1.12	0.36	-0.91
(EXP_V6) Purchasing a sustainable luxury product increases my knowledge of responsible luxury.	5.88	1.17	1.80	-1.24
(EXP_V7) Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.	5.89	1.12	1.20	-1.08
(EXP_V8). Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.	5.91	1.15	1.37	-1.13
(SOC_V1) Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.	5.96	1.24	2.14	-1.44
(SOC_V2) Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.	5.66	1.45	1.03	-1.19
(SOC_V3) Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.	6.06	1.06	0.78	-1.07
(SOC_V4) Purchasing a sustainable luxury product gives me a sense of accomplishment.	5.72	1.26	0.55	-0.93
(SOC_V5) Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others	5.58	1.41	0.45	-0.94
(SOC_V6) Purchasing a sustainable luxury product enhances my social status.	5.78	1.26	0.85	-1.06
(SOC_V7) Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.	5.67	1.36	0.66	-1.04
(ETH_V1). Purchasing a sustainable luxury product promotes transparency regarding product sourcing and the supply chain.	5.87	1.28	1.94	-1.34
(ETH_V2). Purchasing a sustainable luxury product ensures employees are paid descent wages.	5.69	1.36	0.99	-1.11
(ETH_V3) Purchasing a sustainable luxury product helps reduce exploitation of child labor.	5.58	1.49	0.88	-1.15
(ETH_V4) Purchasing a sustainable luxury product helps reduce animal suffering.	5.78	1.33	1.26	-1.2
(ETH_V5) Purchasing a sustainable luxury product promotes fair trade practices.	5.67	1.43	1.23	-1.23
(ETH_V6) Purchasing a sustainable luxury product helps local economy.	5.77	1.38	1.60	-1.31
(ETH_V7) Purchasing a sustainable luxury product benefits local artisans.	5.59	1.54	0.91	-1.19
(FNC_V1) A sustainable luxury product offers premium quality.	6.38	0.95	6.78	-2.33
(FNC_V2) A sustainable luxury product has acceptable standards of durability and longevity.	6.18	0.99	1.81	-1.29
(FNC_V3) A sustainable luxury product has a timeless design.	6.08	1.11	2.07	-1.4
(FNC_V4) A sustainable luxury product involves high level of innovation.	6.35	0.94	3.50	-1.72
(FNC_V5) A sustainable luxury product offers better value for money.	6.13	1.01	1.77	-1.13
(ECO_V1) A sustainable luxury product uses recycled materials.	5.70	1.49	1.25	-1.29
(ECO_V2) A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).	5.52	1.56	0.84	-1.17
(ECO_V3) A sustainable luxury product uses renewable and biodegradable materials.	5.71	1.35	1.36	-1.21

(ECO_V4) A sustainable luxury product uses materials that do less harm to the environment.	5.76	1.36	1.52	-1.3
(ECO_V5) A sustainable luxury product involves production processes that reduce waste.	5.57	1.47	1.14	-1.19
(ECO_V6) A sustainable luxury product uses organic and natural materials.	5.74	1.33	1.27	-1.19
(ATT_1) The sustainable luxury product is good.	6.13	1.05	2.65	-1.47
(ATT_2) The sustainable luxury product is pleasant.	6.12	1.07	3.28	-1.58
(ATT_3) The sustainable luxury product is desirable.	6.11	1.06	2.93	-1.51
(ATT_4) The sustainable luxury product is satisfying.	6.12	1.06	2.05	-1.37
(ATT_5) The sustainable luxury product is favorable.	6.17	1.02	3.05	-1.51
(ATT_6) The sustainable luxury product is enjoyable.	6.18	1.06	3.62	-1.69
(SAT_1) I am satisfied with the quality of the sustainable luxury product I purchased.	5.40	1.67	0.09	-0.97
(SAT_2) The sustainable luxury shopping experience met my expectations.	5.45	1.51	0.52	-1.01
(SAT_3) The sustainable luxury product I bought was worth the investment.	5.25	1.68	-0.02	-0.9
(SAT_4) Overall, I am happy with my decision to purchase the sustainable luxury product.	5.45	1.60	0.56	-1.08
(COG_W1) I feel satisfied with my life.	6.08	1.22	3.32	-1.7
(COG_W2) I feel better physically and mentally.	5.88	1.21	1.68	-1.25
(COG_W3) I feel good about my life although I have my ups and downs.	5.92	1.21	2.17	-1.35
(COG_W4) I feel that my life is close to ideal.	5.67	1.42	1.18	-1.21
(COG_W5) I feel I have obtained the important things I want in life.	5.76	1.37	1.29	-1.26
(COG_W6) I feel that the conditions of my life are excellent.	5.77	1.37	1.69	-1.34
(SOC_W1) I feel part of a community of consumers who care about the planet and its people.	6.00	1.22	2.72	-1.54
(SOC_W2) I have meaningful conversations and shared experiences with locals and other consumers.	5.79	1.28	1.51	-1.2
(SOC_W3) I feel my social standing among friends and family who value responsible consumption is enhanced.	5.77	1.27	0.92	-1.08
(SOC_W4) I feel I am a more responsible and ethical consumer.	5.94	1.21	2.07	-1.39
(MEA_L1) I felt a greater sense of purpose and fulfilment in my life.	5.94	1.28	2.31	-1.48
(MEA_L2) I realized the importance of aligning my actions with my personal values.	5.95	1.23	2.23	-1.44
(MEA_L3) I experienced a deeper connection to my community and the world around me.	6.01	1.14	1.77	-1.32
(MEA_L4) I found more meaning in my everyday choices and lifestyle.	5.89	1.23	1.61	-1.25
(TRA_E1) I became more aware of my own environmental impact and the importance of sustainable living.	5.95	1.26	2.38	-1.47
(TRA_E2) I started adopting more environmentally friendly practices in my daily life.	5.85	1.23	1.71	-1.28
(TRA_E3) I developed a deep appreciation for nature and local cultures.	5.90	1.23	1.83	-1.34
(TRA_E4) I was inspired to advocate for more responsible and sustainable consumption.	5.84	1.32	1.77	-1.34
(BR_INNOV1) This brand provides effective solutions to shoppers' sustainability needs.	5.95	1.23	2.00	-1.37
(BR_INNOV2) Shoppers can rely on this brand to offer novel solutions to their sustainability needs.	5.91	1.16	1.36	-1.17
(BR_INNOV3) This brand is able to provide new solutions to shoppers' sustainability needs.	5.93	1.20	1.45	-1.21
(BR_ATT1) I have a strong association with this brand as it is environmentally friendly and socially responsible.	5.95	1.26	2.25	-1.45

(BR_ATT2) This brand represents my personal values regarding luxury, environmental responsibility, and social consciousness.	5.89	1.15	1.11	-1.08
(BR_ATT3) I have an emotional connection with this brand because of its genuine efforts to promote sustainability without compromising luxury.	5.79	1.30	1.02	-1.1
(BR_ATT4) I would really miss this brand if it disappeared.	5.94	1.28	2.02	-1.42
(BR_ENG1) I consider this brand as my brand.	5.88	1.37	1.77	-1.41
(BR_ENG2) I am proud that others know that I shopped for this brand.	5.85	1.20	0.87	-1.07
(BR_ENG3) I like talking to others about this brand.	5.87	1.18	0.91	-1.06
(BR_ENG4) I find connection between the sustainable luxury brands that I prefer and how I view myself.	4.61	2.25	-1.24	-0.56
(BR_COM1) I would like to continue to choose the sustainable luxury brand over other luxury brands, even if there were slightly cheaper alternatives.	6.03	1.22	3.84	-1.76
(BR_COM2) I would like to shop for this brand again in the future, specifically because of its commitment to sustainable luxury.	6.00	1.13	1.36	-1.22
(BR_COM3) I would like to encourage others to purchase this brand because of its unique approach to sustainable luxury.	6.01	1.17	1.70	-1.3
(PAY_MR1) I am willing to pay a higher price for a sustainable luxury product compared to traditional luxury products.	5.96	1.23	2.24	-1.43
(PAY_MR2) I am willing to spend extra for sustainable luxury products even if that means compromising my comfort.	5.64	1.42	0.90	-1.13
(PAY_MR3) I believe the sustainable luxury product offers better value for my money, even if it costs more.	5.92	1.19	1.24	-1.15
(BR_ADVO1) I would like to recommend the sustainable luxury brand to friends, family, and colleagues.	6.09	1.16	3.15	-1.62
(BR_ADVO2) I would like to tell others about my positive experience with this brand and its commitment to sustainability.	5.88	1.19	1.65	-1.24
(BR_ADVO3) I would like to share positive reviews and content about the brand on social media or online travel platforms.	5.85	1.30	1.58	-1.31
(BR_ADVO4) I would like to defend this brand if someone questioned its commitment to sustainability.	5.88	1.25	1.59	-1.25
(SOC_JUS1) I would like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	5.68	1.51	1.09	-1.24
(SOC_JUS2) I would like to engage in activities that will promote social justice.	5.64	1.42	1.00	-1.15
(SOC_JUS3) I would like to try my best to ensure that all individuals and groups have a chance to speak and be heard.	5.81	1.36	1.57	-1.33
(SOC_JUS4) I would like to choose sustainable luxury brands if I know they prioritize diversity and inclusion in their hiring practices and treatment of staff.	5.82	1.35	1.89	-1.39
(PHILAN_1) I would like to donate to a charitable fund or initiative.	5.72	1.48	1.30	-1.3
(PHILAN_2) I would like to participate in volunteer programs or activities.	5.56	1.52	0.78	-1.14

(PHILAN_3) I would like to financially support movements against climate change and social inequality.	5.54	1.57	0.78	-1.17
(PHILAN_4) I would like to participate in a dedicated program for giving back to social or environmental causes.	5.64	1.49	0.93	-1.18
(FAIR_TR1) I would like to seek information about commitment to fair trade principles, when choosing a sustainable luxury brand.	5.83	1.42	2.18	-1.51
(FAIR_TR2) I would make an effort to shop for a sustainable luxury brand that has fair trade practices.	5.79	1.30	1.36	-1.22
(FAIR_TR3) I would switch to a different sustainable luxury brand if I found out that my preferred one did not engage in fair trade practices.	5.75	1.41	1.17	-1.23
(SOC_ACT1) Volunteer for pro-social advocacy groups and initiatives (e.g. investing time, money, expertise).	5.47	1.69	0.36	-1.1
(SOC_ACT2) Volunteer for pro-social lobbying groups and initiatives (e.g. investing time, money, expertise).	5.28	1.67	0.11	-0.96
(SOC_ACT3) Selectively shop for luxury brands that align with sustainability values.	5.71	1.35	0.97	-1.11
(SOC_ACT4) Boycott luxury shopping brands that do not contribute towards environmental conservation and social development.	5.30	1.72	0.05	-0.96
(SELF_TR1) It's very important to me to help the people around me.	6.15	1.12	3.36	-1.66
(SELF_TR2) I think it is important that every person in the world should be treated equally.	6.08	1.16	2.01	-1.47
(SELF_TR3) It is important to me to listen to people who are different from me	6.02	1.15	1.51	-1.28
(SELF_TR4) I strongly believe that people should care for nature.	6.12	1.17	2.56	-1.6
(CELEB_1) Celebrity endorsements significantly influence my purchasing decisions for sustainable luxury products.	4.82	2.11	-0.96	-0.63
(CELEB_2) I trust the recommendations of celebrities when it comes to sustainable luxury brands.	4.81	1.98	-0.79	-0.65
(CELEB_3) Celebrity endorsements have made me more aware of sustainable luxury brands.	4.96	2.00	-0.62	-0.77
(GLO_ID1) I identify myself as a global citizen.	5.65	1.58	0.99	-1.26
(GLO_ID2) I am interested in knowing about global events.	5.76	1.39	1.69	-1.35
(GLO_ID3) People should be made more aware of how connected we are to the rest of the world.	5.86	1.29	1.35	-1.24
(GLO_ID4) I feel like I am living in a global village.	5.26	1.72	-0.08	-0.9

5.4. Descriptive statistics

5.4.1. *Characteristics of the respondents*

The sample had a fairly balanced gender distribution, with 53.6% identifying as male, 46.0% as female, and a small percentage (0.4%) identifying as other. In terms of marital status, most respondents were married (50.9%), followed by single individuals (43.6%), with a minority (5.5%) categorized as other. The age profile showed an increasing share of Generation Z, who make up about one-third of the sample, which supports current research that younger tourists are more interested in sustainable premium products. Millennials are the second-largest group (28%), followed by those aged 45–60 years (26.2%) and those aged 61 or older (16.2%). Regarding educational attainment, most participants held a college degree (36.6%) or a postgraduate qualification (26.9%), further supporting the idea that education level and sustainability-oriented behavior are positively correlated.

In terms of occupation, the sample included a significant portion of individuals in executive or managerial roles (24.2%), entrepreneurs (23.8%), professionals (21.2%), and retirees (15.5%). The ethnic composition was mainly Caucasian (62.4%), followed by African Americans (19.7%) and Hispanics (8.0%). Regarding annual household income, the largest group reported earnings between US\$50,000 and 99,000 (34.4%), with others earning less than US\$50,000 (27.3%) and between US\$100,000 and 149,000 (20.5%). Most respondents had purchased three to four SLPs (55%), with 53.2% making their most recent purchase within the past year, mainly at luxury brand stores and shopping malls. The majority of purchases took place while traveling outside their home state (45.9%), with fewer during international travel (16.1%). Interestingly, purchases were not limited to luxury stores or shopping malls; shopping from main streets and local shops also increased, indicating a new trend in SLPC (Dangizer, 2017). Detailed data is presented in Table 5.2.

Table 5. 2. Characteristics of respondents in the main study (N=1059)

Variable	Category	Frequency	Percentage (%)
Gender	Female	487	46.01
	Male	568	53.62
	Other	4	.42
Marital status	Single	462	43.61
	Married	539	50.92
	Other	58	5.53
Age	20 or younger	38	3.62
	21-28	266	25.12
	29-44	297	28.03
	45-60	286	26.24
	61 or older	172	16.25
Educational qualification	High School or below	246	13.24
	College student	140	23.23
	College graduate	388	36.66
	Postgraduate	285	26.96
Occupation	Executive/Managerial	256	24.25
	Business Owner/Entrepreneur	253	23.85
	Professional	225	21.24
	Student	69	6.55
	Retired	164	15.54
	Other	92	8.63
Ethnic background	Caucasian	661	62.48
	Hispanic	85	8.01
	Asian	30	2.82
	Asian American	22	2.12
	African	22	2.12
	African American	209	19.73
	Other	30	2.84
Annual Household Income (before tax)	Less than US\$50,000	289	27.35
	US\$50,000-99,000	364	34.44
	US\$100,000-149,000	217	20.52
	US\$150,000-199,000	118	11.13
	US\$200,000-299,000	58	5.54
	US\$300,000 or more	13	1.22
Number of products purchased	1-2	200	18.94
	3-4	583	55.4
	5.00 or more	276	26.13
Recent purchase	Less than one year ago	563	53.25
	One year to less than 2 years ago	350	33.12
	2-3 years ago	146	13.83
Location of recent purchase	Luxury brand stores	523	49.33
	Shopping mall	253	23.83
	Duty-free shops	105	9.91
	Main street and local shops	94	8.83
	Hotel/Resort	47	4.44
	Other	37	3.54
Phase of travel of recent purchase	While travelling within own state	403	38.12
	While travelling out of own state but within USA	486	45.94
	During international travel	170	16.14

5.4.2. Products and brands purchased

The types of SLPs purchased by respondents, presented in Figure 5.1, range from personal luxury consumables to durable goods. The most purchased products are luxury bags and cases (25.3%), followed by luxury accessories (19.4%), and luxury clothing and footwear (18.4%). These top three categories highlight a strong preference for sustainable luxury in everyday personal items and longer-lasting goods. Other products mentioned by the respondents include souvenirs, home appliances, and travel products like neck pillows.

Figure 5. 1. Types of SLPs purchased by respondents

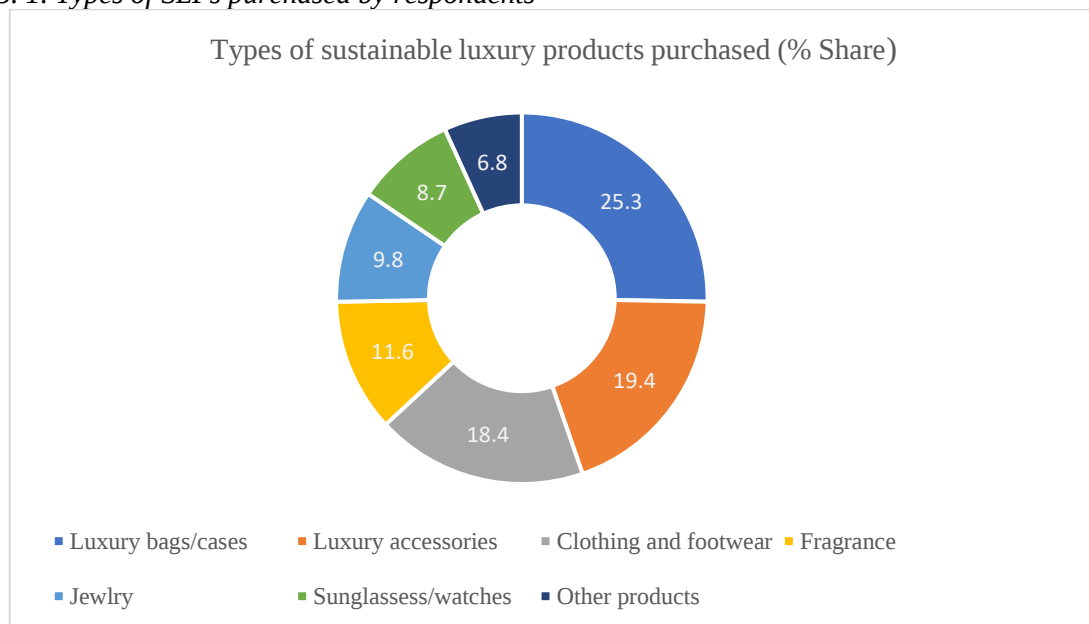
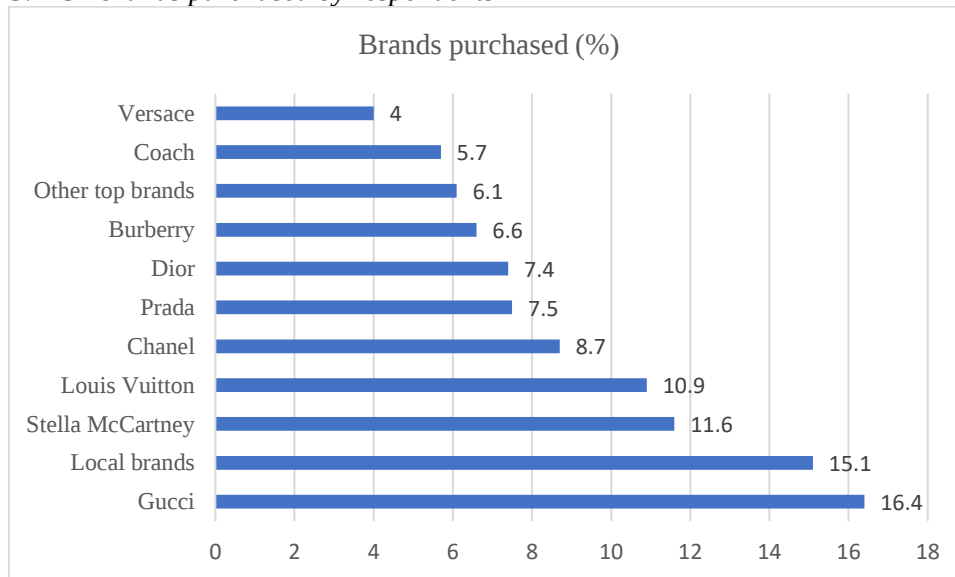


Figure 5.2 illustrates that the top four sustainable luxury brands purchased by respondents were Gucci (16.4%), local brands (15.1%), Stella McCartney (11.6%), and Louis Vuitton (10.9%). All of the top brands mentioned by the respondents were featured in Deloitte's *Global Powers of Luxury Goods* report 2025. The results for Gucci, Stella McCartney, and Louis Vuitton are consistent with the findings of Essiz and Senyuz (2024), who identified these brands among the top five most perceived sustainable luxury brands. Interestingly, local brands constituted the second-highest share of purchases, indicating that responsible consumers are not only drawn to iconic international brands but also actively

support locally developed and indigenous brands. This trend aligns with respondents' reports of traveling to developing countries, where access to and appreciation for local luxury brands may be greater.

Figure 5. 2 SL brands purchased by respondents



5.5. Cross-validation of data

To develop a strong and generalizable measurement scale, it was necessary to perform cross-validation of the data, as recommended by Hair et al. (2019) and Kline (2016). Therefore, the total sample of 1059 participants was randomly divided into two equal groups using SPSS, since cross-validation requires separate datasets—one for EFA and the other for CFA. The first group included 529 cases, and the second had 530 cases. Following established methodological guidelines, the first group was used for EFA, and the second for CFA. Additional procedural details are discussed in the following sections.

5.5.1. EFA of SLPCVs in tourism items (1st half of data, n=529)

To identify the latent dimensions underlying the value of sustainable luxury product shopping, EFA was conducted using principal component analysis (PCA) with varimax rotation. Using PCA with varimax rotation benefits scale development research by reducing data complexity, clarifying factor structures, improving interpretability, and aiding in developing distinct, reliable, and valid measurement tools (Henson & Roberts, 2006).

Moreover, Field (2013) highlighted the importance of varimax rotation, especially when analyzing large datasets, as it helps produce more interpretable factor solutions. Although there is ongoing debate about the ideal threshold for factor loadings, many studies recommend a minimum loading of 0.50 for strong factor interpretation (Hulland, 1999; Truong & McColl, 2011). Therefore, this study adopted a factor loading cutoff of 0.50. Osborne et al. (2008) also suggested that communalities above 0.40 are generally acceptable in EFA with PCA and varimax rotation. Additionally, Cliff (1988) recommended keeping factors with eigenvalues greater than 1. Based on these guidelines, this study used a communality threshold of 0.50 and retained factors with eigenvalues exceeding 1.

Table 5. 3. EFA results of SLPCVs in tourism (1st half of dataset, n=529)

Domains and items	Communalities	Factor loadings	Means
Domain 1: Experiential value (Eigenvalue=18.987, Variance explained=42.193%, Cronbach's alpha=.906, Grand mean=6.00).			
Purchasing a sustainable luxury product makes me feel I am contributing to something meaningful.	0.618	.661	6.02
Purchasing a sustainable luxury product creates an interesting experience.	0.545	.602	6.16
Purchasing a sustainable luxury product helps me learn about sustainable luxury shopping trends.	0.616	.587	5.9
Purchasing a sustainable luxury product makes me feel appreciative of nature and society.	0.596	.576	5.94
Purchasing a sustainable luxury product makes me excited.	0.507	.574	6.2
Purchasing a sustainable luxury product increases my knowledge of responsible luxury.	0.573	.572	5.91
Purchasing a sustainable luxury product helps me learn about new sustainable luxury practices.	0.594	.556	5.93
Purchasing a sustainable luxury product makes me feel smart about my decision.	0.556	.552	6.00
Domain 2: Ethical value (Eigenvalue=3.398, Variance explained=7.551%, Cronbach's alpha=.901, Grand mean=5.68).			
Purchasing a sustainable luxury product helps reduce exploitation of child labour.	0.688	.800	5.65
Purchasing a sustainable luxury product promotes fair trade practices.	0.712	.694	5.78
Purchasing a sustainable luxury product helps local economy.	0.631	.691	5.74
Purchasing a sustainable luxury product helps reduce animal suffering.	0.567	.674	5.57
Purchasing a sustainable luxury product ensures employees are paid descent wages.	0.608	.626	5.64
Purchasing a sustainable luxury product benefits local artisans.	0.615	.621	5.58

Purchasing a sustainable luxury product promotes transparency regarding product sourcing and the supply chain.	0.613	.572	5.83
Domain 3: Social value (Eigenvalue=1.343, Variance explained=4.317%, Cronbach's alpha=.894, Grand mean=5.78).			
Purchasing a sustainable luxury product makes me feel part of the community of those who care for sustainability.	0.664	.788	5.6
Purchasing a sustainable luxury product improves my self-concept as a responsible brand buyer.	0.672	.736	5.75
Purchasing a sustainable luxury product makes me feel I am contributing to sustainability.	0.655	.734	5.57
Purchasing a sustainable luxury product gives me a sense of accomplishment.	0.652	.658	5.82
Purchasing a sustainable luxury product gives me a chance to show off my luxury products to others	0.557	.631	5.76
Purchasing a sustainable luxury product enhances my social status.	0.595	.604	5.92
Purchasing a sustainable luxury product gives a positive impression to fellow shoppers.	0.561	.506	6.07
Domain 4: Eco-friendly value (Eigenvalue=1.059, Variance explained=2.353%, Cronbach's alpha=.903, Grand mean=5.67).			
A sustainable luxury product uses recycled materials.	0.666	.742	5.46
A sustainable luxury product involves regenerative practices (uses materials that have positive impact on the environment).	0.683	.664	5.79
A sustainable luxury product uses renewable and biodegradable materials.	0.699	.656	5.58
A sustainable luxury product uses materials that do less harm to the environment.	0.673	.656	5.75
A sustainable luxury product involves production processes that reduce waste.	0.735	.646	5.74
A sustainable luxury product uses organic and natural materials.	0.599	.603	5.70
Domain 5: Functional value (Eigenvalue=1.190, Variance explained=2.645%, Cronbach's alpha=.839, Grand mean=6.24).			
A sustainable luxury product offers premium quality.	0.637	.720	6.35
A sustainable luxury product has acceptable standards of durability and longevity.	0.554	.679	6.38
A sustainable luxury product has a timeless design.	0.573	.677	6.09
A sustainable luxury product involves high level of innovation.	0.565	.658	6.2
A sustainable luxury product offers better value for money.	0.527	.505	6.19
KMO=0.967; Bartlett's test of sphericity=15460.260 (df=990, $p=0.000$).			

The preliminary analysis included a total of 48 variables. To evaluate the data's suitability for factor analysis, both the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were assessed. Further evaluations focused on individual items' communalities and the eigenvalues associated with each domain. Based on these assessments,

nine items were removed from further analysis because their factor loadings or communalities were below the 0.50 threshold. After removing these items, the exploratory factor analysis (EFA) was rerun. The results, shown in Table 5.3, indicate a KMO value of 0.967, demonstrating that the sample size was adequate and appropriate for the analysis. Additionally, the significant result of Bartlett's test of sphericity ($\chi^2 = 15460.260$) confirmed that the measurement items were suitable for factor analysis. Finally, the results of the exploratory factor analysis indicate that no single factor accounts for the majority of the variance, and as discussed in the next sections, all construct VIF values are below the recommended threshold of 3.3, suggesting that common-method bias is not a concern in this study (Podsakoff et al., 2024). Therefore, the validity of the findings is not compromised by common-method variance.

The refined EFA results revealed five distinct domains, consisting of a total of 33 items, which together explained about 59.09% of the variance in the perception of sustainable luxury product shopping. The communalities of the retained items ranged from 0.507 to 0.735, while factor loadings ranged from 0.505 to 0.800. To assess the reliability of each domain, Cronbach's alpha coefficients were calculated, with all domains showing values above 0.70, indicating satisfactory internal consistency among the items measuring each construct (Hair et al., 2010). The identified domains were labelled as "experiential value," "ethical value," "social value," "functional value," and "eco-friendly value."

Domain 1, identified as experiential value, accounted for 42.19% of the explained variance and represented the overall value consumers gain from sensory, emotional, and cognitive engagement with sustainable luxury products. This domain, with a Cronbach's alpha of 0.906 and an overall mean score of 6.00 across 8 items, encompasses both the affective responses and the sense of novelty or knowledge gained from interacting with such products. The second domain, ethical value, showed a Cronbach's alpha of 0.901 and an

overall mean score of 5.68 across 7 items. This factor reflects the importance consumers place on products that align with ethical standards, such as social justice and fair labor practices, indicating how much they value a brand's or product's commitment to moral principles and its contribution to positive societal outcomes.

Domain 3, termed social value, relates to how shopping for sustainable luxury products encourages social approval and builds interpersonal connections, accounting for 4.31% of the variation in the value of sustainable luxury product shopping. This domain showed strong internal consistency with a Cronbach's alpha of 0.894 and had an overall mean score of 5.78 across 7 items. The fourth domain, eco-friendly value, reflects the perceived worth consumers assign to sustainable luxury products based on their environmentally responsible features, including the use of sustainable materials, eco-friendly manufacturing processes, and a reduced ecological footprint. It included 6 items (with an overall mean score of 5.67) and had a Cronbach's alpha of 0.903. The final domain, functional value, highlights the practical usefulness and tangible benefits consumers associate with sustainable luxury products, such as high quality, durability, performance, and the ability to effectively fulfill their intended purpose. This domain demonstrated a Cronbach's alpha of 0.839 and an overall mean score of 6.24 on five items, indicating high internal consistency and strong perceived functional benefits.

5.5.2. CFA of the measurement model (2nd half of dataset, n=530)

Following the EFA with the initial dataset, the measurement model was then evaluated using a second, independent dataset. This phase aimed to validate the factor structure and item composition identified during the EFA. The CFA confirmed the five dimensions found in the EFA stage. Based on CFA results, three items were removed from three different dimensions (one from each of the experiential value, social value, and functional value dimensions) due to low factor loadings. The removed items are "Purchasing a sustainable luxury product

makes me feel smart about my decision” (experiential value), “Purchasing a sustainable luxury product gives a positive impression to fellow shoppers” (social value), and “A sustainable luxury product offers better value for money” (functional value). Therefore, the SLPCVs in shopping tourism scale was confirmed as a five-dimensional construct, consisting of experiential value (7 items with a grand mean of 6), ethical value (7 items with a grand mean of 5.68), social value (6 items with a grand mean of 5.73), eco-friendly value (6 items with a grand mean of 5.67), and functional value (4 items with a grand mean of 6.25)

Ensuring unidimensionality before model estimation is crucial, as it verifies that each set of observed variables (indicators) is properly represented by a single latent construct (Hair et al., 2019). In this study, the covariance-based structural equation modelling (CB-SEM) approach was used, applying the maximum likelihood estimation method for the measurement model. To assess how well the specified model replicated the observed data, various fit indices were examined, including the normed chi-square (χ^2/df), comparative fit index (CFI), root mean square error of approximation (RMSEA), and standardized root mean square residual (SRMR). Foundational literature on CB-SEM (Hair et al., 2019; 2025; Gaskin et al., 2025) indicates that a model can be considered to have a satisfactory fit when the RMSEA is below 0.10, the CFI is at least 0.90, and the SRMR is less than 0.08.

Table 5. 4. CFA results of the measurement model (2nd half of dataset, N=530)

Construct	Items	PE	SE	t-value	p-value	Factor Loading	CR	AVE
Experiential value	EXP_V1	1.000				0.694	0.894	0.546
	EXP_V2	1.289	0.081	15.887	0.000	0.737		
	EXP_V3	1.315	0.079	16.598	0.000	0.771		
	EXP_V4	1.262	0.080	15.794	0.000	0.739		
	EXP_V5	1.314	0.082	15.960	0.000	0.743		
	EXP_V6	1.260	0.079	15.904	0.000	0.744		
	EXP_V7	1.323	0.084	15.835	0.000	0.740		
Ethical value	ETH_V1	1.000				0.741	0.894	0.546
	ETH_V2	1.141	0.061	18.587	0.000	0.793		
	ETH_V3	1.099	0.067	16.342	0.000	0.714		
	ETH_V4	1.163	0.059	19.625	0.000	0.835		
	ETH_V5	1.051	0.064	16.467	0.000	0.718		
	ETH_V6	1.019	0.059	17.211	0.000	0.745		
Social value	SOC_V1	1.000				0.694	0.878	0.549

	SOC_V2	1.369	0.084	16.366	0.000	0.781		
	SOC_V3	1.413	0.094	15.092	0.000	0.729		
	SOC_V4	1.365	0.084	16.183	0.000	0.781		
	SOC_V5	1.361	0.087	15.661	0.000	0.752		
	SOC_V6	1.404	0.095	14.737	0.000	0.704		
Eco-friendly value	ECO_V1	1.000				0.716	0.905	0.625
	ECO_V2	1.032	0.064	16.075	0.000	0.715		
	ECO_V3	1.094	0.057	19.247	0.000	0.868		
	ECO_V4	1.053	0.058	18.288	0.000	0.817		
	ECO_V5	1.051	0.061	17.141	0.000	0.767		
	ECO_V6	1.020	0.054	18.832	0.000	0.848		
Functional value	FNC_V1	1.000				0.713	0.785	0.505
	FNC_V2	1.130	0.090	12.627	0.000	0.687		
	FNC_V3	1.328	0.103	12.868	0.000	0.722		
	FNC_V4	1.119	0.090	12.443	0.000	0.702		
$\chi^2=1159.303$ ($df=424$, $p=0.000$); $\chi^2/df=2.734$; RMSEA=0.048; CFI=0.927; TLI=0.920; SRMR=0.043.								

Note. PE: Parameter Estimates; SE: Standard error; AVE: Average Variance Extracted; CR: Composite reliability.

For the overall assessment of model fit—specifically, to evaluate the discrepancy between the sample covariance matrix and the model-implied covariance matrix—the chi-square (χ^2) statistic is commonly used. This statistic measures poor fit, with higher values generally indicating a less favourable fit, depending on the degrees of freedom (Hair et al., 2025). However, the chi-square statistic is very sensitive to sample size, especially in samples larger than 200 participants, often leading to inflated values even for models that fit well.

To further confirm the validity of the measurement model, both convergent and discriminant validity were evaluated. Convergent validity measures how well items intended to assess the same construct are correlated, while discriminant validity checks whether theoretically different constructs are empirically unrelated. An average variance extracted (AVE) of 0.50 or higher is typically seen as evidence of sufficient convergent validity, indicating that the construct explains at least half of the variance in its indicators (Hair et al., 2019). For discriminant validity, Hair et al. (2025) recommended using the heterotrait-monotrait (HTMT) ratio with bootstrapping to verify whether the HTMT value is significantly below a threshold of 0.9 (Hair et al., 2025). Furthermore, the reliability of each

domain was assessed, with composite reliability and Cronbach's alpha values of 0.70 or higher serving as the standard for acceptable internal consistency (Hair et al., 2019).

The results of CFA, presented in Table 5.4, indicate that the model achieved a satisfactory fit to the data [$\chi^2 = 1159.303$, $df = 424$; CFI = 0.927; TLI = 0.920; RMSEA = 0.048; SRMR = 0.043]. The normed chi-square value ($\chi^2/df = 2.734$) also remained within acceptable limits. All indicator loadings were statistically significant at $p < .001$, providing strong evidence for the convergent validity of the measurement model (Hair et al., 2019). Additionally, both factor loadings and AVE values exceeded the 0.50 threshold, as shown in Table 5.5, further supporting convergent validity. Reliability was confirmed, with all constructs showing Cronbach's alpha and composite reliability values above the 0.70 standard. Furthermore, the upper bounds of the 95% confidence intervals for the correlations between constructs all stay below the more rigorous threshold of 0.9, providing additional support for the discriminant validity of the construct measurements.

Table 5. 5. Correlation, discriminant validity, mean, and standard deviation (n=530)

	ECO_V	ETH_V	EXP_V	FNC_V	SOC_V
ECO_V	0.791	0.886	0.819	0.636	0.638
ETH_V	0.650 **	0.754	0.780	0.601	0.654
EXP_V	0.636**	0.691**	0.739	0.794	0.781
FNC_V	0.523**	0.491**	0.670	0.689	0.629
SOC_V	0.540**	0.550**	0.670**	0.541**	0.741
Mean	5.675	5.717	5.986	6.260	5.765
SD	1.182	1.142	.860	.808	1.033

Note: Scores in the diagonal represent the square root of the AVE; Scores on the left side of the matrix represent the factor correlation matrix; Scores on the right side of the matrix represent the upper limit of correlations.

5.5.3. Model comparison of SLPCVs in Tourism scale

To determine the most suitable framework for conceptualizing SLPCVs in Tourism, three distinct models were evaluated. Model 1 represents a single first-order factor structure, treating SLPCVs in Tourism as a unified construct measured by 29 indicators (see Figure 5.3). Model 2 depicts a configuration with five first-order factors (see Figure 5.4). Model 3 illustrates a hierarchical model featuring one second-order factor with five first-order factors (see Figure 5.5). The comparative goodness-of-fit statistics for these models are summarized

in Table 5.6. Based on these fit indices, Model 1 was found to be the least adequate for representing SLPCVs in Tourism. When contrasting Models 2 and 3, Model 2 exhibited superior goodness-of-fit measures, thereby establishing it as the most appropriate model for evaluating SLPCVs in Tourism.

Figure 5.3. One first-order factor model

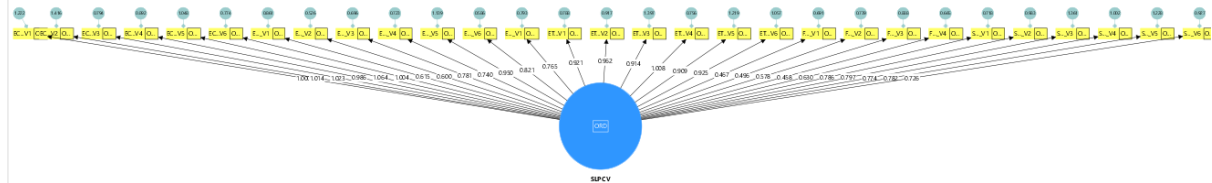


Figure 5.4. Five first-order factor model

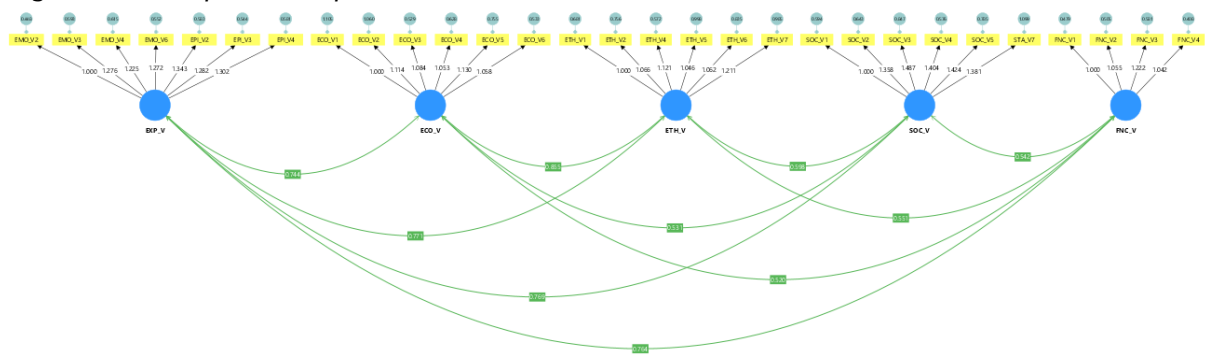


Figure 5.5. One second-order factor model with five first-order factors

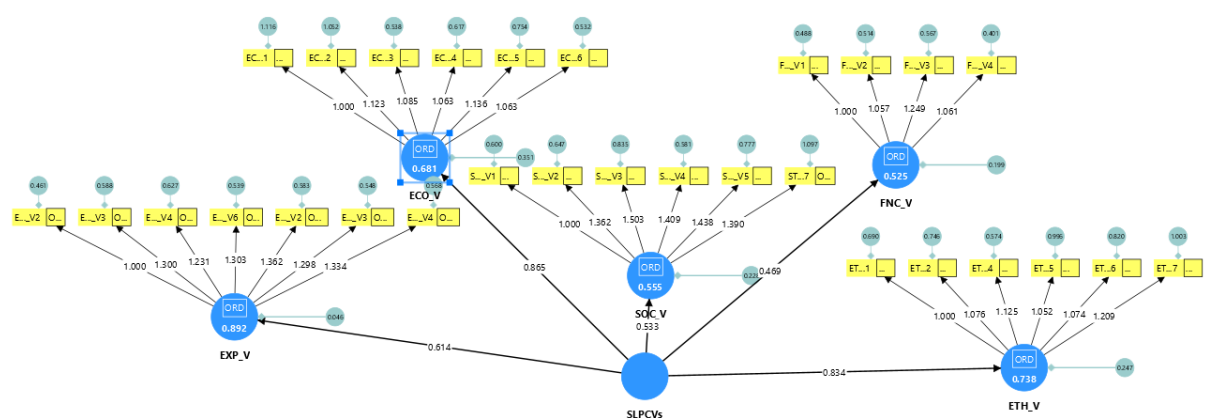


Table 5.6. Model comparison for the dimensionality of SLPCVs in Tourism scale

Goodness of fit indices	Measurement models		
	Model 1: One first-order factor model	Model 2: Five first-order factor model	Model 3: One second-order factor model
TLI	0.899	0.937	0.920
CFI	0.889	0.943	0.927
RMSEA	0.679	0.052	0.059
SRMR	0.085	0.039	0.055
χ^2	1822.083	1434.798	1741.887
df	377.000	367.000	372.000
χ^2/df	4.832	3.910	4.682

5.5.4. *Nomological validity*

Nomological validity refers to the degree to which a composite scale effectively predicts other constructs within a theoretical framework and can be verified by analyzing the correlations among theoretically linked variables (Hair et al., 2019). Research across hospitality and tourism, as well as business and marketing disciplines, has demonstrated that responsible luxury consumption values are associated with cognitive well-being, brand attachment, and behavioral intentions. Consequently, the assessment of nomological validity involved examining the relationships between the dimensions of SLPCV, cognitive well-being, SL brand attachment, and fair trade behavioral intention. As shown in Table 5.7, positive correlations were observed between the SL value domains and the outcome variables, thereby confirming the presence of nomological validity.

Table 5.7. Nomological validity of SLPCVs in Tourism scale

	BR_ATT	COG_W	ECO_V	ETH_V	EXP_V	FAIR_TR	FNC_V	SOC_V
BR_ATT_								
COG_W	0.629**							
ECO_V	0.620**	0.586**						
ETH_V	0.634**	0.617**	0.658**					
EXP_V	0.686**	0.673**	0.640**	0.647**				
FAIR_TR_	0.575**	0.599**	0.663**	0.659**	0.660**			
FNC_V	0.584**	0.524**	0.520**	0.522**	0.670**	0.512**		
SOC_V	0.646**	0.635**	0.533**	0.581**	0.672**	0.527**	0.555**	

5.6. STUDY 1a: Individual-level study

5.6.1. *CFA results of the measurement model (N=1059)*

Following thorough cross-validation of the dataset, CFA was performed using the complete sample of 1,059 respondents. The results of this analysis are presented in Table 5.8. The findings showed that the measurement model had a good fit, as indicated by the following indices: $\chi^2=6279.008$ (df=1642), CFI=0.93, TLI=0.91, RMSEA=0.046, and SRMR=0.046. The normed Chi-square value ($\chi^2/\text{df}=3.824$) was also within acceptable limits. The CFA results further confirmed the convergent validity of the measures, as all estimated indicator loadings were statistically significant at $p < 0.001$ (Hair et al., 2019). Additionally, both the average variance extracted (AVE) values and factor loadings exceeded the recommended

threshold of 0.50, with most measurement items showing loadings between 0.70 and 0.98, except for a few cases.

Table 5. 8. CFA results of the measurement model- Study 1a (N=1059)

Construct	Items	PE	SE	t-value	p-value	Factor loading	CR	AVE
Eco-friendly value	ECO_V1	1.000				0.707	0.909	0.632
	ECO_V2	1.117	0.048	23.501	0.000	0.753		
	ECO_V3	1.086	0.042	26.149	0.000	0.844		
	ECO_V4	1.054	0.042	25.248	0.000	0.814		
	ECO_V5	1.132	0.045	25.076	0.000	0.808		
	ECO_V6	1.058	0.041	25.905	0.000	0.836		
Experiential value	EXP_V1	1.000				0.702	0.894	0.545
	EXP_V2	1.275	0.056	22.736	0.000	0.738		
	EXP_V3	1.225	0.055	22.175	0.000	0.718		
	EXP_V4	1.271	0.055	22.940	0.000	0.748		
	EXP_V5	1.342	0.058	23.247	0.000	0.757		
	EXP_V6	1.283	0.055	23.161	0.000	0.754		
	EXP_V7	1.302	0.057	22.881	0.000	0.748		
Ethical value	ETH_V1	1.000				0.745	0.909	0.559
	ETH_V2	1.072	0.043	25.094	0.000	0.754		
	ETH_V3	1.077	0.048	22.250	0.000	0.826		
	ETH_V4	1.153	0.042	27.581	0.000	0.742		
	ETH_V5	1.113	0.046	24.218	0.000	0.747		
	ETH_V6	1.084	0.044	24.587	0.000	0.768		
Functional value	FNC_V1	1.000				0.688	0.802	0.504
	FNC_V2	1.055	0.054	19.487	0.000	0.697		
	FNC_V3	1.220	0.062	19.699	0.000	0.724		
	FNC_V4	1.041	0.053	19.786	0.000	0.729		
Social value	SOC_V1	1.000				0.682	0.881	0.554
	SOC_V2	1.358	0.061	22.424	0.000	0.773		
	SOC_V3	1.489	0.068	21.764	0.000	0.759		
	SOC_V4	1.405	0.061	23.124	0.000	0.800		
	SOC_V5	1.425	0.065	21.802	0.000	0.757		
	SOC_V6	1.381	0.068	20.176	0.000	0.688		
Attitude	ATT_1	1.000				0.795	0.914	0.639
	ATT_2	0.963	0.036	26.895	0.000	0.770		
	ATT_3	1.025	0.035	28.984	0.000	0.810		
	ATT_4	0.967	0.036	26.737	0.000	0.765		
	ATT_5	1.041	0.035	30.006	0.000	0.825		
	ATT_6	1.000	0.034	29.720	0.000	0.830		
Satisfaction	SAT_1	1.000				0.846	0.899	0.689
	SAT_2	0.887	0.028	31.573	0.000	0.828		
	SAT_3	1.028	0.030	34.135	0.000	0.865		
	SAT_4	0.880	0.030	28.878	0.000	0.779		
Cognitive Well-being	COG_W1	1.000				0.759	0.916	0.643
	COG_W2	1.036	0.039	26.643	0.000	0.788		
	COG_W3	1.012	0.039	26.213	0.000	0.775		
	COG_W4	1.248	0.046	26.981	0.000	0.810		
	COG_W5	1.248	0.044	28.346	0.000	0.841		
	COG_W6	1.244	0.044	28.083	0.000	0.837		

Social Well-being	SOC_W1	1.000				0.787	0.871	0.628
	SOC_W2	1.052	0.040	26.318	0.000	0.793		
	SOC_W3	1.054	0.040	26.056	0.000	0.797		
	SOC_W4	0.999	0.038	26.042	0.000	0.793		
Meaningful life	MEA_L1	1.000				0.792	0.867	0.618
	MEA_L2	0.987	0.036	27.080	0.000	0.813		
	MEA_L3	0.796	0.034	23.147	0.000	0.706		
	MEA_L4	1.004	0.037	27.173	0.000	0.828		
Transformation to sustainability	TRA_E1	1.000				0.787	0.888	0.664
	TRA_E2	1.046	0.036	28.714	0.000	0.841		
	TRA_E3	1.018	0.036	27.960	0.000	0.815		
	TRA_E4	1.092	0.040	27.408	0.000	0.817		

$\chi^2=6279.008$ ($df=1642$, $p=0.000$); $\chi^2/df=3.824$; RMSEA=0.046; CFI=0.913; TLI=0.921; SRMR=0.046.

Note. PE: Parameter Estimates; SE: Standard Error; AVE: Average Variance Extracted; CR: Composite reliability.

Discriminant validity was confirmed, shown in Table 5.9, by demonstrating that the correlations among the model's constructs were lower than the square root of the AVE for each construct. Additionally, the upper limit of the correlation with any other factor, estimated using a 95% confidence interval, was below 0.8 (Gaskin et al., 2025). Reliability was also confirmed, with all constructs showing composite reliability and Cronbach's alpha values above 0.70 (Hair et al., 2025). Overall, these results indicate that the data for Study 1a met the main criteria for measurement, confirming that the dataset was both reliable and valid for subsequent structural model analysis.

Table 5. 9. Correlation, discriminant validity, mean, and standard deviation (N=1059)

	ATT	COG_W	ECO_V	MEA_L	ETH_V	EXP_V	FNC_V	SAT	SOC_V	SOC_W	TRA_E
ATT	0.799	0.626	0.650	0.722	0.683	0.764	0.742	0.44 6	0.547	0.732	0.723
COG_W	0.546**	0.802	0.657	0.712	0.687	0.732	0.600	0.594	0.704	0.792	0.782
ECO_V	0.586**	0.586**	0.795	0.678	0.796	0.793	0.591	0.667	0.600	0.770	0.811
MEA_L	0.655**	0.863**	0.615**	0.786	0.717	0.791	0.644	0.594	0.724	0.791	0.915
ETH_V	0.618**	0.617**	0.658**	0.653**	0.748	0.792	0.593	0.620	0.656	0.761	0.795
EXP_V	0.705**	0.673**	0.680**	0.680**	0.747**	0.738	0.796	0.547	0.779	0.794	0.794
FNC_V	0.673**	0.524**	0.520**	0.571**	0.522**	0.770**	0.710	0.386	0.621	0.625	0.614
SAT	0.373**	0.523**	0.605**	0.530**	0.553**	0.481**	0.315**	0.830	0.548	0.670	0.671
SOC_V	0.471**	0.635**	0.533**	0.670**	0.581**	0.772**	0.555**	0.480**	0.744	0.709	0.614
SOC_W	0.667**	0.735**	0.613**	0.741**	0.704 **	0.736**	0.551**	0.603**	0.647**	0.792	0.798
TRA_E	0.647**	0.713**	0.666**	0.773 **	0.753**	0.748**	0.535**	0.598**	0.541**	0.902**	0.815
MEAN	6.138	5.847	5.666	5.945	5.733	5.957	6.243	6.233	5.744	5.874	5.885
SD	.880	1.090	1.187	1.032	1.104	.8675	.789	.893	1.030	1.057	1.089

Note: Scores in the diagonal represent the square root of the AVE; Scores on the left side of the matrix represent the factor correlation matrix; Scores on the right side of the matrix represent the upper limit of correlations.

5.6.2. SEM results: Model fit and hypothesis testing

Structural equation modeling (SEM) was used to assess the conceptual framework for Study 1a. The analysis was performed using covariance-based structural equation modeling (CB-SEM) in Smart PLS 4 (Ringle et al., 2024), with the maximum likelihood estimation method applied. First, the model's fit was evaluated. The results showed that the data adequately fit the model, as all fit indices met the recommended thresholds [$\chi^2=6719.991$, $df=4.128$; CFI=0.903; TLI=0.906; RMSEA=0.049; SRMR=0.061)]. The normed Chi-square value ($\chi^2/df=4.16$) also fell within the acceptable range. Additionally, to confirm the absence of multicollinearity between the independent and dependent variables, linear regression analysis was performed to examine the variance inflation factor (VIF). Diamantopoulos and Siguaw (2006) suggest that a VIF value greater than 1 and less than 3.3 is acceptable. The linear regression included the five dimensions of sustainable luxury shopping value as exogenous variables and attitude toward sustainable luxury shopping as the endogenous variable. The analysis showed that the highest VIF was 2.487 (for Eco-friendly value), and the lowest was 1.47 (for functional value). These findings confirmed that multicollinearity was not present among the constructs.

Accordingly, eleven main hypotheses were developed for testing in this study: ten direct relationships and one moderating effect. However, hypothesis 1 comprised 5 hypotheses to assess the influence of SLPCV dimensions on attitudes toward SL consumption. Therefore, 15 hypotheses were tested in this study. Hypothesis testing was employed not only to examine these direct effects but also to ascertain the nomological validity of the developed measurement scale across multiple analytical levels—individual, brand, and societal. This comprehensive approach ensured that the scale's theoretical framework was robustly validated within different contexts of sustainable luxury consumption, thereby strengthening both the empirical findings and the overall contribution of the study.

5.6.2.1. Direct effects

The direct effects of the study variables are shown in Table 5.10 and Figure 5.6. Out of the 14 proposed hypotheses, 11 were found to be statistically significant. Hypothesis 1a suggests that functional value positively impacts attitude toward SLPC. The analysis demonstrated a significant relationship between functional value and attitude ($\beta=0.267$, $t=2.441$, $p<0.05$), indicating that shoppers' perceptions of functional value significantly influence their attitude toward SLPC. Therefore, H1a was supported.

Table 5. 10. Findings of the direct path for the structural model (N=1059)

Hypothesis	Paths	PE	t- value	p-value
H1a	Functional Value → Attitude	0.267	2.441*	0.015
H1b	Social Value → Attitude	0.000	0.003	0.998
H1c	Experiential Value → Attitude	0.461	3.193**	0.001
H1d	Eco-friendly Value → Attitude	0.465	3.678***	0.000
H1e	Ethical Value → Attitude	0.294	2.524*	0.012
H2	Attitude → Satisfaction	0.602	9.058***	0.000
H3	Attitude → Cognitive well-being	0.190	1.876	0.061
H4	Attitude → Social well-being	0.696	10.08***	0.000
H5	Attitude → Meaningful life	0.547	7.595***	0.000
H6	Attitude → Transformation to sustainability	0.679	9.466***	0.000
H7	Satisfaction → Cognitive well-being	0.288	2.497*	0.013
H8	Satisfaction → Social well-being	0.213	2.097*	0.036
H9	Satisfaction → Meaningful life	0.168	1.401	0.162
H10	Satisfaction → Transformation to sustainability	0.224	2.349*	0.019
$\chi^2=6719.991$ ($df=1628$, $p=0.000$); $\chi^2/df=4.128$; RMSEA=0.049; CFI=0.903; TLI=0.906; SRMR=0.061.				

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Note. PE: Parameter estimates.

Hypothesis 1b asserts that social value has a positive effect on attitude toward SLPC. However, the findings indicated that the effect of social value on attitude was not significant ($\beta=0.000$, $t=0.003$, $p>0.05$). This suggests that perceived social value does not play a determining role in shaping shoppers' attitude toward SLPC. Therefore, H1b was not supported.

Hypothesis 1c suggests that experiential value positively affects attitude toward SLPC. The results demonstrated a significant association between experiential value and

attitude ($\beta=0.461$, $t=3.193$, $p<0.001$), implying that experiential value is a key driver of shoppers' attitude toward SLPC. Consequently, H1c was supported.

Hypothesis 1d proposes that eco-friendly value posits a positive impact on attitude toward SLPC. The analysis showed a statistically significant relationship between eco-friendly value and attitude ($\beta=0.465$, $t=3.678$, $p<0.001$). This indicates that shoppers who perceive greater eco-friendly value from sustainable luxury brands are more likely to develop a favorable attitude toward SLPC. Therefore, H1d was supported.

Hypothesis 1e posits that ethical value positively influences attitude toward SLPC. The results revealed a significant relationship between ethical value and attitude ($\beta=0.294$, $t=2.524$, $p<0.05$). This finding suggests that as shoppers derive more ethical value from sustainable luxury brands, their attitude toward SLPC becomes more favorable. Thus, H1e was supported.

Hypothesis 2 proposes that attitude toward SLPC positively influences shoppers' satisfaction. The study identified a significant positive effect of attitude on sustainable luxury satisfaction ($\beta=0.602$, $t=9.058$, $p<0.001$). This indicates that shoppers who perceive purchasing SLPs as beneficial are more likely to be satisfied with the sustainable attributes of these products. Therefore, hypothesis 2 was supported.

Hypothesis 3 suggests that attitude toward SLPC positively affects cognitive well-being. However, the results indicated an insignificant relationship between attitude and cognitive well-being ($\beta=0.190$, $t=1.876$, $p>0.001$), suggesting that shoppers' cognitive well-being is not attributable to their attitude toward SLPC. Thus, hypothesis 3 was not supported.

Hypothesis 4 posits that attitude toward SLPC positively influences social well-being. The analysis revealed a significant effect of attitude on social well-being ($\beta=0.696$, $t=10.080$, $p<0.01$), indicating that shoppers with a positive attitude are more likely to experience

enhanced social well-being after engaging with SLPC. Therefore, hypothesis 4 was supported.

Hypothesis 5 asserts that attitude toward SLPC positively affects meaningful life. The findings demonstrated a statistically significant impact of attitude on shoppers' meaning-making ($\beta=0.547$, $t=7.595$, $p<0.001$). This suggests that shoppers with a stronger positive attitude toward sustainable luxury consumption are more likely to experience an improved, meaningful life. Accordingly, hypothesis 5 was supported.

Hypothesis 6 states that attitude toward SLPC positively influences transformation to sustainability. The study found that a favorable attitude among shoppers leads to transformative experiences that foster a sustainable lifestyle ($\beta=0.679$, $t=9.466$, $p<0.001$). This result implies that transformation to sustainability is significantly influenced by attitude toward SLPC. Therefore, hypothesis 6 was supported.

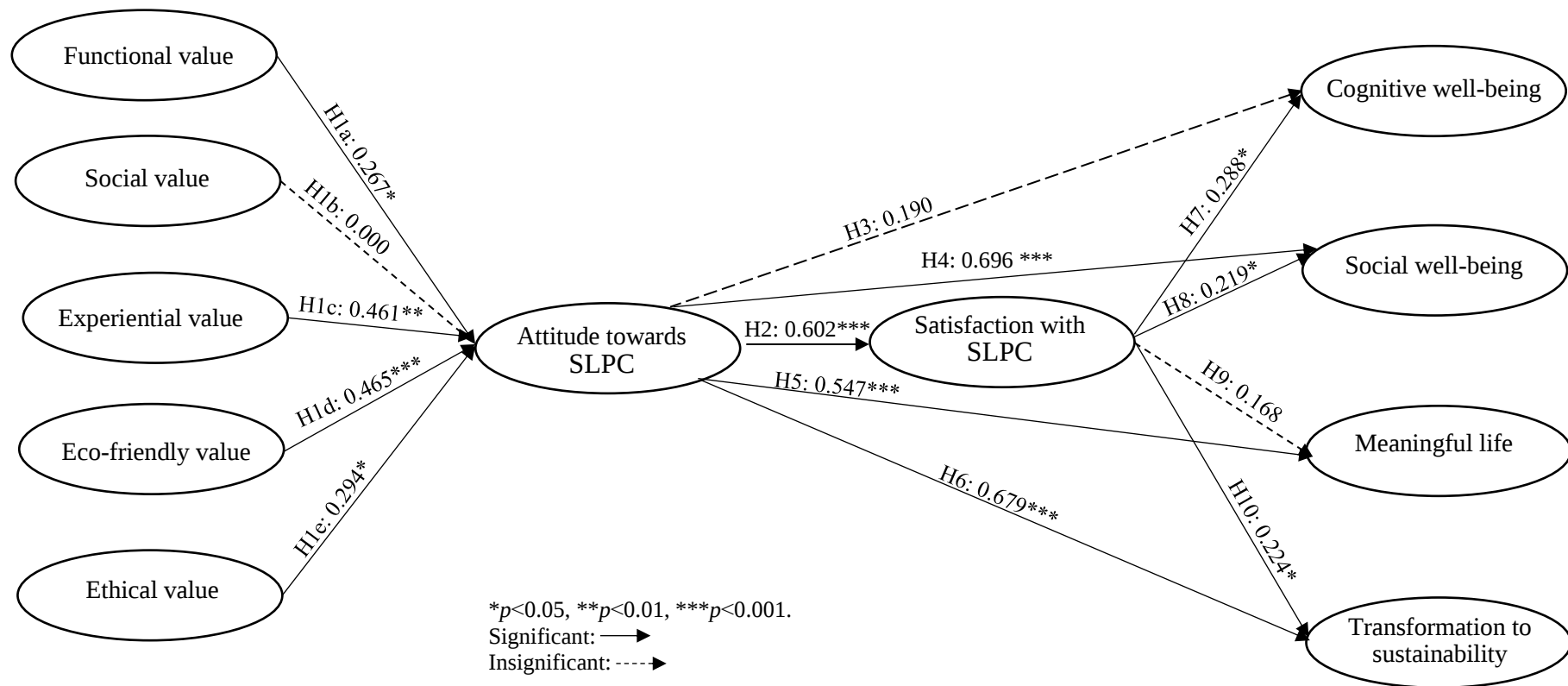
Hypothesis 7 proposes that satisfaction with SLPC positively influences cognitive well-being. The results indicated a significant effect of satisfaction on shoppers' cognitive well-being ($\beta=0.288$, $t=2.497$, $p<0.05$), demonstrating that cognitive well-being is enhanced by satisfaction with the sustainable attributes of luxury brands. Thus, hypothesis 7 was supported.

Hypothesis 8 posits that satisfaction positively impacts shoppers' social well-being. The analysis revealed a statistically significant effect of satisfaction on social well-being ($\beta=0.213$, $t=2.097$, $p<0.05$), indicating that social well-being is heightened through satisfaction with SLPC. Therefore, hypothesis 8 was supported.

Hypothesis 9 suggests that satisfaction positively influences meaningful life. However, the findings showed no significant effect of satisfaction with SLPC on meaningful life ($\beta=0.168$, $t=1.401$, $p>0.05$), indicating that shoppers' meaningful life is not attributable to their satisfaction with SLPC. Consequently, hypothesis 9 was not supported.

Hypothesis 10 postulates that satisfaction with SLPC positively influences transformation to sustainability. The results demonstrated that satisfaction with SLPC significantly impacts transformation to sustainability ($\beta=0.224$, $t=2.349$, $p<0.05$). This suggests that shoppers' transformation to sustainability is influenced by their satisfaction with SLPC. Accordingly, hypothesis 10 was supported.

Figure 5. 6. Findings of the direct path for structural model (N=1059)



5.6.2.2. Moderation analysis: Self-transcendence

5.6.2.2.1. EFA of Self-transcendence

Self-transcendence was examined as a moderating variable in this study. Respondents were divided into low and high self-transcendence groups using a mid-scale split for multi-group analysis. The self-transcendence scale, adapted from Chen et al. (2022c), included items rated on a 7-point Likert scale from “strongly disagree” (1) to “strongly agree” (7). Prior to moderation analysis, an exploratory factor analysis (EFA) was performed, with results shown in Table 5.11. The EFA produced a single-factor solution explaining 69.76% of the variance, with a KMO value of 0.804 and Bartlett’s test of sphericity at 1882.78 (df=7; $p=0.000$). All communalities and factor loadings exceeded 0.50, and the items showed good reliability ($\alpha=0.85$). These communalities indicate that the factor explained approximately 70% of the variance in the variables.

The self-transcendence scores were then transformed from continuous to categorical data. Respondents with a score of 4.0 or below were classified as low self-transcendent, while those with scores above 4.0 were classified as high self-transcendent. This resulted in 344 respondents in the low self-transcendence group and 715 in the high self-transcendence group.

Table 5. 11. EFA results of self-transcendence (N=1059)

Domain and items	Communalities	Factor loadings	Means
Domain: Self-transcendence (Eigenvalue=2.789, Variance explained=69.764%, Cronbach’s alpha=.855, Grand mean=6.01).			
It's very important to me to help the people around me.	.645	.878	6.150
I think it is important that every person in the world should be treated equally.	.725	.852	6.081
It is important to me to listen to people who are different from me	.771	.805	6.017
I strongly believe that people should care for nature.	.647	.803	6.123
KMO=.804; Bartlett's Test of Sphericity= 1882.78(df=7, $p=0.000$)			

5.6.2.2.2. Measurement invariance

As recommended by Hair et al. (2019), before evaluating the moderating effect of self-transcendence on the proposed relationships, both configural and metric measurement invariance were tested to ensure the measurement model functioned equally across low and high self-transcendence groups and that factor loadings were similar. Establishing these levels of invariance allows for meaningful comparisons of structural relationships between groups (Gaskin et al., 2025). Configural invariance was assessed by examining the goodness of fit of the unconstrained model for both groups. As shown in Table 5.12, the configural invariance test indicated an acceptable model with a significant chi-square ($\chi^2=2370.373$), and CFI (0.895) and RMSEA (0.045) both within recommended limits. This suggests that the basic factor structure is consistent across groups, supporting configural invariance and enabling further metric invariance testing.

Table 5. 12. Measurement invariance results of self-transcendence (N=1059)

Model	df	Δdf	χ^2	$\Delta \chi^2$	p-value	CFI	RMSEA
Configural invariance	848	848	2370.373	2370.373	0.000	0.895	0.045
Metric invariance	874	26	2402.403	32.031	0.192	0.895	0.045

According to Gaskin et al. (2025) and Henseler et al. (2016), metric invariance is achieved when different groups interpret the underlying constructs similarly, so that the relationships among the observed indicators of latent variables are consistent across groups. To confirm metric invariance, the chi-square difference between the model with fixed regression weights and the free model should be nonsignificant (Gaskin et al., 2025). In this study, metric invariance was confirmed, as the metric model (weak model) demonstrated acceptable goodness-of-fit (CFI=0.895; RMSEA=0.045) and the chi-square difference test was not significant ($p=0.192$). Since the p-value is greater than 0.05, the constraint model does not have a significantly worse fit than the configural model, implying that the two groups have equivalent regression weights or metric invariance. With both configural and

metric invariance established, path coefficients could be compared across groups. Scalar invariance was not necessary, as the analysis did not involve comparing latent means (Gaskin et al., 2025).

5.6.2.2.3. SEM results of low self-transcendence and high self-transcendence groups

Structural equation modeling was performed to evaluate the direct paths between concepts for each group. For the low self-transcendence group, the chi-square statistic was $\chi^2=2987.653$ (df=1354), with a normed chi-square (χ^2/df) of 2.207, both within acceptable ranges. Other fit indices also indicated a good model fit (CFI=0.901, TLI=0.907, RMSEA=0.057, SRMR=0.072). For the high self-transcendence group, the chi-square statistic was $\chi^2=4603.745$ (df=1354), with a normed chi-square (χ^2/df) of 3.400, also within acceptable limits. The fit indices further supported a good model fit (CFI=0.906, TLI=0.908, RMSEA=0.058, SRMR=0.073).

As presented in Table 5.13, Figure 5.7, and Figure 5.8, the results indicate that 11 of the 15 paths were significant for both groups. For the low self-transcendence group, social value significantly predicts attitude towards SLPC ($\beta=0.282$, $t=4.405$, $p<0.001$), as do experiential value ($\beta=0.544$, $t=9.525$, $p<0.001$), eco-friendly value ($\beta=0.366$, $t=5.813$, $p<0.001$), and ethical value ($\beta=0.312$, $t=4.670$, $p<0.001$). Functional value does not have a significant effect ($\beta=0.121$, $t=1.488$, $p>0.05$). Attitude towards SLPC significantly predicts sustainable luxury satisfaction ($\beta=0.375$, $t=6.163$, $p=0.000$) and social well-being ($\beta=0.422$, $t=7.466$, $p<0.001$), but not cognitive well-being ($\beta=0.117$, $t=1.376$, $p>0.05$) or meaningful life ($\beta=0.106$, $t=1.265$, $p>0.05$). The path from attitude towards transformation to sustainability is significant ($\beta=0.288$, $t=4.692$, $p<0.001$). Satisfaction with SLPC significantly predicts cognitive well-being ($\beta=0.248$, $t=3.721$, $p<0.05$), social well-being ($\beta=0.383$, $t=6.606$, $p<0.001$), meaningful life ($\beta=0.275$, $t=4.226$, $p<0.001$), and transformation to sustainability ($\beta=0.269$, $t=4.032$, $p<0.001$).

Table 5. 13. Path coefficients results of low self-transcendence (N=344) and high self-transcendence (N=715) groups

Paths	Low self-transcendence group			High self-transcendence group		
	PE	t- value	p- value	PE	t- value	p- value
Functional Value → Attitude	0.121	1.488	0.075	0.329	5.609***	0.000
Social Value → Attitude	0.282	4.405***	0.000	0.005	0.130	0.896
Experiential Value → Attitude	0.544	9.525***	0.000	0.431	7.786***	0.000
Eco-friendly Value → Attitude	0.366	5.813***	0.000	0.418	7.542***	0.000
Ethical Value → Attitude	0.312	4.670***	0.000	0.325	5.145**	0.001
Attitude → Satisfaction	0.375	6.163***	0.000	0.464	8.002***	0.000
Attitude → Cognitive Well-being	0.117	1.376	0.101	0.125	1.479	0.079
Attitude → Social Well-being	0.106	1.265	0.098	0.272	4.130***	0.000
Attitude → Meaningful life	0.422	7.466***	0.000	0.113	1.335	0.111
Attitude → Transformation to sustainability	0.288	4.692***	0.000	0.314	4.799***	0.000
Satisfaction → Cognitive Well-being	0.248	3.721**	0.003	0.330	5.710***	0.000
Satisfaction → Social Well-being	0.383	6.606***	0.000	0.290	4.551***	0.000
Satisfaction → Meaningful life	0.275	4.226***	0.000	0.320	4.991***	0.000
Satisfaction → Transformation to sustainability	0.269	4.032***	0.000	0.415	6.753***	0.000
	$\chi^2=2987.653$ (df=1354, p=0.000); $\chi^2/df=2.207$; RMSEA=0.049; CFI=0.901; TLI=0.904; SRMR= 0.072			$\chi^2=4603.745$ (df=1354, p=0.000); $\chi^2/df=3.400$; RMSEA=0.058; CFI=0.906; TLI=0.908; SRMR= 0.073		

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Note. PE: Parameter estimate.

Figure 5. 7. Findings of the direct paths for structural model (low self-transcendence group) (N=344)

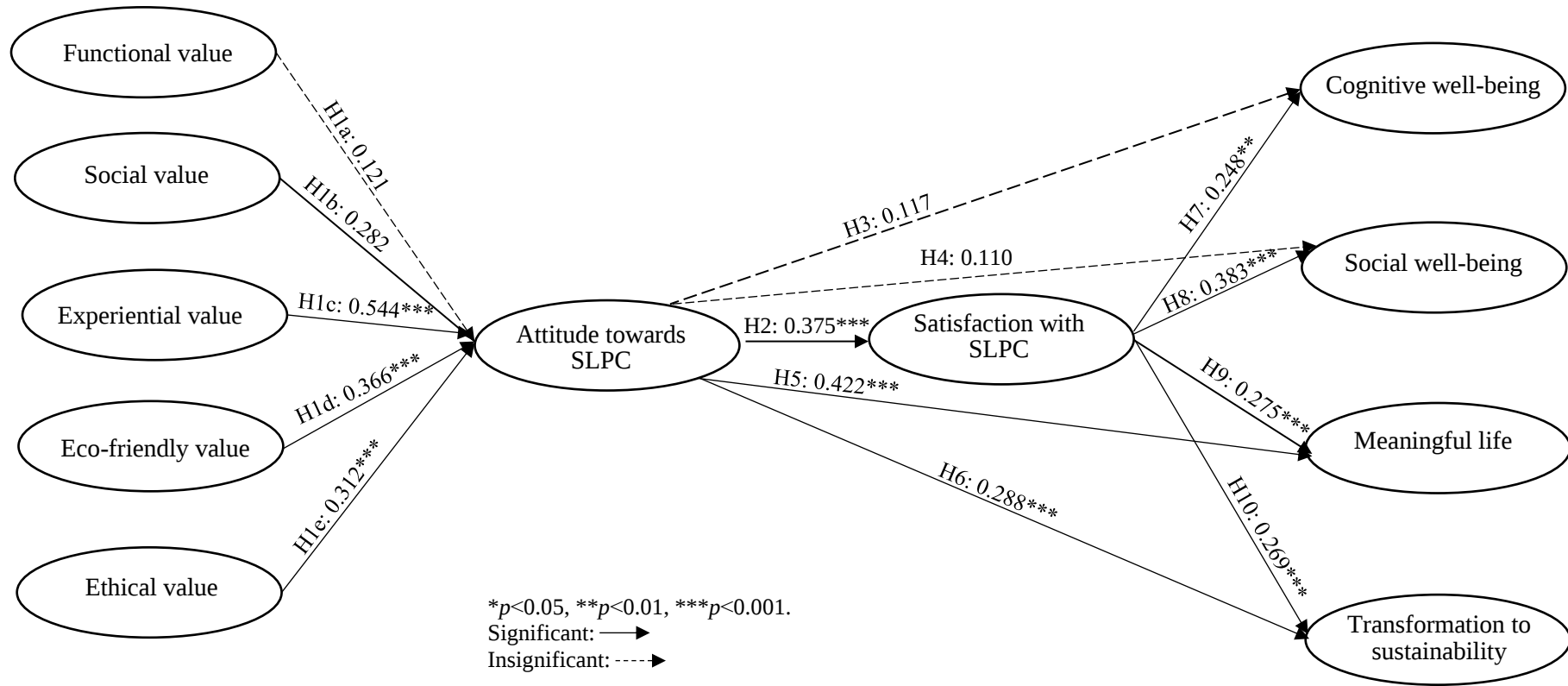
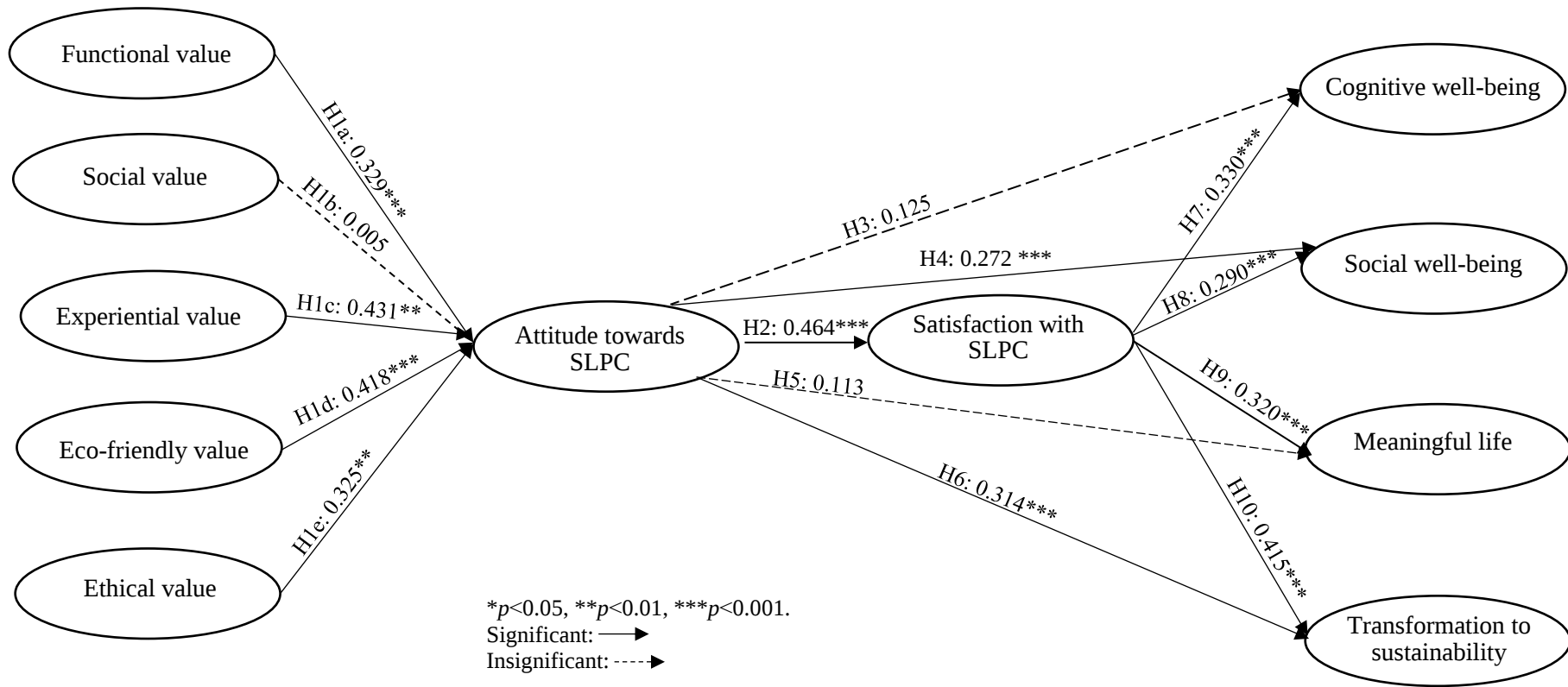


Figure 5. 8. Findings of the direct paths for structural model (high self-transcendence groups) (N=715)



For the high self-transcendence group, functional value ($\beta=0.329$, $t=5.609$, $p<0.001$), experiential value ($\beta=0.431$, $t=7.786$, $p<0.001$), eco-friendly value ($\beta=0.418$, $t=7.542$, $p<0.001$), and ethical value ($\beta=0.325$, $t=5.145$, $p<0.01$) all significantly predict attitude towards SLPC, while social value remains non-significant ($\beta=0.005$, $t=0.130$, $p>0.05$). Attitude towards SLPC significantly predicts satisfaction with SLPC ($\beta=0.464$, $t=8.002$, $p<0.001$) and social well-being ($\beta=0.272$, $t=4.130$, $p<0.001$), but not cognitive well-being ($\beta=0.125$, $t=1.479$, $p>0.05$) or meaningful life ($\beta=0.113$, $t=1.335$, $p>0.05$). The effect of attitude on transformation to sustainability is significant ($\beta=0.314$, $t=4.799$, $p<0.001$). Satisfaction with SLPC significantly predicts cognitive well-being ($\beta=0.330$, $t=5.710$, $p<0.001$), social well-being ($\beta=0.290$, $t=4.551$, $p<0.001$), meaningful life ($\beta=0.320$, $t=4.991$, $p<0.001$), and transformation to sustainability ($\beta=0.415$, $t=6.753$, $p<0.001$).

5.6.2.2.4. Structural invariance

After establishing measurement invariance, structural invariance was subsequently tested to determine whether the proposed structural model was equivalent across the two groups. To do this, a chi-square difference test was performed between the unconstrained model and the constrained model (Hair et al., 2025). Details of the structural invariance analysis for the low self-transcendence group and the high self-transcendence group are presented in Table 5.14. The chi-square difference test was significant ($\Delta\chi^2 = 33.763$, $p= 0.000$), indicating that full structural invariance was not supported between the low self-transcendent shoppers and the high self-transcendent shoppers. This result suggests that the relationships between constructs differ between the two groups. Given this finding, it was appropriate to continue testing the invariance of individual structural paths.

Table 5. 14. Structural invariance for low self-transcendence ($N=344$) and high self-transcendence ($N=715$) groups

	Model	$\Delta\chi^2$	Df	$\Delta\chi^2/\text{df}$	p -value	CFI	RMSEA
Low self-transcendence and high self-	Full metric invariance model	7437.909	2856		0.000	0.898	0.044
	Full path invariance model	7471.672	2869	33.763/13	0.000	0.897	0.04

5.6.2.2.5. Invariance test for the paths

The invariance test of the paths was performed by individually constraining each structural path and comparing the fit of each constrained model to the unconstrained model. The results, shown in Table 5.15, revealed that several paths had significant chi-square differences ($p < 0.05$), indicating these relationships vary between the low and high self-transcendence groups. Specifically, significant moderation effects were identified for the path from social value to attitude (H1b), the path from attitude to satisfaction (H2), the path from attitude to meaningful life (H5), the path from attitude to transformation to sustainability (H6), the path from satisfaction to cognitive well-being (H7), the path from satisfaction to social well-being (H8), the path from satisfaction to meaningful life (H9), and the path from satisfaction to transformation to sustainability (H10).

These findings suggested that self-transcendence moderates the effects of social value, attitude, and satisfaction on various outcome variables, as the strength or direction of these relationships varies across the two groups. In contrast, the remaining paths did not show significant differences, indicating invariance between groups for those relationships. Overall, the results indicate partial moderation, with self-transcendence influencing several, but not all, key paths in the structural model. Therefore, the moderating role of self-transcendence has been partially established. Thus, Hypothesis 11 was partially accepted.

Table 5. 15. Structural invariances for the Low self-transcendence group ($N=344$) and high self-transcendence group ($N=715$) for each hypothesis

Paths		Low self-transcendence and high self-transcendence group		
		χ^2/df	$\Delta\chi^2$	p -value
Unconstrained model		7437.909/2182		
H1a	Functional Value → Attitude	7437.909/2183	1.026	0.311
H1b	Social Value → Attitude	7450.670/2183	12.761	0.000
H1c	Experiential Value → Attitude	7439.369/2183	1.460	0.299
H1d	Eco-friendly Value → Attitude	7440.287/2183	2.378	0.123
H1e	Ethical Value → Attitude	7438.245/2183	0.336	0.562

H2	Attitude → Satisfaction	7478.231/2183	40.321	0.000
H3	Attitude → Cognitive well-being	7439.533/2183	1.624	0.203
H4	Attitude → Social well-being	7440.104/2183	2.195	0.138
H5	Attitude → Meaningful life	7443.289/2183	5.38	0.020
H6	Attitude → Transformation to sustainability	7451.124/2183	13.215	0.000
H7	Satisfaction → Cognitive well-being	7444.101/2183	6.192	0.013
H8	Satisfaction → Social well-being	7442.684/2183	4.775	0.029
H9	Satisfaction → Meaningful life	7451.725/2183	13.816	0.000
H10	Satisfaction → Transformation to sustainability	7446.565/2183	8.656	0.003

5.7. STUDY 1b: Brand-level study

5.7.1. CFA of the measurement model (N=1059)

Prior to testing the proposed hypotheses in Study 1b, a CFA was performed utilizing SmartPLS. For this study, the same dataset used in Study 1a was used, with a sample size of 1059. The results of this analysis are detailed in Table 5.16. The data model demonstrated a satisfactory fit, as indicated by the following indices: $\chi^2=5001.680$ (df=1214), CFI=0.927, TLI=0.911, RMSEA=0.048, and SRMR=0.048. Additionally, the normed Chi-square value was within an acceptable range ($\chi^2/\text{df}=4.120$). The findings from the CFA further supported the convergent validity of the measurement instruments, as all standardized indicator loadings were significant at $p<.001$ (Hair et al., 2025). Furthermore, the average variance extracted (AVE) values exceeded the recommended threshold of 0.50. Most indicator factor loadings were above 0.7, indicating strong item reliability.

Moreover, discriminant validity was established, as the correlations between constructs were lower than the square root of the AVE for each respective construct, and the upper bound of the correlation with any other factor, as estimated using a 95% confidence interval, remained below 0.8 (Gaskin et al., 2025). These results are further illustrated in Table 5.17, which presents the outcomes of the correlation analysis and discriminant validity assessment. In terms of construct reliability, the composite reliability values ranged from a minimum of 0.802 to a maximum of 0.909, thereby confirming the reliability of the constructs (Hair et al., 2019).

Table 5. 16. CFA results of the measurement model (Brand level) (N=1059)

Construct	Items	PE	SE	t-value	p-value	Factor loading	CR	AVE
Eco-friendly value	ECO_V1	1.000				0.707	0.909	0.632
	ECO_V2	1.116	0.047	23.503	0.000	0.753		
	ECO_V3	1.086	0.042	26.150	0.000	0.844		
	ECO_V4	1.054	0.042	25.249	0.000	0.814		
	ECO_V5	1.132	0.045	25.078	0.000	0.808		
	ECO_V6	1.058	0.041	25.906	0.000	0.836		
Experiential value	EXP_V1	1.000				0.702	0.894	0.545
	EXP_V2	1.275	0.056	22.732	0.000	0.737		
	EXP_V3	1.225	0.055	22.171	0.000	0.718		
	EXP_V4	1.271	0.055	22.936	0.000	0.748		
	EXP_V5	1.342	0.058	23.242	0.000	0.757		
	EXP_V6	1.283	0.055	23.157	0.000	0.754		
	EXP_V7	1.302	0.057	22.876	0.000	0.748		
Ethical value	ETH_V1	1.000				0.745	0.909	0.559
	ETH_V2	1.072	0.043	25.097	0.000	0.754		
	ETH_V3	1.153	0.042	27.585	0.000	0.826		
	ETH_V4	1.113	0.046	24.220	0.000	0.742		
	ETH_V5	1.084	0.044	24.589	0.000	0.747		
	ETH_V6	1.244	0.049	25.258	0.000	0.768		
Functional value	FNC_V1	1.000				0.688	0.802	0.504
	FNC_V2	1.055	0.054	19.487	0.000	0.697		
	FNC_V3	1.220	0.062	19.698	0.000	0.724		
	FNC_V4	1.041	0.053	19.786	0.000	0.729		
Social value	SOC_V1	1.000				0.682	0.881	0.554
	SOC_V2	1.358	0.061	22.421	0.000	0.773		
	SOC_V3	1.489	0.068	21.761	0.000	0.759		
	SOC_V4	1.405	0.061	23.121	0.000	0.800		
	SOC_V5	1.425	0.065	21.799	0.000	0.757		
	SOC_V6	1.381	0.068	20.173	0.000	0.688		
Brand Innovativeness	BRINV1	1.000				0.785	0.854	0.661
	BRINV2	0.970	0.038	25.554	0.000	0.804		
	BRINV3	1.054	0.040	26.051	0.000	0.850		
Brand Attachment	BRATT1	1.000				0.815	0.857	0.600
	BRATT2	0.856	0.034	25.336	0.000	0.770		
	BRATT3	1.017	0.038	27.077	0.000	0.806		
	BRATT4	0.873	0.038	23.129	0.000	0.703		
Brand Engagement	BRENG1	1.000				0.735	0.803	0.581
	BRENG2	0.930	0.045	19.679	0.000	0.775		
	BRENG3	0.912	0.045	19.574	0.000	0.775		
Brand Commitment	BRCOM1	1.000				0.671	0.802	0.580
	BRCOM3	1.078	0.055	19.679	0.000	0.786		
	BRCOM1	1.168	0.060	19.574	0.000	0.820		
Willingness to pay more	PAYMR1	1.000				0.813	0.816	0.606
	PAYMR2	1.030	0.047	21.755	0.000	0.727		
	PAYMR3	0.943	0.042	22.515	0.000	0.793		
Brand advocacy	BRADV1	1.000				0.751	0.851	0.588
	BRADV2	1.096	0.045	24.277	0.000	0.801		
	BRADV3	1.161	0.049	23.562	0.000	0.775		
	BRADV4	1.063	0.048	22.292	0.000	0.740		

$\chi^2=5001.680$ ($df=1214$, $p=0.000$); $\chi^2/df=4.120$; RMSEA=0.048; CFI=0.927; TLI=0.911; SRMR=0.048.

Note. PE: Estimate; SE: Standard error; AVE: Average Variance Extracted; CR: Composite reliability.

Table 5. 17. Correlation, discriminant validity, mean and standard deviation (Brand level) (N=1059)

	BR_ADV	BR_ATT	BR_COM	BR_ENG	BR_INV	ECO_V	ETH_V	EXP_V	FNC_V	PAY_MR	SOC_V
BR_ADV	0.767	0.781	0.790	0.798	0.769	0.707	0.742	0.749	0.725	0.733	0.728
BR_ATT	0.689**	0.775	0.767	0.787	0.781	0.767	0.792	0.730	0.654	0.671	0.705
BR_COM	0.654**	0.586**	0.762	0.792	0.776	0.711	0.743	0.745	0.781	0.716	0.670
BR_ENG	0.639**	0.619**	0.616**	0.762	0.774	0.702	0.751	0.729	0.668	0.790	0.799
BR_INV	0.648**	0.592**	0.681**	0.721**	0.813	0.759	0.796	0.743	0.734	0.758	0.672
ECO_V	0.644 **	0.520**	0.645**	0.639**	0.610**	0.795	0.786	0.793	0.591	0.658	0.600
ETH_V	0.670 **	0.534**	0.681**	0.692**	0.642**	0.658**	0.748	0.752	0.593	0.693	0.656
EXP_V	0.599 **	0.686 **	0.700**	0.683**	0.698**	0.640**	0.647**	0.738	0.716	0.767	0.779
FNC_V	0.559 **	0.584**	0.613**	0.598**	0.667**	0.520**	0.522**	0.670**	0.710	0.630	0.621
PAY_MR	0.584**	0.616**	0.660**	0.669**	0.665**	0.593**	0.630**	0.611**	0.558**	0.778	0.703
SOC_V	0.672**	0.646**	0.607**	0.649**	0.610**	0.533**	0.581**	0.772**	0.555**	0.637**	0.744
Mean	5.924	5.892	6.009	5.867	5.930	5.666	5.733	5.957	6.243	5.839	5.874
SD	1.016	1.042	.992	1.061	1.052	1.187	1.104	.8675	.789	1.098	1.057

Note: Scores in the diagonal represent the square root of the AVE; Scores on the left side of the matrix represent the factor correlation matrix; Scores on the right side of the matrix represent the upper limit of correlations.

5.7.2. SEM results: model fit and hypothesis testing

After validating the measurement model, CB-SEM was used in SmartPLS to assess the study's conceptual framework. The first step involved evaluating the model fit. Results showed the model fit the data well, with all fit indices meeting the recommended criteria ($\chi^2=4098.311$ (df=1200), CFI=0.920, TLI=0.915, RMSEA=0.048, SRMR=0.040). The normed Chi-square ($\chi^2/\text{df}=3.415$) was also within the acceptable range. To check for multicollinearity between the independent and dependent variables, a linear regression analysis was performed to examine the variance inflation factor (VIF). In this analysis, the five dimensions of SLPCVs served as exogenous variables, while sustainable luxury brand innovativeness was the endogenous variable. Results showed that the highest VIF was 2.66 (for experiential value), and the lowest was 1.39 (for ethical value), indicating multicollinearity was not an issue among the constructs.

Similar to Study 1, eleven main hypotheses were developed for testing in this study, including ten direct relationships and one moderating effect. However, hypothesis 1, constituted 5 hypotheses to evaluate the impact of sustainable luxury consumption value dimensions on brand innovativeness. As a result, a total of 15 hypotheses were tested in this study.

5.7.2.1. Direct effects

The direct effects of the study variables are illustrated in Table 5.18 and Figure 5.9. Of the 14 hypotheses put forward, 11 were statistically significant. Hypothesis 1a posits that functional value positively affects SL brand innovativeness. However, the analysis indicated an insignificant relationship between functional value and SL brand innovativeness ($\beta=0.164$, $t=1.744$, $p>0.05$), suggesting that consumers' perceptions of functional value do not substantially influence their view of brand innovativeness. Therefore, H1a was not supported.

Table 5. 18. Findings of the direct paths for the structural model (N=1059)

	Paths	PE	t- value	p- value
H1a	Functional Value → Brand Innovativeness	0.164	1.744	0.081
H1b	Social Value → Brand Innovativeness	0.446	4.146***	0.000
H1c	Experiential Value → Brand Innovativeness	0.600	8.823***	0.000
H1d	Eco-friendly Value → Brand Innovativeness	0.297	3.169**	0.002
H1e	Ethical Value → Brand Innovativeness	0.257	2.158*	0.031
H2	Brand Innovativeness → Brand Attachment	0.715	8.219***	0.000
H3	Brand Innovativeness → Brand Engagement	0.117	1.493	0.136
H4	Brand Innovativeness → Brand Commitment	0.266	1.769	0.077
H5	Brand Innovativeness → Willingness to pay more	0.644	7.047*	0.041
H6	Brand Innovativeness → Brand Advocacy	0.214	1.928	0.054
H7	Brand Attachment → Brand Engagement	0.513	4.098**	0.002
H8	Brand Attachment → Brand Commitment	0.426	3.185**	0.001
H9	Brand Attachment → Willingness to pay more	0.305	2.098*	0.036
H10	Brand Attachment → Brand Advocacy	0.610	6.639**	0.008
$\chi^2=4098.311$ ($df=1200$, $p=0.000$); $\chi^2/df=3.415$; RMSEA=0.048; CFI=0.920; TLI=0.915; SRMR=0.040.				

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Note. PE: Parameter estimate.

Hypothesis 1b asserts that social value exerts a positive influence on SL brand innovativeness. The results showed that the effect of social value on brand innovativeness was significant ($\beta=0.446$, $t=4.146$, $p<0.001$). This finding implies that perceived social value plays a crucial role in shaping shoppers' perceptions of brand innovativeness. Thus, H1b was supported.

Hypothesis 1c proposes that experiential value positively impacts brand innovativeness. The analysis revealed a significant association between experiential value and brand innovativeness ($\beta=0.600$, $t=8.823$, $p<0.001$), indicating that experiential value serves as a key driver of shoppers' perceived SL brand innovativeness. Consequently, H1c was supported.

Hypothesis 1d suggests that eco-friendly value has a positive effect on SL brand innovativeness. The findings demonstrated a statistically significant relationship between eco-friendly value and brand innovativeness ($\beta=0.297$, $t=3.169$, $p<0.05$). This result indicates that shoppers who perceive higher eco-friendly value from SL brands are more likely to consider the brand as innovative. Therefore, H1d was supported.

Hypothesis 1e posits that ethical value positively influences SL brand innovativeness. The analysis revealed a significant relationship between ethical value and SL brand innovativeness ($\beta=0.257$, $t=2.158$, $p<0.05$). This suggests that as shoppers derive greater ethical value from SL brands, their perception of the brand's innovativeness increases. Thus, H1e was supported.

Hypothesis 2 proposes that brand innovativeness positively affects shoppers' brand attachment. The study found a significant positive effect of brand innovativeness on SL brand attachment ($\beta=0.715$, $t=8.219$, $p<0.001$). This indicates that shoppers who perceive the SL brand as innovative are more likely to develop a strong attachment to the brand. Therefore, hypothesis 2 was supported.

Hypothesis 3 suggests that SL brand innovativeness positively influences brand engagement. However, the results indicated an insignificant relationship between SL brand innovativeness and brand engagement ($\beta=0.117$, $t=2.293$, $p>0.05$), suggesting that shoppers' brand engagement is not significantly affected by their perception of SL brand innovativeness. Thus, hypothesis 3 was not supported.

Hypothesis 4 posits that SL brand innovativeness positively impacts brand commitment. The analysis showed an insignificant relationship between SL brand innovativeness and brand commitment ($\beta=0.266$, $t=1.769$, $p>0.05$), indicating that shoppers who perceive brand innovativeness are not necessarily more likely to commit to the brand. Therefore, hypothesis 4 was not supported.

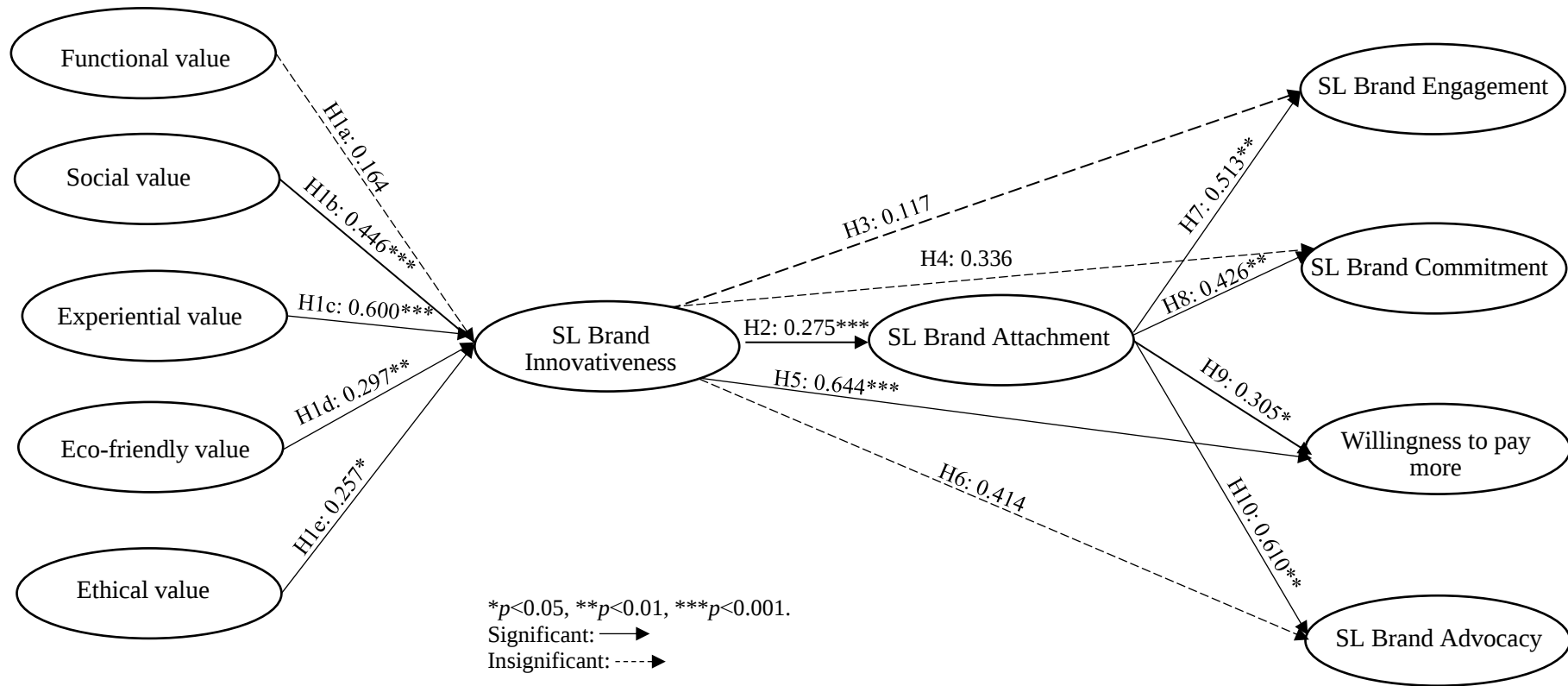
Hypothesis 5 asserts that SL brand innovativeness positively affects shoppers' willingness to pay more. The findings demonstrated a statistically significant impact of SL brand innovativeness on shoppers' willingness to pay more ($\beta=0.644$, $t=7.047$, $p<0.05$). This suggests that shoppers with a stronger perception of a luxury brand as innovative are more inclined to pay premium prices for it. Accordingly, hypothesis 5 was supported.

Hypothesis 6 states that SL brand innovativeness positively influences shoppers' brand advocacy. The study found that perceived innovativeness of a SL brand does not lead to increased advocacy intentions among shoppers ($\beta=0.214$, $t=1.928$, $p>0.05$). This result implies that brand advocacy is not attributable to shoppers' perceptions of the brand's innovativeness. Therefore, hypothesis 6 was not supported.

Hypothesis 7 proposes that SL brand attachment positively influences brand engagement. The analysis indicated a significant effect of SL brand attachment on shoppers' brand engagement ($\beta=0.513$, $t=4.098$, $p<0.05$), demonstrating that brand engagement is enhanced by attachment to the SL brand's innovative features. Thus, hypothesis 7 was supported.

Hypothesis 8 posits that SL brand attachment positively impacts shoppers' brand commitment. The results revealed a statistically significant effect of SL brand attachment on brand commitment ($\beta=0.426$, $t=3.185$, $p<0.05$), indicating that brand commitment is strengthened through attachment to the innovative features of SL brands. Therefore, hypothesis 8 was supported.

Figure 5. 9. Findings of the direct paths for structural model- Study 1b (N=1059)



Hypothesis 9 suggests that SL brand attachment positively influences willingness to pay more. The findings showed a significant effect of SL brand attachment on willingness to pay more ($\beta=0.305$, $t=2.098$, $p<0.05$), indicating that shoppers' willingness to pay more is linked to their attachment to the SL brand. Consequently, hypothesis 9 was supported.

Hypothesis 10 postulates that sustainable luxury brand attachment positively influences brand advocacy. The results demonstrated that attachment to a SL brand significantly impacts shoppers' advocacy intentions ($\beta=0.610$, $t=6.639$, $p<0.05$). This suggests that shoppers' advocacy for the SL brand is influenced by their attachment to the brand. Accordingly, hypothesis 10 was supported.

5.7.2.2. Moderating analysis: Celebrity endorsement

To understand factors that weaken and/or strengthen the proposed relationships, celebrity endorsement was explored in this study. The respondents were split into low celebrity endorsement and high celebrity endorsement.

5.7.2.2.1. *EFA of celebrity endorsement*

A multi-group analysis was performed to explore the moderating effect of celebrity endorsement on the proposed relationships. The items used to measure celebrity endorsement were adapted from Al Mamun et al. (2023) and Cuomo et al. (2019), rated on a 7-point Likert scale from "strongly disagree" (1) to "strongly agree" (7). Before the moderation analysis, an exploratory factor analysis (EFA) was conducted, with results presented in Table 5.19. The EFA indicated a single-factor solution accounting for over 85% of the variance in celebrity endorsement. The Kaiser-Meyer-Olkin (KMO) measure was 0.769, and Bartlett's test of sphericity produced a value of 2697.554 ($df=3$, $p=0.000$), confirming data suitability for factor analysis. All communalities and factor loadings exceeded the recommended threshold of 0.50. Additionally, the scale's internal consistency was supported by a Cronbach's alpha of 0.802.

Table 5. 19. EFA results of celebrity endorsement (N=1059)

Domain and items	Communalities	Factor loadings	Means
Domain: Brand congruence (Eigenvalue=2.657, Variance explained=88.571%, Cronbach's alpha=.802, Grand mean=5.64).			
Celebrity endorsements significantly influence my purchasing decisions for sustainable luxury products.	.883	.945	5.559
I trust the recommendations of celebrities when it comes to sustainable luxury brands.	.894	.940	5.658
Celebrity endorsements have made me more aware of sustainable luxury brands.	.881	.938	5.707
KMO=.769; Bartlett's Test of Sphericity= 2697.554 (df=3, p=0.000)			

5.7.2.2.2. Measurement invariance

After the EFA, the celebrity endorsement scores were changed from a continuous to a categorical variable. The neutral point of 4.0 was used as the cutoff to separate respondents into low and high celebrity endorsement groups. Shoppers with scores of 4.0 or less were categorized as low celebrity endorsement shoppers, while those with scores above 4.0 were categorized as high celebrity endorsement shoppers. This resulted in 339 shoppers in the low group and 720 shoppers in the high group.

Table 5. 20. Measurement invariance results of low celebrity endorsement (N=339) and high celebrity endorsement (N=720) groups

Model	df	Δdf	χ^2	$\Delta \chi^2$	p-value	CFI	RMSEA
Configural invariance	848		2332.203	2332.203	0.000	0.899	0.045
Metric invariance	874	26	2365.211	33.008	0.162	0.898	0.045

In line with previous research, both configural and metric measurement invariance were tested before exploring the moderating effect of celebrity endorsement on the hypothesized relationships. This ensured that the measurement model worked similarly across groups with low and high levels of celebrity endorsement and that the factor loadings were comparable between these groups. Establishing these types of invariance is necessary for valid comparisons of structural relationships across groups (Gaskin et al., 2025). Configural invariance was evaluated by assessing the goodness-of-fit indices for the unconstrained model in both the low and high celebrity endorsement groups, as shown in

Table 5.20. The results revealed that the model had an acceptable fit, with a significant chi-square value ($\chi^2=2332.203$), CFI (0.899), and RMSEA (0.045), all within recommended thresholds. These findings confirm that the core factor structure is consistent across groups, supporting configural invariance and enabling further testing of metric invariance.

5.7.2.2.3. SEM results of low celebrity endorsement and high celebrity endorsement groups

Structural equation modeling was performed to evaluate the direct paths between concepts for each group. For the low celebrity endorsement group, the chi-square statistic was $\chi^2=2327.238$ (df=1057), with a normed chi-square (χ^2/df) of 2.202, both indicating acceptable levels. Other goodness-of-fit indices also demonstrated a good model fit (CFI=0.903, TLI=0.907, RMSEA=0.056, SRMR=0.059). For the high celebrity endorsement group, the chi-square statistic was $\chi^2=3112.100$ (df=1057), with a normed chi-square (χ^2/df) of 2.954, also within acceptable limits. The additional fit indices further confirmed a good model fit (CFI=0.901, TLI=0.903, RMSEA=0.052, SRMR=0.071).

Table 5. 21. Path coefficients results of low celebrity endorsement (N=339) and high celebrity endorsement (N=720) groups

Paths	Low celebrity endorsement group			High celebrity endorsement group		
	PE	t- value	p-value	PE	t- value	p-value
Functional Value → Brand Innovativeness	0.346	3.117*	0.002	0.146	1.872	0.061
Social Value → Brand Innovativeness	0.182	1.75	0.08	0.467	5.491***	0.000
Experiential Value → Brand Innovativeness	0.489	2.521*	0.012	0.629	3.156***	0.000
Eco-friendly Value → Brand Innovativeness	0.231	2.432*	0.015	0.398	5.292***	0.000
Ethical Value → Brand Innovativeness	0.213	2.048*	0.041	0.319	3.787***	0.000
Brand Innovativeness → Brand Attachment	0.134	0.049	0.961	0.729	9.5***	0.000
Brand Innovativeness → Brand Engagement	0.591	5.821***	0.000	0.193	1.214	0.225
Brand Innovativeness → Brand Commitment	0.274	0.378	0.706	0.314	1.083	0.279
Brand Innovativeness → Willingness to pay more	0.374	2.323*	0.02	0.655	4.962***	0.000
Brand Innovativeness → Brand Advocacy	0.351	2.95*	0.003	0.424	1.395	0.163

Brand Attachment → Brand Engagement	0.227	1.107	0.268	0.528	2.95*	0.003
Brand Attachment → Brand Commitment	0.259	2.726*	0.007	0.443	4.301***	0.000
Brand Attachment → Willingness to pay more	0.26	2.342*	0.019	0.335	2.134*	0.033
Brand Attachment → Brand Advocacy	0.461	2.712*	0.007	0.686	5.402***	0.000
$\chi^2=2327.238$ ($df=1057$, $p=0.000$); $\chi^2/df=2.202$; RMSEA=0.056; CFI=0.903; TLI=0.907; SRMR= 0.059.						
$\chi^2=3122.100$ ($df=1057$, $p=0.000$); $\chi^2/df=2.954$; RMSEA=0.052; CFI=0.901; TLI=0.903; SRMR= 0.071.						

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Note. PE: Parameter estimate.

The results indicated that 11 of the 15 paths were significant for both groups. For the low celebrity endorsement group, the path from functional value to brand innovativeness is significant ($\beta=0.346$, $t=3.117$, $p<0.01$), as are the paths from experiential value ($\beta=0.489$, $t=2.521$, $p<0.05$), eco-friendly value ($\beta=0.231$, $t=2.432$, $p<0.05$), and ethical value ($\beta=0.213$, $t=2.048$, $p<0.05$) to brand innovativeness. Conversely, the link between social value and brand innovativeness is not statistically significant. ($\beta=0.182$, $t=1.750$, $p>0.05$). Furthermore, the path from brand innovativeness to brand engagement is highly significant ($\beta=0.591$, $t=5.821$, $p<0.001$), as is the path from brand innovativeness to willingness to pay more ($\beta=0.374$, $t=2.323$, $p<0.05$) and brand advocacy ($\beta=0.351$, $t=2.950$, $p<0.01$). However, the paths from brand innovativeness to brand attachment ($\beta=0.134$, $t=0.049$, $p>0.05$) and brand commitment ($\beta=0.274$, $t=0.378$, $p>0.05$) are not significant. Additionally, the path from brand attachment to brand commitment ($\beta=0.259$, $t=2.726$, $p<0.05$) is significant as are the paths from brand attachment to willingness to pay more ($\beta=0.260$, $t=2.342$, $p<0.05$), and brand advocacy ($\beta=0.461$, $t=2.712$, $p<0.05$). In contrast, the path from brand attachment to brand engagement does not reach statistical significance ($\beta=0.227$, $t=1.107$, $p>0.05$).

As presented in Table 5.21 and Figure 5.10 and Figure 5.11, for the high celebrity endorsement group, the path from social value to brand innovativeness is highly significant ($\beta=0.467$, $t=5.491$, $p<0.001$), as are the paths from experiential value ($\beta=0.629$, $t=3.156$, $p<0.001$), eco-friendly value ($\beta=0.398$, $t=5.292$, $p<0.001$), and ethical value ($\beta=0.319$,

$t=3.787, p<0.001$) to brand innovativeness. In contrast, the path from functional value to brand innovativeness remains non-significant ($\beta=0.146, t=1.872, p>0.05$). Moreover, the path from brand innovativeness to brand attachment is highly significant ($\beta=0.729, t=9.5, p<0.001$), as is the path from brand innovativeness to willingness to pay more ($\beta=0.655, t=4.962, p<0.001$). However, the paths from brand innovativeness to brand engagement ($\beta=0.193, t=1.214, p>0.05$), brand commitment ($\beta=0.314, t=1.083, p>0.05$), and brand advocacy ($\beta=0.424, t=1.395, p>0.05$) do not reach statistical significance. Additionally, the path from brand attachment to brand engagement is significant ($\beta=0.528, t=2.950, p<0.05$), as are the paths from brand attachment to brand commitment ($\beta=0.443, t=4.301, p<0.001$), willingness to pay more ($\beta=0.335, t=2.134, p<0.05$), and brand advocacy ($\beta=0.686, t=5.402, p<0.001$).

Figure 5. 10. Findings of the direct paths for the structural model (low celebrity endorsement group) (N=339)

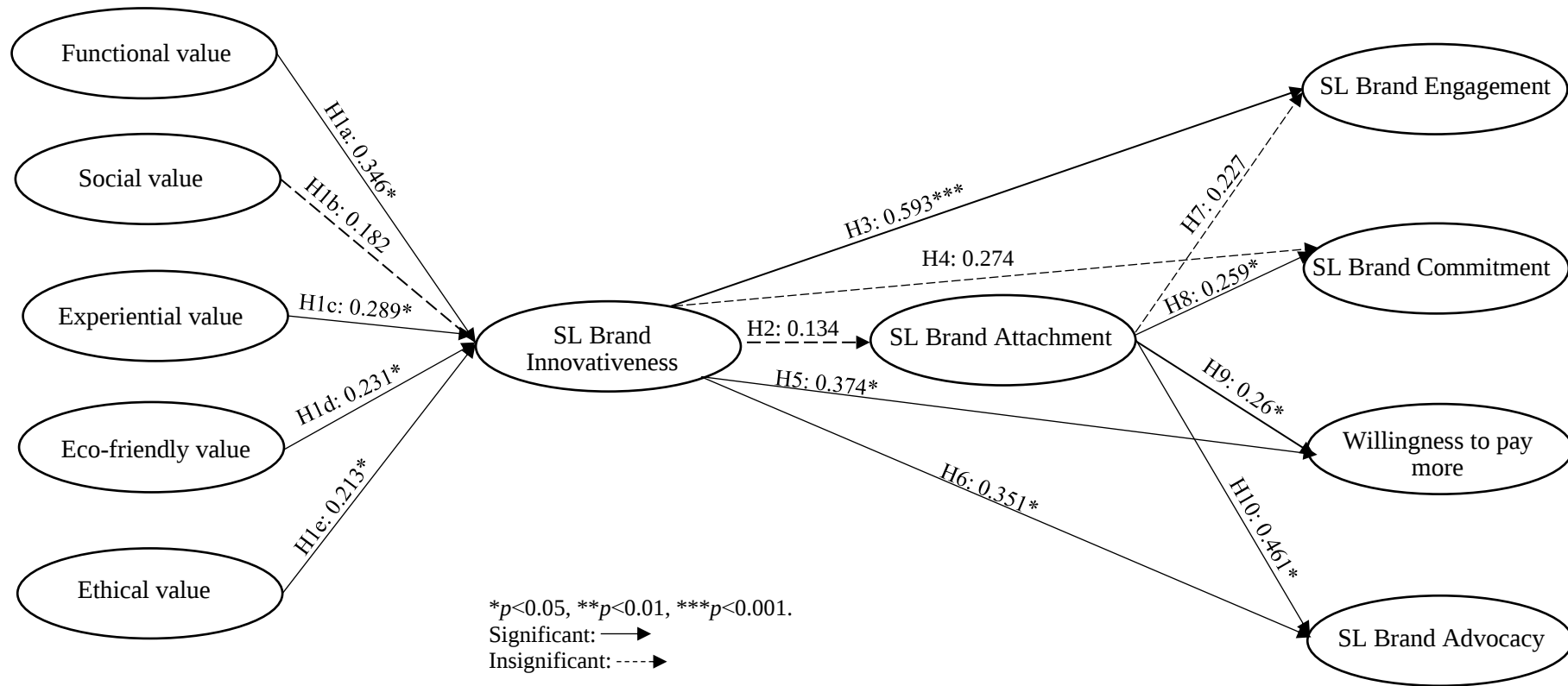
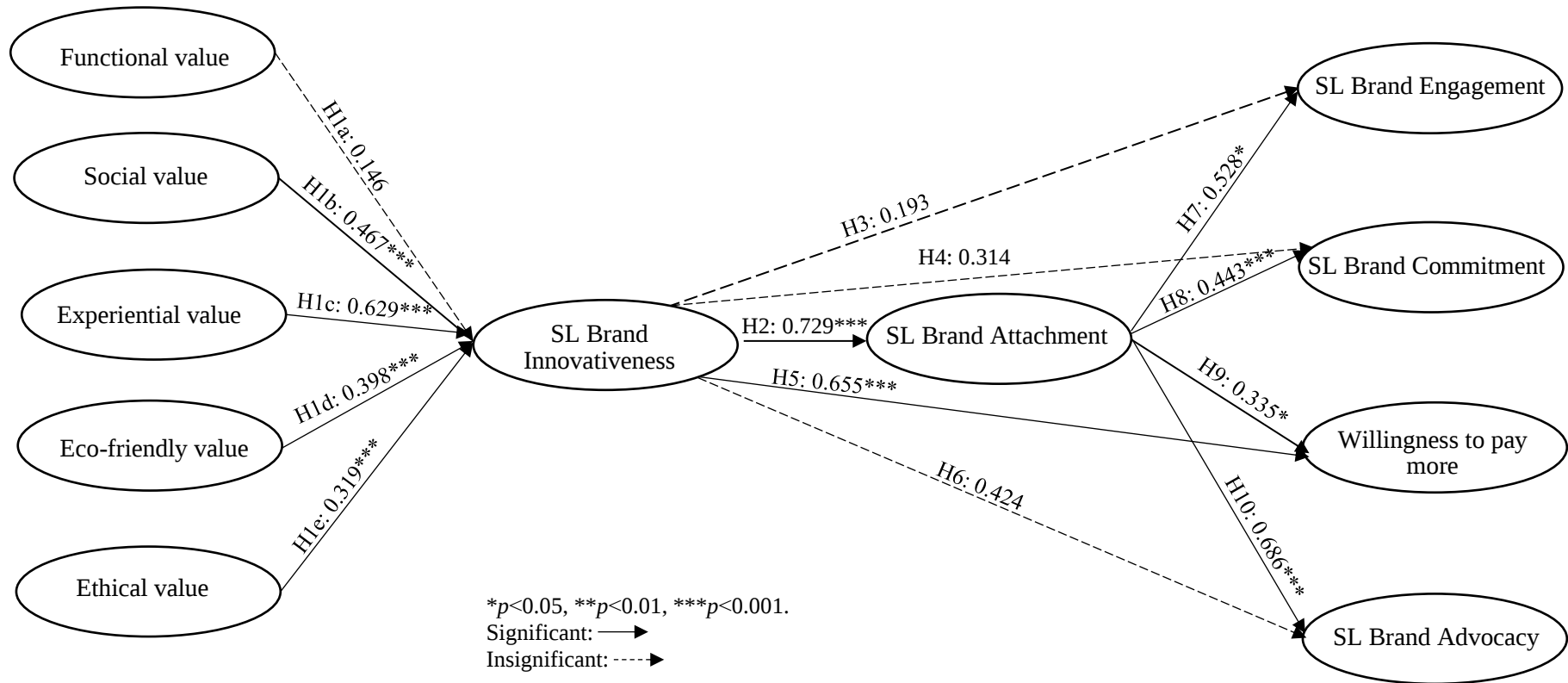


Figure 5. 11. Findings of the direct paths for structural model (high celebrity endorsement group) (N=720)



5.7.2.2.4. Structural invariance

After establishing measurement invariance, we assessed structural invariance to see if the proposed model held across the two groups. A chi-square difference test compared the unconstrained and constrained models (Hair et al., 2025). The results of the structural invariance analysis for groups with low and high celebrity endorsement are shown in Table 5.22. The significant chi-square difference ($\Delta \chi^2=37.662$, $p= 0.000$) indicates that full structural invariance was not achieved between shoppers with low and high exposure to celebrity endorsement. This suggests that the relationships among constructs differ between these groups. Given this, it was appropriate to continue with invariance testing for individual structural paths.

Table 5. 22. Structural invariance results of low celebrity endorsement (N=339) and high celebrity endorsement (N=720) groups

	Model	$\Delta \chi^2$	df	$\Delta \chi^2/\text{df}$	p-value	CFI	RMSEA
Low celebrity endorsement and high celebrity endorsement groups	Full metric invariance model	5716.579	2150		0.000	0.896	0.04
	Full path invariance model	5754.241	2163	37.662/13	0.000	0.897	0.04

5.7.2.2.5. Invariance tests for the paths

The invariance test of the structural paths was performed by individually constraining each path and comparing the fit of these constrained models to the unconstrained model. As shown in Table 5.23, several paths exhibited significant chi-square differences ($p<0.05$), indicating that these relationships vary between the low celebrity endorsement and high celebrity endorsement groups. Specifically, significant moderation effects were found for the path from social value to brand innovativeness (H1b), the path from experiential value to brand innovativeness (H1c), the path from eco-friendly value to brand innovativeness (H1d), the path from ethical value to brand innovativeness (H1e), the path from brand innovativeness to brand advocacy (H6), and the path from brand attachment to brand engagement (H7).

These results suggest that celebrity endorsement moderates the influence of social value, experiential value, eco-friendly value, and ethical value on brand innovativeness, as well as the effects of brand innovativeness on brand advocacy and brand attachment on brand engagement. In contrast, the remaining paths did not show significant differences, indicating invariance between groups for those relationships. Overall, the findings indicate partial moderation, with celebrity endorsement affecting several, but not all, key structural paths in the model. Therefore, the moderating role of celebrity endorsement has been partially established. Thus, Hypothesis 11 was partially accepted.

Table 5. 23. Structural invariances for the low celebrity endorsement group and high celebrity endorsement group for each hypothesis

Paths		Low celebrity endorsement and High celebrity endorsement group		
		χ^2/df	$\Delta\chi^2$	p-value
Free model		5716.579/2150		
H1a	Functional Value → Brand Innovativeness	5716.800/2151	0.221	0.638
H1b	Social Value → Brand Innovativeness	5721.233/2151	4.654	0.031
H1c	Experiential Value → Brand Innovativeness	5723.659/2151	7.08	0.008
H1d	Eco-friendly Value → Brand Innovativeness	5722.951/2151	6.372	0.012
H1e	Ethical Value → Brand Innovativeness	5724.013/2151	7.434	0.006
H2	Brand Innovativeness → Brand Attachment	5719.123/2151	2.544	0.111
H3	Brand Innovativeness → Brand Engagement	5717.304/2151	0.725	0.395
H4	Brand Innovativeness → Brand Commitment	5719.441/2151	2.862	0.091
H5	Brand Innovativeness → Willingness to pay more	5718.089/2151	1.51	0.219
H6	Brand Innovativeness → Brand Advocacy	5721.575/2151	4.996	0.025
H7	Brand Attachment → Brand Engagement	5723.288/2151	6.709	0.010
H8	Brand Attachment → Brand Commitment	5716.861/2151	0.282	0.595
H9	Brand Attachment → Willingness to pay more	5718.411/2151	1.832	0.176
H10	Brand Attachment → Brand Advocacy	5719.133/2151	2.554	0.110

5.8. Study 1c: Societal-level study

5.8.1. CFA of the measurement model (N=723)

Before evaluating the proposed hypotheses in Study 3 with a participant pool of 723 individuals, a CFA was performed using SmartPLS. Study 1c used the same dataset as Study 1a and Study 1b, but a reduced sample size of 770 was utilized in Study 1b for data analysis purposes, to ensure more robust and reliable results. The results of this analysis are shown in Table 5.24. The model demonstrated an acceptable fit, as indicated by the following statistics:

$\chi^2=5365.475$ (df=1367), CFI=0.922, TLI=0.919, RMSEA=0.045, and SRMR=0.049. The normalized Chi-square value also was within the acceptable range ($\chi^2/\text{df}=3.925$). The confirmatory factor analysis results, shown in Table 5.25, provided additional evidence for the convergent validity of the measurement tools, with all standardized indicator loadings reaching significance at $p < 0.001$ (Hair et al., 2025). Additionally, the AVE for each construct exceeded the recommended minimum of 0.50. Most indicator factor loadings were above 0.7, indicating strong item reliability.

Table 5. 24. CFA results of the measurement model (Societal level) (N=723)

Construct	Items	PE	SE	t-value	p-value	Factor loading	CR	AVE
Eco-friendly value	ECO_V1	1.000				0.692	0.910	0.636
	ECO_V2	1.166	0.061	19.129	0.000	0.758		
	ECO_V3	1.148	0.054	21.251	0.000	0.853		
	ECO_V4	1.127	0.055	20.600	0.000	0.827		
	ECO_V5	1.181	0.059	20.108	0.000	0.807		
	ECO_V6	1.095	0.053	20.715	0.000	0.834		
Experiential value	EXP_V1	1.000				0.714	0.897	0.555
	EXP_V2	1.222	0.065	18.818	0.000	0.727		
	EXP_V3	1.229	0.066	18.622	0.000	0.718		
	EXP_V4	1.216	0.062	19.513	0.000	0.756		
	EXP_V5	1.336	0.068	19.723	0.000	0.763		
	EXP_V6	1.320	0.066	20.124	0.000	0.778		
	EXP_V7	1.296	0.067	19.443	0.000	0.756		
Ethical value	ETH_V1	1.000				0.757	0.911	0.596
	ETH_V2	1.058	0.051	20.766	0.000	0.743		
	ETH_V3	1.162	0.049	23.843	0.000	0.842		
	ETH_V4	1.169	0.056	20.881	0.000	0.759		
	ETH_V5	1.125	0.053	21.182	0.000	0.764		
	ETH_V6	1.266	0.058	21.873	0.000	0.788		
Functional value	FNC_V1	1.000				0.679	0.800	0.505
	FNC_V2	1.018	0.063	16.213	0.000	0.707		
	FNC_V3	1.205	0.075	16.100	0.000	0.727		
	FNC_V4	1.000	0.063	15.790	0.000	0.712		
Social value	SOC_V1	1.000				0.673	0.876	0.542
	SOC_V2	1.403	0.077	18.247	0.000	0.779		
	SOC_V3	1.471	0.085	17.241	0.000	0.739		
	SOC_V4	1.385	0.075	18.470	0.000	0.787		
	SOC_V5	1.407	0.081	17.364	0.000	0.740		
	SOC_V6	1.371	0.083	16.474	0.000	0.693		
Attitude	ATT_1	1.000				0.780	0.912	0.634
	ATT_2	0.959	0.044	21.843	0.000	0.775		
	ATT_3	1.046	0.044	23.522	0.000	0.817		
	ATT_4	0.994	0.046	21.504	0.000	0.762		
	ATT_5	1.044	0.044	23.696	0.000	0.813		
	ATT_6	1.016	0.043	23.799	0.000	0.827		

Satisfaction	SAT_1	1.000				0.837	0.895	0.678
	SAT_2	0.880	0.036	24.565	0.000	0.804		
	SAT_3	1.046	0.038	27.746	0.000	0.872		
	SAT_4	0.885	0.038	23.566	0.000	0.777		
Social Justice Intentions	SOC_J1	1.000				0.803	0.884	0.655
	SOC_J2	0.970	0.040	23.961	0.000	0.824		
	SOC_J3	0.911	0.039	23.357	0.000	0.822		
	SOC_J4	0.872	0.039	22.172	0.000	0.788		
Philanthropic Intentions	PHIL_1	1.000				0.809	0.876	0.640
	PHIL_2	1.046	0.043	24.579	0.000	0.836		
	PHIL_3	0.985	0.047	21.017	0.000	0.763		
	PHIL_4	0.964	0.045	21.457	0.000	0.790		
Fairtrade Intentions	FAIR_T1	1.000				0.813	0.826	0.617
	FAIR_T2	0.936	0.048	19.310	0.000	0.814		
	FAIR_T3	0.908	0.049	18.423	0.000	0.725		
Po-social Shopping Activism Intentions	SOC_AC1	1.000				0.874	0.866	0.664
	SOC_AC2	0.994	0.042	23.512	0.000	0.891		
	SOC_AC3	0.611	0.032	18.917	0.000	0.660		
$\chi^2=5365.475$ ($df=1367$, $p=0.000$); $\chi^2/df=3.925$; RMSEA=0.045; CFI=0.922; TLI=0.919; SRMR=0.049.								

Note. PE: Parameter Estimates; SE: Standard error; AVE: Average Variance Extracted; CR: Composite reliability.

Moreover, Table 5.25 shows that discriminant validity was confirmed, as the inter-construct correlations were lower than the square root of the AVE for each construct, and the highest correlation with any other factor, as determined by a 95% confidence interval, did not exceed 0.8 (Gaskin et al., 2025). Table 5.23 also illustrates these findings by presenting the results of the correlation and discriminant validity analyses. Regarding construct reliability, composite reliability scores ranged from 0.800 to 0.912, thus supporting the reliability of the constructs (Hair et al., 2019).

Table 5. 25. Correlation, discriminant validity, mean and standard deviation (societal level) (N=723)

	ATT	ECO_V	ETH_V	EXP_V	FAIR_TR	FNC_V	PHILAN	SAT	SOC_ACT	SOC_JUS	SOC_V
ATT	0.796	0.668	0.732	0.786	0.739	0.748	0.618	0.447	0.569	0.695	0.568
ECO_V	0.593**	0.797	0.788	0.792	0.743	0.605	0.687	0.651	0.663	0.681	0.629
ETH_V	0.656**	0.653**	0.772	0.798	0.779	0.597	0.713	0.618	0.712	0.700	0.673
EXP_V	0.716**	0.726**	0.736**	0.745	0.786	0.723	0.703	0.547	0.680	0.761	0.721
FAIR_TR	0.663**	0.671**	0.696**	0.617**	0.785	0.662	0.771	0.762	0.756	0.725	0.642
FNC_V	0.663**	0.515**	0.516**	0.67** 1	0.573**	0.711	0.584	0.410	0.539	0.609	0.667
PHILAN	0.537**	0.609**	0.639**	0.633**	0.684**	0.496**	0.800	0.787	0.782	0.763	0.665
SAT	0.362**	0.565**	0.540**	0.466**	0.689**	0.322**	0.717**	0.823	0.788	0.748	0.554
SOC_ACT	0.490**	0.587**	0.638**	0.610**	0.687**	0.442**	0.668**	0.759**	0.815	0.789	0.693
SOC_JUS	0.617**	0.610**	0.620**	0.693**	0.653**	0.514**	0.850**	0.670**	0.639**	0.809	0.695
SOC_V	0.483**	0.542**	0.579**	0.675**	0.557**	0.589**	0.590**	0.475**	0.621**	0.630**	0.736
Mean	5.938	5.865	6.133	5.853	5.790	6.053	5.614	6.103	5.482	5.740	5.965
SD	.930	1.095	1.065	.977	1.193	.973	1.312	.889	1.390	1.228	1.034

Note: Scores in the diagonal represent the square root of the AVE; Scores on the left side of the matrix represent the factor correlation matrix; Scores on the right side of the matrix represent the upper limit of correlations.

5.8.2. SEM results: model fit and hypothesis testing

Once the measurement model was validated, the conceptual framework was tested using CB-SEM in SmartPLS. The first step involved checking the model fit, and the results showed that the data fit the model well, with all fit indices within recommended limits ($\chi^2=4347.565$ (df=1353), CFI=0.909, TLI=0.911, RMSEA=0.052, SRMR=0.063). The normed Chi-square ($\chi^2/\text{df}=3.213$) also indicated an acceptable fit. To further ensure there was no multicollinearity among the independent and dependent variables, a linear regression analysis examined the variance inflation factor (VIF). In this analysis, the five dimensions of SLPCV served as predictors, and attitude toward SLPC was the outcome variable. The analysis found that the highest VIF was 2.84 (for social value), and the lowest was 0.39 (for functional value), confirming that multicollinearity was not a concern in this study.

Similar to previous studies, eleven main hypotheses were developed for testing in this study, including ten direct relationships and two moderating effects. However, hypothesis 1 consisted of five hypotheses to evaluate the influence of SLPCV dimensions on attitude toward SLPC. As a result, a total of 15 hypotheses were tested in this study.

5.8.2.1. Direct effects

The direct relationships among the study variables are displayed in Table 5.26 and Figure 5.12. Of the 14 hypotheses examined, 11 reached statistical significance. Hypothesis 1a claims that functional value has a positive effect on attitude toward SLPC. However, the analysis found this link to be insignificant ($\beta=0.171$, $t=1.733$, $p>0.05$), suggesting that shoppers' perceptions of functional value do not meaningfully influence their attitude toward SLPC. As a result, H1a was not supported.

Hypothesis 1b maintains that social value positively affects attitude toward SLPC. The results showed a significant impact of social value on attitude ($\beta=0.372$, $t=4.068$, $p<0.001$), indicating that perceived social value does shape consumers' attitudes toward SLPC. Thus, H1b was supported.

Hypothesis 1c proposes that experiential value positively influences attitude toward SLPC. The findings revealed a significant relationship between experiential value and attitude ($\beta=0.519$, $t=4.545$, $p<0.001$), indicating that experiential value is a major determinant of consumers' attitudes toward SLPC. Therefore, H1c was supported.

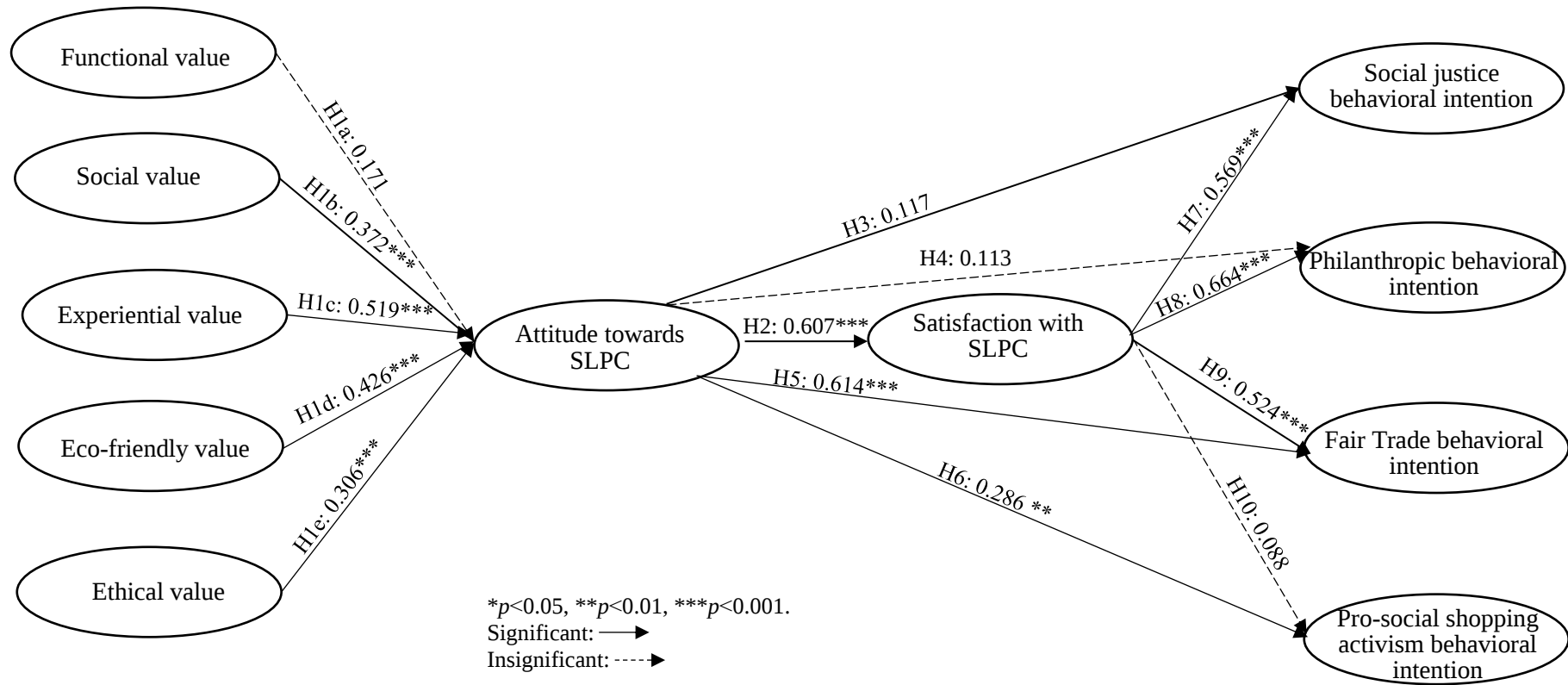
Table 5. 26. Findings of the direct paths for the structural model (N=723)

Hypothesis	Paths	PE	t- value	p- value
H1a	Functional Value → Attitude	0.171	1.733	0.083
H1b	Social Value → Attitude	0.372	4.068***	0.000
H1c	Experiential Value → Attitude	0.519	4.545***	0.000
H1d	Eco-friendly Value → Attitude	0.426	3.761***	0.000
H1e	Ethical Value → Attitude	0.306	3.507***	0.000
H2	Attitude → Satisfaction	0.607	8.466***	0.000
H3	Attitude → Social justice behavioural intention	0.588	7.191***	0.000
H4	Attitude → Philanthropic behavioural intention	0.113	1.129	0.259
H5	Attitude → Fairtrade behavioural intention	0.614	8.419***	0.000
H6	Attitude → Pro-social shopping activism behavioural intention	0.286	3.185**	0.001
H7	Satisfaction → Social justice behavioural intention	0.569	7.189***	0.000
H8	Satisfaction → Philanthropic behavioural intention	0.664	8.409***	0.000
H9	Satisfaction → Fairtrade behavioural intention	0.524	7.015***	0.000
H10	Satisfaction → Pro-social shopping activism behavioural intention	0.088	1.883	0.060
$\chi^2=4347.565$ ($df=1353$, $p=0.000$); $\chi^2/df=3.213$; RMSEA=0.052; CFI=0.909; TLI=0.911; SRMR=0.063.				

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

PE: Parameter estimate.

Figure 5. 12. Findings of the direct paths for the structural model- Study 1c (N=723)



Hypothesis 1d suggests that eco-friendly value positively impacts attitude toward SLPC. The analysis indicated a statistically significant association between eco-friendly value and attitude ($\beta=0.426$, $t=3.761$, $p<0.001$). This means that shoppers who perceive higher eco-friendly value from SL brands are more likely to develop a positive attitude toward SLPC. Hence, H1d was supported.

Hypothesis 1e asserts that ethical value has a positive effect on attitude toward SLPC. The results demonstrated a significant link between ethical value and attitude ($\beta=0.306$, $t=3.507$, $p<0.001$). This suggests that as consumers derive more ethical value from SL brands, their attitude toward SLPC becomes more favorable. Thus, H1e was supported.

Hypothesis 2 posits that attitude toward SLPC positively affects shoppers' satisfaction. The study found a significant positive influence of attitude on SLPC ($\beta=0.588$, $t=8.466$, $p<0.001$). This indicates that consumers who view purchasing SL products as advantageous are more likely to be satisfied with these products' sustainable features. Therefore, hypothesis 2 was supported.

Hypothesis 3 states that attitude toward SLPC positively influences social justice behavioural intention. The analysis showed a significant effect of attitude on social justice behavioural intention ($\beta=0.588$, $t=7.191$, $p<0.01$), suggesting that consumers with a positive attitude are more likely to exhibit increased social justice behavioural intention after engaging with SLPs. Thus, hypothesis 3 was supported.

Hypothesis 4 proposes that attitude toward SLPC positively affects philanthropic behavioural intention. However, the findings revealed an insignificant relationship between attitude and philanthropic behavioural intention ($\beta=0.113$, $t=1.129$, $p>0.001$), indicating that consumers' philanthropic intention is not driven by their attitude toward SLPC. Therefore, hypothesis 4 was not supported.

Hypothesis 5 claims that attitude toward SLPC positively influences fair trade behavioural intention. The results showed a significant effect of attitude on fair trade behavioural intention ($\beta=0.614$, $t=8.419$, $p<0.001$), suggesting that consumers with a more positive attitude toward SLPC are more likely to demonstrate fair trade behavioural intention. Accordingly, hypothesis 5 was supported.

Hypothesis 6 asserts that attitude toward SLPC positively affects pro-social shopping activism behavioural intention. The study found that a positive attitude among consumers leads to pro-social shopping activism behavioural intention ($\beta=0.286$, $t=3.185$, $p<0.01$). This result indicates that pro-social shopping activism behavioural intention is significantly shaped by attitude toward SLPC. Thus, hypothesis 6 was supported.

Hypothesis 7 suggests that satisfaction positively influences social justice behavioural intention. The results revealed a significant effect of satisfaction on social justice behavioural intention ($\beta=0.569$, $t=7.189$, $p<0.001$), showing that satisfaction with the sustainable features of luxury brands enhances social justice behavioural intention. Therefore, hypothesis 7 was supported.

Hypothesis 8 posits that satisfaction positively impacts philanthropic behavioural intention. The analysis found a significant effect of satisfaction on philanthropic behavioural intention ($\beta=0.664$, $t=8.409$, $p<0.001$), indicating that philanthropic behavioural intention is strengthened by satisfaction with SLPC. Thus, hypothesis 8 was supported.

Hypothesis 9 proposes that satisfaction with SLPC positively influences fair trade behavioural intention. The findings demonstrated that satisfaction with SLPC significantly affects fair trade behavioural intention ($\beta=0.524$, $t=7.015$, $p<0.001$). This suggests that consumers' fair trade behavioural intention is shaped by their satisfaction with SLPC. Accordingly, hypothesis 9 was supported.

Hypothesis 10 claims that satisfaction positively influences pro-social shopping activism behavioural intention. However, the results showed no significant effect of satisfaction with SLPC on pro-social shopping activism behavioural intention ($\beta=0.088$, $t=1.883$, $p>0.05$), indicating that consumers' pro-social shopping activism behavioural intention is not explained by their satisfaction. Consequently, hypothesis 10 was not supported.

5.8.2.2. Moderating analysis: Global identity

To understand factors that influence the proposed relationships, global identity was explored in this study. The respondents were split into low global identity and high global identity.

5.8.2.2.1. EFA of global identity

A multi-group analysis was conducted to examine whether global identity moderates the proposed relationships. Global identity was measured using items adapted from Tu et al. (2012), with responses on a 7-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (7). Before performing the moderation analysis, an exploratory factor analysis (EFA) was conducted, with results shown in Table 5.27.

Table 5. 27. EFA results of global identity (N=723)

Domain and items	Communalities	Factor loadings	Means
Domain: Global identity (Eigenvalue=2.804, Variance explained=70.112%, Cronbach's alpha=.852, Grand mean=5.63).			
I identify myself as a global citizen.	.722	.852	5.645
I am interested in knowing about global events.	.727	.849	5.756
People should be made more aware of how connected we are to the rest of the world.	.705	.840	5.855
I feel like I am living in a global village.	.651	.807	5.264
KMO=.795; Bartlett's Test of Sphericity= 1917.53 (df=6, $p=0.000$)			

The EFA revealed a single factor that explained over 70% of the variance in brand congruence. The Kaiser-Meyer-Olkin (KMO) measure was 0.95, and Bartlett's test of sphericity yielded a value of 1917.53 (df=6, $p=0.000$), indicating that the data were appropriate for factor analysis. All communalities and factor loadings exceeded the minimum

threshold of 0.50. Additionally, the scale demonstrated strong internal consistency, with a Cronbach's alpha of 0.852.

5.8.2.2.2. *Measurement invariance*

Following the EFA, the global identity scores were converted from a continuous to a categorical variable. The neutral point of 4.0 was used as the cutoff to divide respondents into low and high global identity groups. Shoppers scoring 4.0 or below were categorized as low global identity shoppers, while those scoring above 4.0 were classified as high global identity shoppers. This resulted in 300 shoppers in the low group and 423 in the high group.

Table 5. 28. Measurement invariance results of low global identity (N=330) and high global identity (N=420) groups

Model	df	Δdf	χ^2	$\Delta \chi^2$	p-value	CFI	RMSEA
Configural invariance	790		2323.899	2001.448	0.000	0.895	0.046
Metric invariance	815	25	2360.419	36.959	0.058	0.894	0.046

In line with prior studies, both configural and metric measurement invariance were examined before investigating the moderating role of global identity on the hypothesized relationships. This approach ensured that the measurement model functioned equivalently across groups characterized by low and high levels of global identity, and that the factor loadings were comparable between these groups. Establishing these forms of invariance is a prerequisite for valid comparisons of structural relationships across groups (Gaskin et al., 2025). Configural invariance was assessed by evaluating the goodness-of-fit indices for the unconstrained model in both the low and high global identity groups, as presented in Table 5.28. The results indicated that the model demonstrated an acceptable fit, with a significant chi-square value ($\chi^2 = 2360.419$, $df=815$ $p=0.058$), CFI (0.894), and RMSEA (0.046), all of which fall within recommended thresholds. These findings confirm that the underlying factor structure is consistent across groups, thereby supporting configural invariance and allowing for subsequent testing of metric invariance.

5.8.2.2.3. SEM results of low global identity and high global identity groups

Structural equation modeling was performed to evaluate the direct paths between concepts for each group. For the low global identity group, the chi-square statistic was $\chi^2=2848.265$ (df=1301), with a normed chi-square (χ^2/df) of 2.189, both within acceptable ranges. Other goodness-of-fit indices also indicated a good model fit (CFI=0.903, TLI=0.912, RMSEA=0.059, SRMR=0.067). For the global identity group, the chi-square statistic was $\chi^2=3299.680$ (df=1301), with a normed chi-square (χ^2/df) of 2.536, also within acceptable ranges. The goodness-of-fit indices further supported an acceptable model fit (CFI=0.904, TLI=0.903, RMSEA=0.062, SRMR=0.071).

Table 5. 29. Path coefficients results of low global identity and high global identity groups (N=723)

Paths	Low global identity group			High global identity group		
	PE	t- value	p-value	PE	t- value	p-value
Functional Value → Attitude	0.192	1.488	0.137	0.395	3.172***	0.000
Social Value → Attitude	0.316	2.093*	0.037	0.234	1.918	0.055
Experiential Value → Attitude	0.487	2.746*	0.007	0.139	1.233	0.077
Eco-friendly Value → Attitude	0.372	2.351**	0.001	0.477	3.534***	0.000
Ethical Value → Attitude	0.317	2.446**	0.001	0.391	2.654***	0.000
Attitude → Satisfaction	0.616	4.333***	0.000	0.608	3.08***	0.000
Attitude → Social justice behavioral intentions	0.472	3.13***	0.000	0.587	3.988***	0.000
Attitude → Philanthropic behavioral intentions	0.106	1.536	0.125	0.655	6.097***	0.000
Attitude → Fair trade intentions	0.514	3.675***	0.000	0.119	1.653	0.099
Attitude → Pro-social shopping activism behavioural intentions	0.255	3.148*	0.002	0.253	2.875*	0.004
Satisfaction → Social justice behavioral intentions	0.506	3.56***	0.000	0.574	8.349***	0.000
Satisfaction → Philanthropic behavioral intentions	0.587	3.870***	0.000	0.691	8.275***	0.000
Satisfaction → Fair trade intentions	0.472	3.244***	0.000	0.587	8.771***	0.000
Satisfaction → Pro-social shopping activism behavioral intentions	0.105	0.861	0.39	0.365	2.282*	0.037
	$\chi^2=2848.265$ (df=1301, p=0.000); $\chi^2/df=2.189$; RMSEA=0.059; CFI=0.903; TLI=0.912; SRMR= 0.067.			$\chi^2=3299.680$ (df=1301, p=0.000); $\chi^2/df=2.536$; RMSEA=0.062; CFI=0.904; TLI=0.909; SRMR= 0.071.		

p<0.05, **p<0.01, *p<0.001. Note. PE: Parameter estimates.*

The results, presented in Table 5.29 and Figures 5.13 and 5.14, indicated that 12 of the 15 paths were significant for both groups. For the low global identity group, the path from social value to attitude is significant ($\beta=0.316$, $t=2.093$, $p<0.05$), as are the paths from eco-friendly value ($\beta=0.372$, $t=2.351$, $p<0.01$), ethical value ($\beta=0.317$, $t=2.446$, $p<0.01$), and experiential value ($\beta=0.487$, $t=2.746$, $p<0.05$) to attitude. In contrast, the path from functional value to attitude does not reach statistical significance ($\beta=0.192$, $t=1.488$, $p>0.05$).

Furthermore, the path from attitude to satisfaction is highly significant ($\beta=0.616$, $t=4.333$, $p<0.001$), as are the paths from attitude to social justice behavioral intentions ($\beta=0.472$, $t=3.13$, $p<0.001$), fair trade intentions ($\beta=0.514$, $t=3.675$, $p<0.001$), and pro-social shopping activism behavioral intentions ($\beta=0.255$, $t=3.148$, $p<0.01$). However, the path from attitude to philanthropic behavioral intentions is not significant ($\beta=0.106$, $t=1.536$, $p>0.05$).

Additionally, the path from satisfaction to social justice behavioral intentions is significant ($\beta=0.506$, $t=3.56$, $p<0.001$), as are the paths from satisfaction to philanthropic behavioral intentions ($\beta=0.587$, $t=3.87$, $p<0.001$) and fair-trade intentions ($\beta=0.472$, $t=3.244$, $p<0.001$). The path from satisfaction to pro-social shopping activism behavioral intentions, however, is not significant ($\beta=0.105$, $t=0.861$, $p>0.05$).

For the high global identity group, the path from functional value to attitude is highly significant ($\beta=0.395$, $t=3.172$, $p<0.001$), as are the paths from eco-friendly value ($\beta=0.477$, $t=3.534$, $p<0.001$) and ethical value ($\beta=0.391$, $t=2.654$, $p<0.001$) to attitude. In contrast, the path from social value ($\beta=0.234$, $t=1.918$, $p>0.05$) and experiential value ($\beta=0.139$, $t=1.233$, $p>0.05$) to attitude remains non-significant. Moreover, the path from attitude to satisfaction is highly significant ($\beta=0.608$, $t=3.08$, $p<0.001$), as are the paths from attitude to social justice behavioural intentions ($\beta=0.587$, $t=3.988$, $p<0.001$), philanthropic intentions ($\beta=0.655$, $t=6.097$, $p<0.001$), and pro-social shopping activism behavioural intention ($\beta=0.253$, $t=2.875$,

$p < 0.01$). The path from attitude to fair trade behavioural intentions does not reach statistical significance ($\beta = 0.119$, $t = 1.653$, $p > 0.05$). Additionally, the path from satisfaction to social justice behavioural intentions is significant ($\beta = 0.574$, $t = 8.349$, $p < 0.001$), as are the paths from satisfaction to philanthropic behavioural intentions ($\beta = 0.691$, $t = 8.275$, $p < 0.001$), fair trade intentions ($\beta = 0.587$, $t = 8.771$, $p < 0.001$), and pro-social shopping activism behavioural intentions ($\beta = 0.365$, $t = 2.182$, $p < 0.05$).

Figure 5. 13. Findings of the direct paths for the structural model (low global identity group) (N=300)

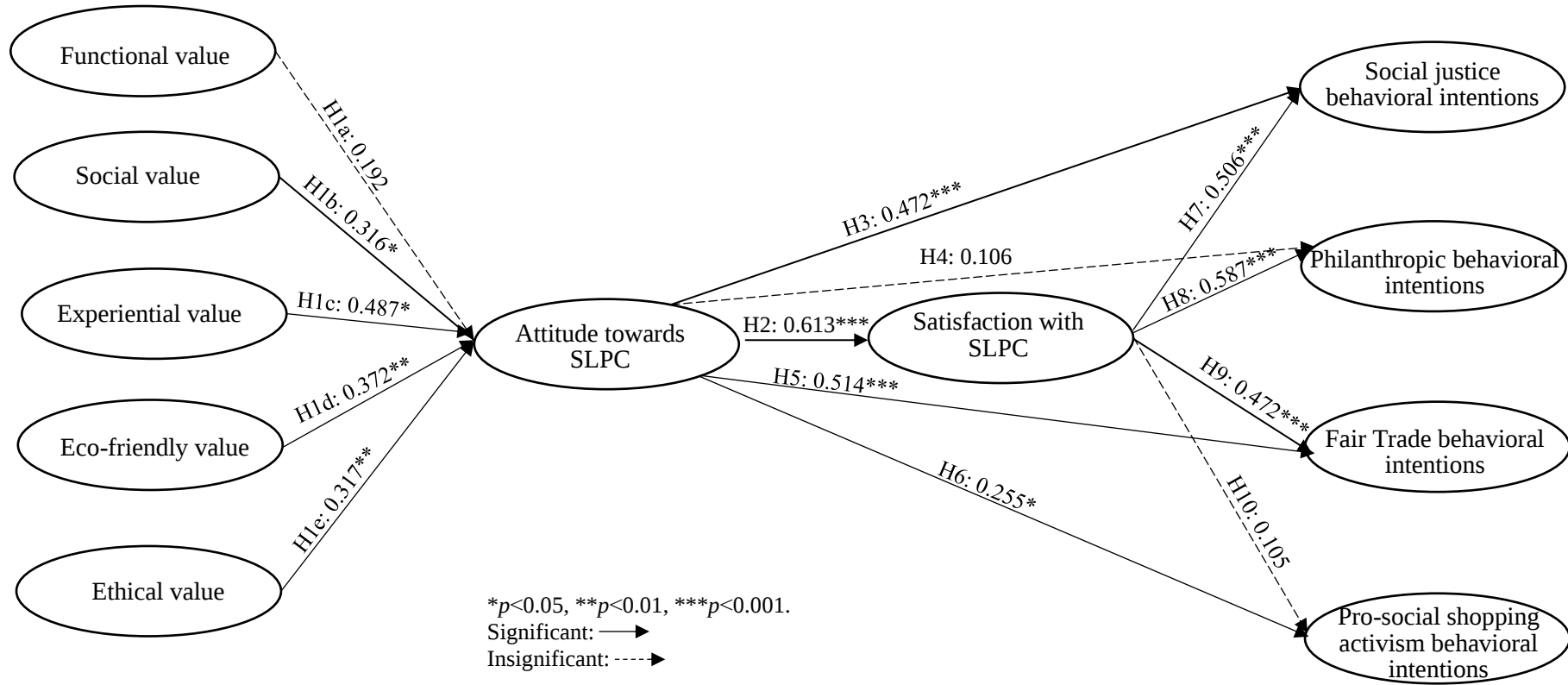
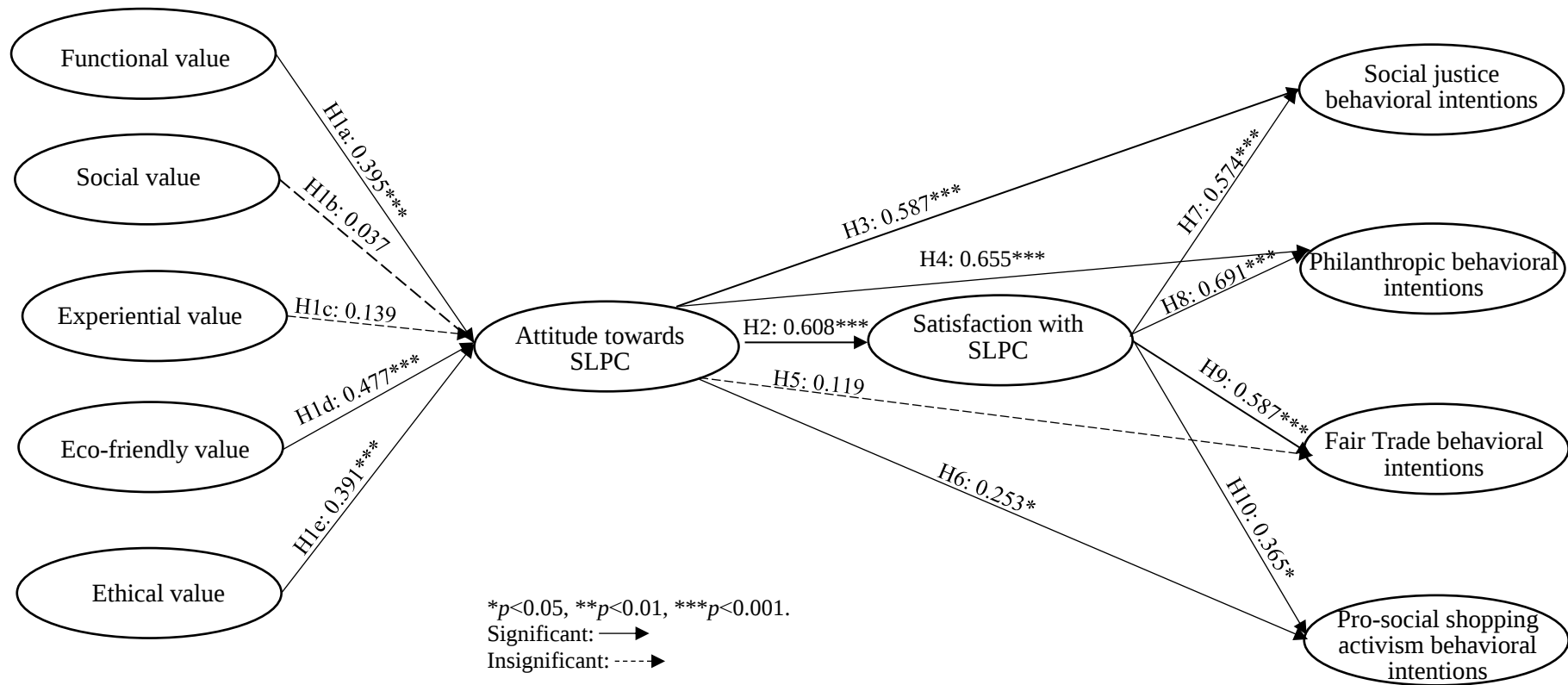


Figure 5. 14. Findings of the direct paths for the structural model (high global identity group) (N=423)



5.8.2.2.4. Structural invariance

After establishing measurement invariance, the next step was to evaluate structural invariance to see if the proposed model was consistent across both groups. A chi-square difference test was conducted to compare the unconstrained and constrained models (Hair et al., 2025). The results of the structural invariance analysis for the low and high global identity groups are shown in Table 5.30. The significant chi-square difference ($\Delta\chi^2=59.224$, $p=0.000$) indicates that full structural invariance was not achieved between shoppers with low and high global identity. This suggests that the relationships among constructs differ between these groups. Based on this outcome, it was appropriate to continue with testing the invariance of individual structural paths.

Table 5. 30. Structural invariance results of low global identity ($N=330$) and high global identity ($N=420$) groups

	Model	$\Delta\chi^2$	df	$\Delta\chi^2/\text{df}$	P-value	CFI	RMSEA
Low global identity and high global identity groups	Full metric invariance model	6213.607	2645		0.000	0.903	0.043
	Full path invariance model	6272.834	2658	59.224/13	0.000	0.896	0.044

5.8.2.2.5. Invariance tests for the paths

The invariance test of the structural paths was conducted by individually constraining each path and comparing the fit of each constrained model to the unconstrained model. As shown in Table 5.31, several paths exhibited significant chi-square differences ($p<0.05$), indicating that these relationships vary between individuals with low and high global identity. Specifically, notable moderation effects were found for the paths from functional value, social value, eco-friendly value, and ethical value to attitude (H1a, H1b, H1d, H1e), as well as for the paths from attitude to philanthropic behavioral intentions (H4) and from satisfaction to fair trade behavioral intentions (H9).

Table 5. 31. Structural invariances for the low global identity group and high global identity group for each hypothesis

Paths		Low global identity and high global identity group		
		χ^2/df	$\Delta\chi^2$	p-value
Free model		6213.607/2644		
H1a	Functional Value → Attitude	6217.500/2645	3.893	0.048
H1b	Social Value → Attitude	6218.869/2645	5.262	0.022
H1c	Experiential Value → Attitude	6214.674/2645	2.067	0.151
H1d	Eco-friendly Value → Attitude	6218.265/2645	4.658	0.031
H1e	Ethical Value → Attitude	6219.381/2645	5.774	0.016
H2	Attitude → Satisfaction	6216.201/2645	2.594	0.107
H3	Attitude → Social justice behavioural intentions	6214.446/2645	0.839	0.360
H4	Attitude → Philanthropic behavioural intentions	6218.329/2645	4.722	0.030
H5	Attitude → Fairtrade behavioural intentions	6213.659/2645	0.052	0.189
H6	Attitude → Pro-social shopping activism behavioural intentions	6214.751/2645	1.144	0.82
H7	Satisfaction → Social justice behavioural intentions	6213.881/2645	0.274	0.285
H8	Satisfaction → Philanthropic behavioural intentions	6215.108/2645	1.501	0.601
H9	Satisfaction → Fairtrade behavioural intentions	6219.301/2645	5.694	0.017
H10	Satisfaction → Pro-social shopping activism behavioural intentions	6215.562/2645	1.955	0.101

These results suggest that global identity moderates the influence of functional, social, eco-friendly, and ethical values on attitude, as well as the effects of attitude on philanthropic behavioral intentions and satisfaction with fair trade behavioral intentions. In contrast, the remaining paths did not show significant differences, indicating that those relationships are consistent across both global identity groups. Overall, the findings indicate partial moderation: global identity affects several, but not all, key structural paths in the model. Therefore, the moderating role of global identity has been partially established. Thus, Hypothesis 11 was partially accepted.

5.9. Study 1d: Shoppers' preference for SLPs

5.9.1. DCE design and analysis

A discrete choice experiment (DCE) was designed to analyze preferences using six product attributes: five with two levels each and one with three levels. Due to the large number of

possible combinations, it was impractical to ask respondents to evaluate every potential scenario. Therefore, a D-efficient design method was used to generate 40 choice combinations, which were then organized into 10 choice tasks. The DCE was conducted through a survey with a sample of 600 respondents, each completing 10 choice sets. This method ensured both statistical efficiency and respondent convenience, enabling a robust analysis of consumer preferences. The attributes and attribute levels, discussed in the previous chapter, are shown in Table 5.32, while a sample choice card can be found in Table 5.33.

In addition to the product attributes described above, four socio-demographic variables and five value indicators have been incorporated into the hybrid choice modeling framework to better capture shoppers' preferences for SLPs. The socio-demographic variables have been dummy-coded for analysis. The value items—functional value, social value, experiential value, eco-friendly value, and ethical value—were assessed using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The scores for each construct were calculated by first determining the grand mean for each of the five constructs of the SLPCV scale from the initial survey section. These mean scores were then scaled using internal width scaling. This method ensured that the value indicators were measured consistently and could be compared across constructs, providing a reliable foundation for further analysis. This approach allows for the simultaneous consideration of both observable characteristics and underlying attitudes that may influence consumer decision-making in the context of SL. The four socio-demographic variables included in the model are gender (1 for female, 0 otherwise), age (1 for Gen Z, 0 otherwise), education (1 for university-educated, 0 otherwise), and income (1 for high income, 0 otherwise). High income was operationally defined in this study as a household annual income of USD 100,000.

Table 5. 32. Attribute and attribute levels of a SLP

Attributes	Description	Levels
Brand profile	The company that manufactured the luxury coat you are buying is a conventional luxury brand or a leader in sustainability	• Sustainability leader • Iconic luxury brand
Production volume	The luxury product you are buying is either mass produced or released as a limited edition (for example, only 5,000 pieces are available).	• Mass produced • Limited edition (5000 pieces)
Raw materials used	The luxury product you are buying is made using either 100% recycled materials or high-quality virgin (new) materials.	• 100% recycled materials • High-quality virgin materials
Production regions/communities	The luxury product you are buying is produced in either economically developed regions/communities or in underprivileged regions/communities.	• Economically developed regions/communities • Underprivileged regions/communities
Extra payment	When buying the luxury product, you are either required to pay a mandatory 5% donation for community support or there is no extra payment required.	• Mandatory 5% buy-on donation clause for community support. • No extra payment
Price		• USD 1,200 • USD 1,000 • USD 800

The value indicators were measured using the following statements: “A sustainable luxury product offers significant functional value” (*func_value*); “A sustainable luxury product offers significant social value” (*socl_value*); “A sustainable luxury product offers significant experiential value” (*expr_value*); “A sustainable luxury product offers significant eco-friendly value” (*ecof_value*), and “A sustainable luxury product offers significant ethical value” (*ethi_value*). It is increasingly common for hospitality and tourism studies employing hybrid choice modelling to incorporate socio-demographic and psychographic variables, such as attitudinal indicators, to better understand consumer preferences and decision-making processes (Hao et al., 2023; Ni et al., 2025; Wu et al., 2025). This integration allows researchers to capture

both observable characteristics and underlying psychological factors that influence choices in these fields.

Table 5. 33. A sample choice card

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand Profile	Sustainability leader	Sustainability leader	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Raw materials used	100% recycled materials	100% recycled materials	High-quality virgin materials.	High-quality virgin materials.
Production regions/communities	Produced in underprivileged regions/communities	Produced in economically developed regions/communities	Produced in underprivileged regions/communities	Produced in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support.	No extra payment	Mandatory 5% buy-on donation clause for community support.	No extra payment
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

The structural and measurement components of the DCM is given as

$$U_{i,j} = V_{i,j} + \varepsilon_{i,j} \quad (1)$$

For utility maximization, shoppers compare the desirability of the attributes of a sustainable luxury with the available alternatives to make an informed decision. As captured in equation (2), such a choice takes a value of 1 if the alternative with sustainable luxury attributes is chosen and 0 otherwise

$$Y_{i,n} = \begin{cases} 1 & \text{if } U_{in} \geq U_{jn}, \forall j \in A_n \\ 0 & \text{otherwise} \end{cases} \quad (2)$$

The structural and measurement equations of the *LV* component are described as where U_{ij} is the utility of tourist i choosing alternative j (i.e. the alternative with the traditional luxury attributes), V_{ij} is the utility function's deterministic component and ε_{ij} is the unobserved independent and

identically distributed extreme value error term. Thus, the utility maximization function that reflects a choice of a sustainable luxury coat is described as

$$U_{njk} = \sum_i \beta_i X_{njk,i} + \theta LV_n + \epsilon_{njk} \quad (3)$$

where U_{njk} represents the utility for the respondent n , choosing alternative j in choice situation k ;

$X_{njk,i}$ represents the observed attributes I of alternative j for respondent n ; β_i are the parameters

associated with these attributes; LV_n represents the latent variable for the respondent, which

indicates the underlying psychological characteristic of the respondents; θ is the coefficient

scaling the latent variable effect on utility; and ϵ_{njk} is the stochastic choice error term. In the

current this underlying characteristic is captured by indicators measuring their SLPCVs.

Specifically, this latent variable is given by

$$LV_i = \lambda_i z_i + \eta_i \quad (4)$$

And for each individual n and indicator I and observed indicator value $I_{n,i}$, the loading parameter

for indicator λ_i the latent variable is given as

$$I_{n,i} = \lambda_i LV_n + \epsilon_{n,i} \quad (5)$$

where a random disturbance error $\epsilon_{n,i}$ follows a standard Normal distribution across individuals.

The hybrid model can be estimated using maximum simulated likelihood. The likelihood

contribution of the measurement model for each indicator is given by the following continuous

measurement model (Hess & Palma, 2019):

$$f\left(\frac{I_{n,i}}{LV_n}\right) = \frac{1}{\sqrt{2\pi\sigma_i^2}} \exp\left(-\frac{(I_{n,i} - \lambda_i LV_n)^2}{2\sigma_i^2}\right) \quad (6)$$

where λ_i is an estimated parameter that measures the impact on the value indicator I_n and σ_i is an

estimated standard deviation. Thus, the combined log-likelihood for the model is then given by:

$$\log LL = \sum_{n=1}^4 \log \int \left[\prod_{i=1}^I P(y_{nk}/LV_n) \times \prod_{k=1}^K f(I_{n,i}/LV_n) \right] f(LV_n/Z_n) dLV_n \quad (7)$$

5.9.2. *Model estimation results*

The hybrid choice modeling estimation was performed using the Apollo package in R (Hess & Palma, 2019), a flexible and comprehensive tool for choice model analysis. The model utilized a Multinomial Logit (MNL) framework with continuous latent variables to capture unobserved heterogeneity in preferences. To approximate the integrals involved in the latent variable component, 100 inter-individual draws were used, generated via Halton sequences following Halton (1960), which provides a low-discrepancy quasi-random sampling method. Before estimation, the dataset was transformed from wide to long format to meet the requirements of the modeling process, where each row represents one alternative in a choice situation for a respondent. This data structure allowed for the inclusion of alternative-specific attributes and latent variable effects in the utility functions estimated. Overall, this approach enabled a rigorous estimation of the joint discrete and continuous parts of the hybrid choice model. Estimation results are shown in Table 5.34.

Because five of the attributes in the study had two levels, a dummy variable transformation was used to accurately capture their effects in the model. For each of these attributes, the sustainability-indicating level was chosen as the baseline to provide a clear reference point. Specifically, the baseline levels included: sustainable leader for the brand attribute (leader); mass-produced for production volume (mass); 100% recycled materials for materials used (recycled); production in disadvantaged regions or communities (underprivileged); and a mandatory 5% buy-on donation clause for community support (donation). The other levels for each attribute were then coded as dummy variables, enabling the model to estimate deviations from these sustainability-focused baseline categories across respondents' choices.

Table 5.34. HCM estimates for preference for a SL overcoat

H	Variables	Coeff.	SE	SD	SE	Decisions
Model statistic						
	Log-likelihood (choice)	-12325.56				
	AIC	24081.34				
	BIC	24140.00				
Parameter estimates						
Brand attributes						
H1a	Brand Profile (leader)	0.234***	0.054	0.874***	0.063	Accepted
H1b	Production volume (Mass)	0.174***	0.061	0.996	0.081	Accepted
H1c	Raw materials used (Recycled)	0.410***	0.074	1.015***	0.103	Accepted
H1d	Production regions/communities (underprivileged)	-0.072	0.046	-0.542	0.079	Not Accepted
H1e	Extra payment (donation)	0.212***	0.059	0.157***	0.096	Accepted
H1f	Price	0.172***	0.041	1.327***	0.032	Accepted
Latent Variables						
LV (Socio-demographic variables)						
H2a	Gender (female)	0.232***	0.157	0.786***	0.144	Accepted
H2b	Age (Gen Z)	0.218***	0.073	0.988***	0.067	Accepted
H2c	Education (University-educated)	0.220***	0.134	0.677	0.217	Accepted
H2d	Income (High income)	-0.133***	0.116	0.759	0.265	Accepted
LV (SLPCVs)						
H3a	func_value	0.973***	0.067	1.054***	0.134	Accepted
H3b	socl_value	1.055***	0.025	0.985***	0.116	Accepted
H3c	expr_value	0.888***	0.064	0.941***	0.124	Accepted
H3d	ecof_value	1.008***	0.076	1.156***	0.173	Accepted
H3e	ethi_value	0.843***	0.069	1.016***	0.151	Accepted

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

The estimated effects of the six product attributes on consumers' preferences for SL overcoats indicate clear and significant influences. The results indicate that, except H1d, all the other hypotheses were accepted at 1% significance level. Brand profile (leader) demonstrates a positive and statistically significant effect ($\beta=0.234$, $p<.001$), suggesting that consumers favor brands recognized as sustainability leaders. Similarly, production volume measured by mass-produced goods shows a significant positive coefficient ($\beta=0.174$, $p<.001$), indicating a preference for products with larger production scales. The use of recycled raw materials is not only highly significant but also exhibits a substantial positive impact ($\beta=0.410$, $p<.001$), emphasizing eco-consciousness among shoppers. An extra payment clause for community donations positively affects choice utility ($\beta=0.212$, $p<.001$), highlighting the value consumers

place on social responsibility. Price, while positively associated, also shows significance ($\beta=0.172, p<0.001$), reflecting perceived quality or willingness to pay within this luxury segment. Conversely, the attribute denoting production in underprivileged regions shows a negative, though statistically insignificant, effect, suggesting a negligible influence on choice decisions.

Among socio-economic variables embedded in the latent attitude construct, gender (female), specifically female respondents, exhibits a positive association with the latent variable ($\gamma=0.232, p<0.001$), indicating a stronger proclivity towards sustainable luxury among women. Age (Gen Z), shows an even more pronounced positive effect ($\gamma=0.218, p<0.001$), denoting younger shoppers' greater alignment with sustainability values. Higher education similarly enhances latent attitudes ($\gamma=0.220, p<0.001$), reinforcing the role of educational attainment in shaping sustainable consumption preferences. However, in contrast to the direction of the study's hypothesis, income displays a significant negative relation ($\gamma=-0.133, p<0.001$) with the latent variable, suggesting that higher income individuals may exhibit less pronounced sustainability-driven attitudes within this sample. Thus, hypotheses H2a to H2d were accepted.

The estimation results reveal that respondents' SLPCVs significantly shape their preferences for SL coats. Social value ($\lambda=1.056, p<0.001$) exerts the most substantial effect, indicating that the social recognition and status associated with sustainable luxury goods are highly valued by consumers. Eco-friendly ($\lambda=1.008, p<0.001$) value also demonstrates a substantial impact, underscoring the importance of environmental considerations in shaping consumer preferences. Functional value ($\lambda=0.973, p<0.001$) contributes meaningfully to preference formation, highlighting the significance of practical and utilitarian benefits attributed to SLPs. Experiential value ($\lambda=0.888, p<0.001$) also shows a robust positive effect, while ethical value ($\lambda=0.843, p<0.001$), related to ethical sourcing and production, similarly carries a

significant influence. Collectively, these results demonstrate the robust and significant role of shopping value variables capturing environmental, social, and ethical concerns that underlie consumer choices for sustainable luxury coats. Therefore, hypotheses H3a to H3e were accepted at 1% significance level.

5.10. Chapter summary

This chapter presented the study's findings. After rigorous EFA and CFA analyses, it was found that SLPCVs in tourism are a multidimensional construct, comprising functional value, social value, experiential value, eco-friendly value, and ethical value. The results from the CB-SEM analysis revealed outcomes for SLPCVs at the individual, brand, and societal levels. In the individual-level study, 11 of the 15 hypotheses were significant. Also, the moderating effect of self-transcendence was partially supported. In the brand-level study, 11 of the 15 proposed hypotheses were statistically significant. Additionally, the moderating role of celebrity endorsement was partially supported. Similarly, at the societal-level study, it was found that 11 hypotheses were significant, with the moderating effect of shoppers' global identity partially established. Moreover, all five dimensions of SLPCVs, as well as most brand attributes (brand profile, production volume, raw materials, extra payment, and price), predicted shoppers' preference for SLPs.

CHAPTER 6

6. DISCUSSION AND IMPLICATIONS

6.1. Chapter introduction

This chapter discusses the findings in relation to the research objectives outlined in the thesis. Furthermore, it highlights the study's contributions to both theoretical understanding and practical application.

6.2. Scale to measure SLPCVs in tourism

The primary objective of this thesis was to develop a reliable and valid scale for measuring SLPCVs in tourism. Following established scale development procedures (Churchill, 1979; DeVellis, 2003), this study carried out a comprehensive analysis that included a review of previous literature, interviews with 11 experts and luxury shoppers, expert pretest assessments, a pilot study, and EFA and CFA. The results identified the key dimensions for assessing SLPCVs in tourism. The findings indicate that the SLPCV scale is a five-dimensional construct, consisting of experiential value, ethical value, social value, eco-friendly value, and functional value.

Experiential value had a mean of 6.00 and was measured using seven items. Ethical value, with a mean of 5.68, was also assessed through seven items. Social value had a mean of 5.73 and consisted of six items. Eco-friendly value, with a mean of 5.67, was measured by six items. Last, functional value had the highest mean of 6.25, despite being represented by only four items. These results indicate that respondents rated functional value the highest, followed by experiential value, while ethical, social, and eco-friendly values received slightly lower mean scores.

Experiential value relates to personal growth and meaningful experiences gained from buying SLPs while traveling. This dimension includes feelings of excitement, appreciation for nature and society, increased understanding of responsible luxury, and involvement with new sustainable practices, all contributing to a sense of personal fulfillment and learning. Experiential value is recognized as key to luxury consumption (Miller & Jeong, 2025), and aspects like emotional and epistemic values, such as seeking knowledge and information, are important parts of sustainable consumption (Yu et al., 2025). In the luxury fashion industry, experiential value has also been identified as a predictor of brand-value co-creation experiences (Choi et al., 2016). The current study emphasizes that the values behind the seemingly opposing areas of luxury and sustainability remain relevant in the context of sustainable luxury shopping tourism, as shown by the ongoing importance of experiential value.

Ethical value denotes how well purchasing SLPs aligns with moral principles and social responsibility. In sustainable consumption, ethical value is characterized by promoting FT and responsible practices, such as reducing child labor and animal suffering, supporting local economies and artisans, assuring fair wages, and ensuring transparency in sourcing and supply chains (Suphasomboon & Vassanadumrongdee, 2022). Traditional luxury has faced heavy criticism for often neglecting ethical standards, usually prioritizing exclusivity and profit over social and environmental concerns (Holmqvist & Kowalkowski, 2023). The findings of this study confirm that, unlike traditional luxury shoppers, responsible high-end consumers are increasingly driven by ethical values, even if it means sacrificing potential financial or experiential benefits.

Social value reflects the perceived enhancement of social identity and status resulting from purchasing SLPs. According to the study's findings, social value encompasses feelings of

belonging to a community that emphasizes sustainability, enhancing self-concept as a responsible consumer, contributing to sustainability efforts, experiencing a sense of achievement, and having the chance to showcase luxury products and boost social status. The social value of shopping for SLPs is not solely about the prestige and recognition from acquiring and showcasing luxury purchases; rather, it is more closely linked to the approval and respect gained from demonstrating environmental consciousness and social responsibility (Jain, 2019). The findings of this study confirm that shoppers still value the social approval and interaction that come from purchasing and using environmentally friendly and socially responsible luxury products and the positive influence such behavior has on their social circle, including peers and friends (Kunz et al., 2020). Thus, the social value of SLPC extends beyond traditional notions of status and prestige, encompassing a broader desire for social acceptance and meaningful contribution to collective sustainability goals.

Eco-friendly value pertains to the environmental benefits associated with SLPs. This dimension is characterized by the use of recycled, renewable, biodegradable, organic, and natural materials; the adoption of regenerative practices; and the implementation of production processes that minimize environmental harm and waste. Recent studies indicate that ecological concerns play a significant role in shaping green purchase behavior among affluent travelers (Jana et al., 2025). Environmental causes are frequently cited as primary motivations in most self-reported studies within luxury contexts, and luxury brands often claim adherence to such standards (Essiz & Senyuz, 2024). Nonetheless, critical research still lags in investigating the depth and authenticity of consumers' green values in this sector. This study highlights that responsible shoppers are motivated not only by products that reduce environmental harm but also by those whose production processes actively promote environmental regeneration and restoration.

Functional value refers to the utilitarian and performance-related characteristics of SLPs. The findings of the current study indicate that functional value encompasses attributes such as premium quality, durability, longevity, timeless design, and high innovation. These attributes ensure that the products meet or surpass consumer expectations for functionality and reliability. Historically, sustainable products—including those in the luxury segment—have often been viewed as inferior in quality and lacking in other key functional features (Athwal et al., 2019). However, luxury brands that now emphasize their commitment to sustainability have begun to actively promote the superior functional qualities of their products actively, anticipating a strong and positive response from tourists and consumers (Kunz et al., 2020). This study confirms this trend, showing that functional values in sustainable luxury are increasingly influenced by innovation and timeless design, thereby challenging earlier beliefs and strengthening the attractiveness of SLPs.

In sum, drawing upon the theory of consumption values (Sheth et al., 1991), this study's development of a measurement scale for SLPCVs in tourism substantiates the presence of two foundational value dimensions: functional value and social value. Additionally, the scale incorporates emotional and epistemic values into the broader category of experiential value, broadening the understanding of value in the context of SLPC. The SLPCV measurement scale also identifies and empirically validates two novel value constructs—eco-friendly value and ethical value—which underscore the significance of environmental consciousness and ethical responsibility among luxury consumers. The inclusion of these constructs underscores shoppers' changing priorities as they are increasingly willing to go beyond traditional consumption patterns in favor of sustainability. Furthermore, recent research has extended the framework of the theory of consumption values by addressing the value–action gap observed among luxury buyers (Essiz

& Senyuz, 2024). Together, these findings deepen the understanding of SLPCVs in tourism and highlight the importance of incorporating environmental and ethical considerations into theory and practice.

6.3. Study 1a: Individual-level study

6.3.1. *Test of direct relationships*

On an individual level, the purpose of this study is to test, using 11 hypotheses, a model that shows the relationships among the dimensions of SLPCVs in tourism, attitude toward SLPC, satisfaction with SLPC, cognitive well-being, social well-being, meaningful life, and transformation to sustainability.

H1a, which suggests that functional value positively affects attitude toward SLPC, was supported ($\beta=0.267$, $t=2.441$, $p<0.05$). Shoppers' perceptions of functional value significantly influence their attitude toward SLPC. This finding aligns with the growing view in luxury consumption that modern luxury emphasizes usefulness (Donato et al., 2019), accessibility (Park et al., 2022a; Rosendo-Rios & Shukla, 2023a), inclusivity (Rosendo-Rios & Shukla, 2023a), and fair pricing (Shashi et al., 2021). A consumer's attitude toward SLPC is often shaped by personal values, beliefs, and willingness to support brands that prioritize environmental responsibility and ethical practices. Contemporary luxury marketing highlights that today's wealthy consumers, especially younger generations, are shifting away from traditional ideas of luxury. Instead, they look for brands that deliver value for money (Yang et al., 2022), quality (Alghanim & Ndubisi, 2022), durability (Volcon et al., 2022), and economic benefits (Jain, 2019). Consistent with existing research, the results suggest that when tourists perceive SLPs as lacking practical functionality, they may develop negative attitudes toward them because this shortcoming can weaken the perceived luxury of sustainable brands.

H1b, which proposes that social value positively influences attitude toward SLPC, was not supported ($\beta=0.000$, $t=0.003$, $p>0.05$). This finding contradicts the traditional view that associates luxury with excess, exclusivity, social hierarchy, and opulence (Essiz et al., 2023), yet recent empirical evidence on the role of social value in the luxury context remains inconclusive. Young et al. (2022) and Srivastava and Gupta (2023) emphasized that in India, subjective norms and social circles can promote a habitual inclination toward traditional green purchasing. Conversely, Essiz and Senyuz (2024) found that social value does not influence consumers' visible ethical self-identity or their intention to buy SLPs. These findings support the emerging perspective that modern affluent consumers, especially younger ones, are shifting away from traditional luxury ideals. Rather than aspiring to old notions of luxury, they seek inspiration from new luxury narratives aligned with their values and beliefs (Danziger, 2017). Therefore, as Essiz and Senyuz (2024) revealed, consumers may choose not to display their luxury purchases to avoid reinforcing social inequalities linked to status differences.

H1c, which suggests that experiential value positively influences attitude toward SLPC, was supported ($\beta=0.461$, $t=3.193$, $p<0.001$). Previous studies have shown that emotional value affects how consumers view eco-friendly products (Woo & Kim, 2019). In the context of sustainable luxury, Essiz and Senyuz (2024) discovered a positive link between emotional value and luxury consumption, which they associate to the guilt-free mindset fostered by sustainable luxury. By incorporating environmentally friendly practices into luxury, these brands may motivate consumers who feel guilty to take positive actions for society and express their values through their choices. Furthermore, Essiz and Senyuz (2024) emphasized that SLPs can ignite curiosity and a sense of novelty among consumers by satisfying their desire for knowledge, a response connected to the unique qualities of these products (Amatulli, 2021c). Using a

neuroscientific approach, Balconi et al. (2019) found that luxury shoppers exhibit greater awareness of sustainability issues.

Eco-friendly values had the strongest significant effect on shoppers' attitudes toward SLPs ($\beta=0.465$, $t=3.678$, $p<0.001$), supporting H1d. This finding aligns with earlier studies (Essiz et al., 2023; Essiz & Senyuz, 2024) and makes sense because tourists tend to buy SLPs out of concern for the environmental impact of their choices. A strong sense of environmental values is linked to feelings of empowerment and environmental citizenship, motivating consumers to consider the welfare of future generations when making luxury purchases (Vanhamme et al., 2023). Kang and Sung (2022) also found that luxury brands' messages emphasizing CSR resonate with consumers who prioritize eco-friendly values. People are likely to hold favorable views toward SLPC when they care about protecting places and the planet (Batat, 2020) and show consideration for future generations (Arrigo, 2018).

The final dimension, ethical values, also positively influenced shoppers' attitudes toward SLPC ($\beta=0.294$, $t=2.524$, $p<0.05$), supporting H1e. This result reinforces previous findings and highlights that ethical value has not yet been examined as a distinct construct. For example, Li and Kang (2024) found that community value-driven prosocial orientation induced consumers' behavioral intentions toward sustainable luxury brands. Similarly, Vanhamme et al. (2023) reported that human values drive ethical luxury consumption. Hung et al. (2021) also emphasized that consumers guided by moral values respond positively to CSR activities by luxury hotels across urban and rural tourism destinations. Therefore, when tourists perceive that luxury brands are committed to ethical practices, such as fair labor and environmental stewardship, they develop positive attitudes and a greater willingness to purchase SLPs. The findings demonstrated that if tourists see luxury brands' operations as unethical, they are likely

to develop negative attitudes toward these brands and may choose to avoid purchasing their products.

H2, which proposes that attitude positively influences shoppers' satisfaction with SLPC, was confirmed ($\beta=0.602$, $t=9.058$, $p<0.001$). The results align with prior research in mainstream marketing and environmental psychology showing that attitude affects customer satisfaction (Amoako et al., 2020; Ertz & Sarigöllü, 2019). Consumers who are receptive to environmentally friendly products and choose to purchase them may experience greater satisfaction with the sustainability features of hospitality products. In the hospitality industry, Yang et al. (2024) found that positive attitudes toward green hotels and green practices enhance guest satisfaction. These findings highlight that when tourists feel positively about a brand's sustainability efforts, they experience pride and fulfillment in their choices. This emotional connection and value alignment lead to increased satisfaction with the products and overall shopping experience.

H3–H6 explore the positive effects of attitude toward SLPC on cognitive well-being, social well-being, a meaningful life, and a shift to sustainability. The results supported all proposed relationships except for H3 [H3 ($\beta=0.190$, $t=1.876$, $p>0.05$); H4 ($\beta=0.696$, $t=10.08$, $p<0.001$); H5 ($\beta=0.547$, $t=7.595$, $p<0.001$); and H6 ($\beta=0.679$, $t=9.466$, $p<0.001$)]. These findings emphasize the importance of shoppers' attitudes toward SLPC in shaping their perceptions of hedonic and eudaimonic well-being. However, the results indicate that consumers' cognitive well-being is not affected by their attitude.

The insignificant influence of shoppers' attitudes on cognitive well-being contradicts the study's hypothesis. This finding differs from previous research, which has shown a positive link between favorable attitudes toward pro-environmental products and perceived psychological benefits, such as increased self-efficacy, a sense of personal responsibility, and moral

contentment (Eastman et al., 2021; Ahmad et al., 2022). The current results imply otherwise, suggesting that the connection between attitude and cognitive well-being may be more intricate in the context of SLPC. A possible reason is that SLPC is often linked to cognitive dissonance (Rivera, 2024), which may weaken the potential cognitive benefits from pro-environmental attitudes. Consequently, the expected psychological gains, such as higher self-efficacy or moral satisfaction, may not occur as strongly as they do in other pro-environmental consumption settings.

As expected, the results confirmed the effect of shoppers' attitudes on social well-being. This finding aligns with previous research, which shows that supporting sustainability can improve individuals' self-image and social reputation, thus encouraging positive social interactions and increasing social well-being (Batat, 2022a; 2022b). Shoppers who emphasize sustainability in their buying choices often join communities that share common values and goals related to environmental protection and ethical consumption (Siepmann et al., 2022). Within these communities, positive peer influence further boosts social well-being (Creevey et al., 2022).

Although attitude did not have a broad influence on shoppers' hedonic well-being, it significantly affected their eudaimonic well-being, especially in experiencing a meaningful life and supporting transformation toward sustainability. The link between attitude and a meaningful life arises from attitudes fostering self-reflection during or after complex decision-making moments, such as buying SLPs. For example, in the tourism context, Bosangit et al. (2015) found that self-reflection and emotional engagement are key to creating meaning. Additionally, attitudes boost eudaimonic well-being by helping individuals see their experiences as

meaningful, particularly when insights from those experiences align with their core sources of meaning (Bastiaansen & Duerden, 2025).

The positive influence of attitudes on shoppers' shift toward sustainability supports the observed change in modern consumer preferences from wealth-based and competency-based luxury to access-based shopping (Wang, 2022). As Dubois et al. (2021) revealed, this shift reflects a reorientation of priorities from materialistic values to those focused on sustainability and ethics, driven by a realignment of personal values and mental frameworks. By developing favorable attitudes toward SLPC, shoppers experience a transformation in their identity story, affecting not only their approach to luxury consumption but also their overall consumption habits (Bastiaansen & Duerden, 2025).

H7–H10 examine the positive effect of satisfaction with SLPC on cognitive well-being, social well-being, meaningful life, and transformation to sustainability. The findings supported all proposed relationships except for H9 [H7 ($\beta=0.2.88$, $t=2.497$, $p<0.05$); H8 ($\beta=0.213$, $t=2.097$, $p<0.05$); H9 ($\beta=0.168$, $t=1.401$, $p>0.05$); and H10 ($\beta=0.224$, $t=2.349$, $p<0.05$)]. Regarding the effect of satisfaction with SLPC on cognitive well-being, this study corroborates previous research that identifies a positive association between satisfaction with green products and outcomes such as an enhanced sense of self (Balderjahn et al., 2023). Additionally, contemporary scholarship has demonstrated that sustainability-oriented consumption practices—including voluntary simplicity, collaborative consumption, and boycotting—are linked to improvements in psychological well-being (Seegebarth et al., 2016). The positive effect of satisfaction on shoppers' well-being can be linked to the social benefits consumers receive from engaging in innovative consumption methods like collaborative consumption. Lang et al. (2018) highlighted that collaborative luxury consumption practices, such as renting and swapping

clothing, naturally require a willingness to make sacrifices for sustainable luxury items, which shows a strong commitment to social responsibility. This commitment not only boosts shoppers' social well-being but also creates a sense of belonging and shared purpose within communities dedicated to sustainable and ethical consumption.

Contrary to the study's hypothesis, the results showed that satisfaction with SLPC did not significantly affect shoppers' meaning making. This outcome may be due to several factors unique to the sustainable luxury context, especially because satisfaction is mainly an evaluative, outcome-driven judgment that can boost immediate happiness without triggering the deeper self-reflection usually needed for meaning making (Bosangit et al., 2015). Although previous research considers leisure experiences central to meaning making and engagement with life (Iwasaki et al., 2018), the current finding can be explained by the routine reflection process linked to SLPs, which may focus more on practical assessments of quality, value, and convenience than on deeper existential reflection, thus limiting the transformation of satisfaction into meaning making.

Supporting the study's hypothesis, the results indicated that satisfaction with SLPC significantly encouraged shoppers' transformation toward sustainability. This finding aligns with existing research suggesting that traditional luxury shopping can lead to negative transformative experiences—such as status-driven dissonance, moral discomfort, and value misalignment (Prestini & Sebastiani, 2021). By contrast, choosing sustainable luxury helps consumers clarify and strengthen their understanding of personal values and priorities. Satisfaction from sustainability-focused choices reinforces a meaningful reorientation of shopping values and behavior, often based on the willingness to make sacrifices (Kuokkanen & Catrett, 2023). This inner satisfaction solidifies a consistent, responsibility-driven identity narrative and promotes the

internalization of sustainable norms, ultimately supporting lasting changes toward ethical, environmentally conscious consumption practices (Bastiaansen & Duerden, 2025).

In sum, aside from social value, all other aspects of SLPC significantly predicted the outcome variables. This pattern suggests that, from an individual benefit perspective, SLPC—unlike traditional luxury consumption—is not mainly motivated by status but is rooted in personal, ethical, and experiential benefits. Additionally, attitude toward and satisfaction with SLPC had meaningful effects on hedonic and eudaimonic outcomes. Overall, these findings position sustainable luxury as a way to enhance well-being and foster transformative engagement with sustainability that goes beyond social signaling.

6.3.2. The moderating effect of self-transcendence

The study examined how self-transcendence moderates the relationships among different dimensions of SLPCV, attitude toward SLPC, satisfaction with SLPC, cognitive well-being, social well-being, meaningful life, and the shift toward sustainability. The analysis shows similarities and differences between the low and high self-transcendent groups. For those with low self-transcendence, social value, experiential value, eco-friendly value, and ethical value are significant predictors of their attitude toward SLPC. By contrast, for the high self-transcendent group, their attitude is influenced by all SLPCV dimensions, except functional value.

These variations may relate to a few key factors. High self-transcendent shoppers often prioritize universalism, altruism, and moral responsibility, making eco-friendly value and ethical value significant indicators of value alignment (Schwartz et al., 2001). For them, functional value may be seen as a base requirement instead of a strong motivator. Their broader prosocial perspective also enhances their awareness of experiential and transformative elements that connect shopping to a purpose. This expands the range of SLPCV drivers. On the contrary, low

self-transcendent shoppers were more influenced by social value and experiential value. They focus more on self-enhancement and social signaling, and their positive reaction to eco-friendly and ethical values may stem from seeking social approval or adherence to prominent social norms rather than from deeply held moral beliefs (Chen et al., 2022c).

Moreover, for the low self-transcendent group, attitude toward SLPC significantly influenced their satisfaction with SLPC, their sense of a meaningful life, and their move toward sustainability. However, it does not affect their cognitive well-being or social well-being. For high self-transcendent consumers, their attitude toward SLPC is linked not only to satisfaction and the shift toward sustainability but also to social well-being. These differences may stem from how deeply they internalize values and their goal orientation, which are influenced by their self-transcendence levels. Low self-transcendent shoppers may view sustainable luxury mainly through self-centered or experiential perspectives (Osburg et al., 2022), achieving satisfaction and personal meaning without fully engaging the cognitive frameworks needed to improve cognitive well-being and social well-being. High self-transcendent shoppers are more likely to internalize values that promote social good, which strengthens the connection between their attitude and social well-being through increased empathy, community involvement, and a sense of contribution (Schwartz et al., 2001).

Furthermore, satisfaction with SLPC positively influenced cognitive well-being, social well-being, meaningful life, and the shift toward sustainability for low and high self-transcendent groups. This consistent effect likely results from shared mechanisms such as value alignment and need fulfillment. Satisfying sustainable purchases can meet needs for autonomy, competence, and connection, enhancing psychological outcomes and promoting sustainable behavior. For both groups, the combination of practical benefits, like quality and performance, and symbolic

benefits, such as ethical and environmental considerations, appears enough to turn satisfaction into pleasure and a sense of life purpose while encouraging continued pro-sustainability actions (Hang et al., 2021).

6.4. Study 1b: Brand-level study

6.4.1. Test of direct relationships

This study aims to test a model with 11 hypotheses, examining the relationships among the dimensions of SLPCV in tourism, sustainable luxury brand innovativeness, attachment, engagement, commitment, willingness to pay more, and advocacy at the brand level.

The results did not support H1a, which proposes that functional value has a positive and significant effect on the innovativeness of sustainable luxury brands ($\beta=0.164$, $t=1.744$, $p>0.05$). This finding contradicts the study's expectations and much of the existing literature that highlights the significance of functional attributes—such as quality, reliability, and practical benefits—in influencing perceived brand innovativeness (Cho et al., 2018). In sustainable luxury, consumers may regard functional value as a fundamental or anticipated characteristic rather than a unique driver of innovation (Dogan-Sudas et al., 2019), consequently reducing its impact on assessments of innovativeness. Furthermore, the fact that all sustainable luxury brands have similar functional performance could mean not enough variation for functional value to change how people perceive innovativeness significantly. These factors indicate that in sustainable luxury markets, functional value alone is inadequate to influence perceptions of brand innovativeness.

The results confirmed H1b, indicating that social value positively influences the innovativeness of sustainable luxury brands ($\beta=0.446$, $t=4.146$, $p<0.001$). This significant finding aligns with current academic discussions emphasizing the crucial role of social value in

luxury consumption, where consumers often choose brands that enhance their social status, facilitate social interactions, and demonstrate affiliation with respected social groups (Fuentes et al., 2022). In sustainable luxury, social value may be especially significant as consumers increasingly use their purchases to express ethical concerns and environmental responsibility (Danziger, 2017), thereby strengthening their social identity and status. The strong association between social value and brand innovativeness suggests that people view brands that effectively integrate social relevance and sustainability as more innovative and forward-thinking. Besides signaling status, social value encompasses the feeling of belonging and community that innovative, sustainable luxury brands can foster, making consumers feel they are receiving something new and unique.

The data strongly supported H1c, which claims that experiential value has a positive effect on the innovativeness of sustainable luxury brands ($\beta=0.600$, $t=8.823$, $p<0.001$). This finding aligns with current scholarship that emphasizes the significance of sensory, emotional, and immersive experiences in influencing consumers' perceptions of luxury brand innovation (Dabas & Whang, 2022; Puspita & Chae, 2021). In sustainable luxury contexts, experiential value signifies not only the enjoyment and pleasure that come from using a product but also the meaningful interaction with a brand's story of sustainability and ethical commitments. Lifestyle branding is prevalent in luxury marketing, and recent shocks like the COVID-19 pandemic have shifted well-being to become the new form of luxury for the future (Danziger, 2024a). These kinds of rich, multisensory experiences set sustainable luxury brands apart by creating memorable and emotionally resonant interactions, which people associate with newness and creativity (Karampournioti & Wiedmann, 2022). As consumers seek more authenticity and purpose in their luxury purchases, brands offering new and interesting experiences—such as

personalized services, immersive storytelling, and interactive sustainability initiatives—are likely to be perceived as cutting-edge and forward-thinking.

The findings supported H1d, which suggests that eco-friendly value has a positive effect on sustainable luxury brand innovativeness ($\beta=0.297$, $t=3.169$, $p<0.05$). This finding aligns with the literature on environmental psychology and luxury marketing, especially considering the increasing consumer discontent with the inadequate environmental performance of conventional luxury brands. From the perspective of environmental psychology, this dissatisfaction drives consumers to pursue and endorse brands that emphasize environmentally responsible practices, perceiving these initiatives as definitive signs of innovation and progressiveness. In the luxury market, brands can distinguish themselves by addressing eco-friendly concerns, demonstrating their break from traditional luxury norms and positioning themselves as leaders in sustainable innovation. Thus, the positive impact of eco-friendly values on brand innovativeness shows that customers want luxury brands to not only offer exclusivity and quality but also to lead in environmental stewardship.

H1e, which proposes that ethical value positively influences sustainable luxury brand innovativeness, was supported by the data ($\beta=0.257$, $t=2.158$, $p<0.05$). This finding aligns with existing research emphasizing the increasing importance of ethical considerations in luxury consumption (Kang & Sung; Pinto et al., 2019). In recent years, several of the world's top luxury brands have faced public scrutiny for unethical practices, undermining consumer trust and prompting a demand for greater transparency and responsibility. For example, Italy recently called out Dior for serious ethical violations within its supply chain, including allegations of worker exploitation, forcing employees to sleep in factories, illegal labor practices, and the absence of regular contracts (Danziger, 2024b). Giorgio Armani and Gucci have been fined for

false ethical claims and unethical animal treatment in the supply chain (Danziger, 2025). These kinds of news have made modern tourists more aware of ethical issues, making them likely to choose brands that really care about fair labor practices and social justice. As a result, ethical value has become an essential part of how people see brand innovation. People are starting to associate innovation with brands that not only offer luxury but also adhere to high ethical standards.

The results strongly supported H2, which suggests that brand innovativeness has a positive effect on brand attachment ($\beta=0.715$, $t=8.219$, $p<0.001$). This finding is consistent with contemporary research highlighting the essential role of perceived innovativeness in cultivating emotional connections between consumers and brands, especially in the context of sustainable luxury (Grădinaru et al., 2022). Innovative sustainable luxury brands are often seen as leaders who break the mold by combining cutting-edge design, ethical practices, and environmental responsibility (Cuomo et al., 2019). This speaks to what consumers value and want. These ideas about a brand's innovativeness make people feel connected to it and identify with it, increasing their loyalty to the brand. In addition, in sustainable luxury markets, where customers seek real and meaningful experiences, innovation demonstrates a brand's commitment to staying relevant and progressing, which further strengthens loyalty and attachment.

The findings for H3 demonstrated that the proposed positive effect of brand innovativeness on brand engagement in sustainable luxury is not corroborated by the data ($\beta=0.117$, $t=1.493$, $p>0.05$). This finding contradicts a significant portion of the existing literature, which predominantly posits that brand innovativeness is a principal catalyst of consumer engagement, particularly in luxury markets where innovation is frequently associated with exclusivity and value generation. Current research suggests that elements of engagement,

such as gathering brand information and engaging in brand marketing initiatives, are affected by the perceived novelty (Leckie et al., 2018). The disparity in results in the current study may be attributed to the fact that, in the sustainable luxury sector, consumers may prioritize attributes such as ethical practices, environmental sustainability, and long-term reliability over mere innovation (Jain, 2019). Shoppers may also be hesitant to try new things that could hurt the perceived sustainability or authenticity of luxury brands, which makes them careful about how they interact with them.

Contrary to the study's expectation and prevailing scholarship, H4, which posits that brand innovativeness has a positive effect on brand commitment, was not supported ($\beta=0.266$, $t=1.769$, $p>0.05$). Although previous research has shown that perceived brand innovativeness can foster consumer commitment (Eisingerich & Rubera, 2010) and positively influence evaluations of new products (Hetet et al., 2020), the current findings suggest otherwise. One possible explanation is that, given the significant share of local brands discussed in the previous chapter, when tourists are shopping for sustainable luxury goods. While traveling, they may prioritize authenticity and ethical values over brand innovation. They may be looking for products that reflect local culture and responsible practices instead of new features. In addition, travelers may be more cautious and less likely to believe claims about new products from unfamiliar brands, especially if these claims are not clearly linked to efforts to be environmentally friendly.

The results supported H5, which proposes that brand innovativeness positively influences how much consumers are willing to pay ($\beta=0.644$, $t=7.047$, $p<0.05$). This aligns with current research showing that consumers are willing to pay a premium for innovative brands, especially in the luxury sector where innovation is often linked to exclusivity, high quality, and increased value (Eisingerich & Rubera, 2010). In sustainable luxury, brand innovativeness may also

represent advanced eco-friendly practices or unique product features, justifying a higher price for discerning consumers. This makes sense, particularly because green luxury items tend to cost more than standard luxury products. Narayanan and Singh (2023) emphasized the importance of luxury brands having consumers willing to pay extra for CSR practices.

The results did not support H6, which proposes that brand innovativeness has a positive effect on brand advocacy ($\beta=0.214$, $t=1.928$, $p>0.05$). This stands against current research stating that innovativeness leads to positive word of mouth and brand recommendations. One possible reason for this difference, especially in sustainable luxury, is how consumers interact with one another. People may be afraid to support new, eco-friendly luxury brands because they worry that their social circle will reject them or be skeptical, given their preference for traditional luxury norms and well-known brands (Zhang et al., 2025). This reluctance to support newer, more innovative brands may stem from concerns about acceptance by others or the perceived risk of going against traditional luxury preferences (Mohammed et al., 2025).

H7, which suggests that brand attachment positively influences brand engagement, was supported by the results ($\beta=0.513$, $t=4.098$, $p<0.05$). This finding confirms existing research that consistently shows a strong emotional bond to a brand encourages greater consumer involvement, including collecting brand information and participating in brand marketing activities (Leckie et al., 2018; Sørensen & Bærenholdt, 2020). In the context of sustainable luxury, this connection is especially relevant because consumers who feel a deep bond with a brand that aligns with their values and aspirations are likely to engage with it through various touchpoints. Regarding green luxury hotels, Khoi and Le (2025) found a positive link between consumers' emotional attachment and their brand engagement.

The support for H8 ($\beta=0.426$, $t=3.185$, $p<0.05$), which suggests that brand attachment leads to greater brand commitment, confirms existing research emphasizing the crucial role of emotional bonds in fostering long-term loyalty (Lim et al., 2021). Essiz and Senyuz (2024) elucidated the mediating and moderating roles of conspicuous ethical self-identity and green advertising receptivity, respectively, between consumption values and purchase intention. Green tourists, in particular, tend to show a higher level of brand congruence than regular shoppers. They seek brands that align closely with their own values and morals (Chen et al., 2020). Additionally, supporting a sustainable luxury brand provides people with a sense of belonging and shared purpose, making them even more committed to the brand.

The findings for H9 ($\beta=0.305$, $t=2.098$, $p<0.05$) highlight a significant link between brand attachment and tourists' willingness to pay more. This connection is expected in the luxury market, where high prices are the norm. This willingness to pay more is even stronger for green brands because it is at the heart of what they offer (Luna-Cortés et al., 2023). People who buy from sustainable luxury brands are not just buying a product; they are also supporting a cause. Many of these brands do this by including donation-on-purchase clauses or promising to give a portion of their profits to environmental causes (Pittman & Sheehan, 2021). Therefore, paying more becomes a personal statement and a practical way to help the environment, illustrating the relationship between brand loyalty and price premiums in the green luxury market.

The strong relationship between brand attachment and brand advocacy ($\beta=0.610$, $t=6.639$, $p<0.05$) reflects a trend among modern tourists who share their experiences with brands they love on social media, not only to document their trips but also to influence their friends (Liu et al., 2019). In sustainable luxury, shoppers who feel emotionally connected to a brand often become enthusiastic advocates, eager to tell others about brands that align with their values and

lifestyle. By posting stories, reviews, and recommendations online, these individuals help shape opinions and encourage others to engage with the brand (Shimul & Phau, 2023).

In sum, SLPCVs in tourism are crucial for encouraging brands to be creative and develop new and unique products. The results show that brand innovativeness does not have a significant effect on most of the important outcome constructs, like brand advocacy or willingness to pay more. Sustainable luxury brand attachment, on the contrary, always has a strong effect on these outcomes, leading to consumer commitment, advocacy, and behavior like paying more for premium products. Although new ideas are important, connecting with customers on an emotional level and aligning with their values are even more crucial for encouraging positive brand-related behavior in sustainable luxury shopping tourism.

6.4.2. Moderating effect of celebrity endorsement

The results confirmed the partial moderating effect of celebrity endorsement, identifying distinct patterns regarding the influence of diverse shopping values on brand innovativeness and subsequent brand-related outcomes within low and high celebrity endorsement cohorts. For consumers with low celebrity endorsement, functional, social, experiential, eco-friendly, and ethical values all significantly predicted perceptions of brand innovativeness, which in turn strongly affected brand engagement, willingness to pay more, and brand advocacy. Conversely, in the high celebrity endorsement group, social, experiential, eco-friendly, and ethical values had even stronger impacts on brand innovativeness, but functional value shows no significant effect. Interestingly, brand innovativeness in this group was more closely linked to brand attachment rather than engagement or commitment. Moreover, brand attachment played a more prominent role in driving engagement, commitment, willingness to pay, and advocacy among high celebrity endorsement shoppers.

The results for the high celebrity endorsement group can be understood in light of how celebrities affect how people think and act as consumers. When celebrity endorsement is strong, people tend to care more about social and experiential values (Hung, 2014). The reason is the aspirational and symbolic meanings that come with celebrity figures often make these values more important. The BBC (Conway, 2025) recently reported on the sustainable lifestyle of top European footballer Hector Bellerin, who prefers eco-friendly transportation to the luxury cars common among modern footballers. Bellerin, winner of the BBC Green Sports Award 2025, regularly shares his lifestyle choices with his 3.7 million social media followers. This increased emphasis on social and experiential factors likely enhances their influence on brand innovativeness, overshadowing the functional value, which may be seen as a standard rather than a distinguishing feature (Gupta et al., 2023a). Furthermore, the substantial impact of eco-friendly and ethical values suggests that celebrity endorsements may also increase consumers' awareness of brand responsibility and moral positioning (Roy et al., 2019) because celebrities often act as role models who embody or advocate for these principles. The stronger link between brand innovativeness and brand attachment, rather than engagement or commitment, shows that celebrity endorsements create an emotional connection to the brand. This connection then leads to loyalty behavior, such as being willing to pay more and promoting the brand.

The findings indicated that for shoppers with less celebrity influence, a pragmatic approach to brand evaluation is important, emphasizing the significance of functional value in influencing perceptions of brand innovativeness. These travelers care more about the practical benefits of sustainable luxury shopping options than anything else. They have a realistic view of what the brand has to offer (Bergkvist et al., 2016). Social, experiential, eco-friendly, and ethical values remain important. These travelers also value the bigger picture and meaningful

experiences that come with sustainable travel, even if they do not get the same symbolic boost from celebrity endorsements (Kang & Choi, 2016). The strong links between brand innovativeness and engagement, WTPP, and advocacy demonstrate that this group highly approves of innovative sustainable practices and products, encouraging them to get involved and support these initiatives. Brand attachment, on the contrary, is less important, meaning that emotional ties to sustainable luxury travel brands grow more slowly or are not as crucial for loyalty when celebrities are not involved.

The difference between groups with low and high celebrity endorsements is likely due to the varying ways people process brand information and form attachments. Celebrity endorsement seems to activate more emotional and symbolic pathways, making people more emotionally involved and highlighting the importance of social and ethical values. Without celebrity endorsement, shoppers rely on cognitive evaluations of functional and experiential attributes. Adding celebrity endorsement fundamentally changes the framework of a consumer's evaluative process.

6.5. Study 1c: Societal-level study

6.5.1. *Test of direct relationships*

The sixth objective tests a model that demonstrates the relationships among SLPCV dimensions, attitude toward SLPC, satisfaction with SLPC, social justice behavioral intentions, philanthropic behavioral intentions, FT behavioral intentions, and pro-social shopping activism behavioral intentions. In total, 14 hypotheses were tested.

H1a–H1e indicate that value dimensions positively influence attitude toward SLPC, except for functional value. Although functional value is associated with attitude toward SLPC in Study 1a, Study 1c did not find support for this relationship ($\beta=0.171$, $t=1.733$, $p>0.05$). Instead, social

value reflected such an association ($\beta=0.372$ $t=4.068$, $p<0.001$). The changes at the societal level can partly explain the differences in the results, which influence the circumstances of this study. The confirmation of H2, similar to Study 1a, supports earlier findings in mainstream marketing and environmental psychology indicating that attitude influences customer satisfaction (Amoako et al., 2020; Ertz & Sarigöllü, 2019).

H3 was accepted because the results show a significant positive link between attitude and social justice behavioral intentions ($\beta=0.588$, $t=7.191$, $p<0.001$). Several factors may explain this strong connection. First, environmentally conscious shopping can boost a sense of social justice (Eastman et al., 2021). People who care about social justice issues are likely to feel a personal responsibility and moral obligation to act, which influences their intentions to do so. Second, positive attitudes often indicate that people are aware of and informed about social justice issues (Batat et al., 2025). This awareness helps them understand the importance and impact of their actions.

H4 was not supported because the correlation between attitude and philanthropic behavioral intentions is non-significant ($\beta=0.113$, $t=1.129$, $p=0.259$). One reason for this result is that philanthropic behavioral intentions may be more strongly influenced by factors other than attitude, such as personal values, past giving behavior, or external social pressures, which are excluded in this model. Another reason is philanthropic behavior typically requires a higher level of commitment or sacrifice than other social behavior (Siepmann et al., 2022), possibly calling for additional motivational factors beyond a positive attitude. These reasons can explain the absence of a significant predictive relationship between attitude and philanthropic behavioral intention in this study.

H5 was supported because the findings indicate a substantial positive correlation between attitude and FT behavioral intentions ($\beta=0.614$, $t=8.419$, $p<0.001$). The findings are consistent with current research (Aggarwal et al., 2024; Park et al., 2023b), suggesting that people with positive attitudes toward FT products are aware of the ethical and social benefits associated with FT practices, which influences their willingness to support such products. Additionally, choosing to buy FT items typically reflects personal beliefs about fairness and social justice. Cannon and Rucker (2019) noted that modern consumers often check the origins of products, especially whether they come from regions with stable governance, are made under ethical labor conditions, and are free from ties to conflict zones.

The analysis shows that attitude has a significant positive impact on pro-social shopping activism behavioral intentions, supporting H6 ($\beta=0.286$, $t=3.185$, $p<0.01$). Some key points can help clarify this relationship. Over time, pro-sustainable attitudes become habits, and people with these habits not only strengthen their commitment to ethical values but may also inspire others to do the same (Llamas & Thomsen, 2016). Moreover, these attitudes often reflect a deep commitment to ethical consumerism, motivating consumers to seek out actively and support brands that align with their values (Delistavrou et al., 2020).

H7 was confirmed, showing that satisfaction has a significant positive effect on social justice behavioral intentions ($\beta=0.569$, $t=7.189$, $p<0.001$). One possible reason is that contentment with eco-friendly luxury items boosts positive emotions and trust, which in turn increases motivation to support social causes—especially given the widespread global social inequalities highlighted by the luxury sector (Kapferer, 2010). Additionally, satisfied individuals may see their efforts as meaningful and rewarding, encouraging sustained or increased commitment to social justice initiatives. For instance, Jin and Qi (2024) found that an ethical

label on luxury food products can reduce the impact of conspicuous consumption on consumer cynicism. Therefore, satisfaction may help people feel aligned with their personal values and actions, making them likely to act responsibly in social situations.

The results supported H8, showing that satisfaction significantly influences philanthropic behavioral intentions ($\beta=0.664$, $t=8.409$, $p<0.001$). The findings align with existing research, indicating that a heightened perception of power from status consumption is linked to increased charitable donations (Klucarova & He, 2022). Additionally, content individuals may develop a strong sense of connection and trust toward the organizations or communities they support, which can lead to increased charitable giving. Nickel (2015) argued that luxury philanthropy is crucial for reinforcing and displaying social status, which fuels ongoing luxury goods consumption and sustains the luxury market. These dynamics highlight the important role of satisfaction in shaping individuals' willingness to participate in philanthropic activities.

The results strongly supported H9, showing that satisfaction is a strong and positive predictor of FT behavioral intentions ($\beta=0.524$, $t=7.015$, $p<0.001$). One reason is that being happy with their choices makes consumers confident in them, which makes them likely to keep supporting ethical consumption practices. Satisfaction may also make FT products seem valuable and trustworthy (Wang and Chou, 2020), which may lead to people wanting to buy them again.

By contrast, H10 was not supported because the correlation between satisfaction and pro-social shopping activism behavioral intentions is non-significant ($\beta=0.088$, $t=1.883$, $p>0.060$). The results contradict existing literature on sustainable behavior. One possible explanation is that pro-social shopping activism often requires a high level of personal commitment and awareness, which prior experiences may not sufficiently develop. Although satisfaction is essential in many

behavioral contexts, it has a limited effect on predicting pro-social shopping activism intentions in this case.

6.5.2. *Moderating effect of global identity*

The findings corroborated the partial moderating influence of global identity on the structural relationships among the constructs at the societal level. Individuals with low global identity were significantly influenced by social, experiential, eco-friendly, and ethical values in their attitudes toward SLPC. By contrast, those with high global identity were more significantly influenced by functional, eco-friendly, and ethical values. Moreover, although attitudes consistently forecast satisfaction and diverse behavioral intentions within both groups, the intensity and significance of these pathways fluctuate, highlighting that global identity influences how distinct values are translated into attitudes and subsequent sustainable behavior.

For travelers with a limited global identity perspective, SLPC was primarily influenced by social and experiential values, highlighting a preference for personal enjoyment and the social acknowledgment associated with their decisions (Pichler, 2012). Their responsiveness to eco-friendly and ethical values may indicate a desire to conform to socially accepted norms or to attain approval within their immediate social circles, rather than originating from a profoundly ingrained global consciousness (Coles et al., 2012). Although they value sustainability, their primary motivations are linked to improving their personal image and travel experiences, underscoring the significance of social signaling and concrete benefits in influencing their perceptions of SLPs. Additionally, their views on sustainable luxury have a big impact on their satisfaction, which in turn has a big impact on their plans to do things that are good for society, like helping others and fighting for social justice.

For travelers with a strong sense of global identity, SLPC was shaped more by functional, eco-friendly, and ethical values, showing a strong commitment to sustainability that goes beyond personal or social benefits. Their strong global awareness likely makes them feel responsible for and connected to environmental and ethical issues around the world. This is probably why they care so much about SLPs (Zhang et al., 2019). The attitudes of this group not only influence their satisfaction but also significantly affect various pro-social behavioral intentions, encompassing philanthropic and social justice initiatives. They are fully involved with issues of sustainability. This outcome is in line with what other research find, that is, having a better global outlook makes people more aware of the importance of legacy and caring for the environment, which in turn makes them more willing to give up short-term rewards for long-term benefits (Moscardo, 2017).

The difference between low and high global identity groups is probably due to how they see the world and how connected they feel to bigger social and environmental problems. People with strong global identity are likely to take a holistic and value-based approach to SLPC because they really care about the well-being of the world. On the contrary, people with low global identity may be more interested in the short-term social and experiential benefits. Cultivating a robust global identity may be essential for promoting deep and consistent sustainable consumption practices among various consumer segments.

6.6. Study 1d: Preference for SLPs

6.6.1. Brand attributes and preference for SLPs

The results show that all brand attributes, except the production regions/communities attribute, influence shoppers' preferences for SLPs. H1a is accepted, suggesting that consumers prefer brands seen as leaders in sustainability over traditional luxury brands. This finding aligns with

growing research on sustainable consumption, highlighting increased consumer demand for environmentally and socially responsible products, even in the luxury sector (Carranza et al., 2023). Additionally, the preference for sustainability leaders may indicate a shift in how people shop for luxury items. In this new approach, exclusivity and craftsmanship are combined with a commitment to sustainability, making the product seem more valuable and authentic (Kunz et al., 2020). This trend shows that although luxury brands face criticism for their selective and uneven portrayal of sustainability efforts (Wells et al., 2021), consumers still prioritize environmental and social responsibility over just branding.

The findings revealed that, contrary to traditional beliefs about the luxury market, respondents in this study prefer mass-produced overcoats to limited-edition items. For sustainable luxury outerwear, consumers may value availability and accessibility more than exclusivity. Mass production often means consistency, dependability, and potentially lower prices, which can attract a broader group of shoppers who care about sustainability but also want practical, easy-to-wear products (Ho et al., 2023). Conversely, limited editions usually convey a sense of uniqueness and status, appealing to those who want to stand out with their purchases. Modern premium consumers are increasingly interested in concepts like *masstige* luxury, which merge mass consumption with prestige (Ho et al., 2023; Park et al., 2022a; Rosendo-Rios & Shukla, 2023a; Truong et al., 2009; Wang et al., 2022a). This trend also matches industry reports indicating that high-end shoppers are avoiding malls and returning to specialty stores on Main Street (Danziger, 2015). Consumers are shifting their views on what defines luxury, focusing more on ethical production at scale rather than exclusivity.

Among all attributes, using recycled materials had the greatest effect on shoppers' preferences for a sustainable luxury overcoat ($\beta=0.410$, $p<.001$). The strong preference for

recycled materials aligns with the luxury fashion industry's growing interest in and demand for circular-economy principles (Arribas-Ibar et al., 2022; Bundgaard & Huulgaard, 2019). This strong effect is due to shoppers' preference for recycled goods and perception of recycling as a form of sustainability, with little regard for other aspects of responsible behavior (Colasante & D'Adamo, 2021). The strong effect of recycled materials shows that adding sustainability at the material level can be a powerful way for luxury brands to meet the needs of shoppers who care about the environment.

The study's initial hypothesis posits that production in an unprivileged region or community significantly influences shoppers' preferences for sustainable luxury overcoat; however, this was not the case. This surprising result may indicate that although consumers are said to be attracted to country images, such as the classic fashion capitals of France and Italy (Vijaranakorn & Shannon, 2017), they are not as affected by the socioeconomic conditions under which products are produced or sourced. One possible reason is that shoppers care more about what they can see and touch—such as a brand's sustainability, reputation, or material quality—than about where a product was made or where it came from (Cícero & Heras-Recuero, 2025). Moreover, the non-significance may indicate insufficient consumer awareness or comprehension of the social ramifications associated with production regions in the developing world, characterized by political instability and inadequate governance (Tajaddini & Gholipour, 2018). This finding contradicts certain assumptions in the literature on sustainable consumption, which frequently highlight ethical sourcing and FT as critical components (Moraes et al., 2017; Karatzas et al., 2019).

From a social perspective, including a 5% donation for the community clause as an additional payment on the purchase price positively influences shoppers' preferences, indicating

consumers' WTPP for products that support social causes. This finding highlights an emerging trend in luxury markets where consumers are motivated not only by the product itself but also by the opportunity to engage in pro-social behavior through their purchases (Cannon & Rucker, 2019). From a willingness-to-pay perspective, consumers appear ready to pay more to support charitable causes or FT practices (Lundberg et al., 2019). This finding aligns with studies showing that people who buy luxury goods often want to express their values and social responsibility, and they are attracted to brands that facilitate this expression (Atkinson & Kang, 2022; Christodoulides et al., 2021).

Finally, price remained a critical factor shaping consumer choices in the luxury overcoat market, with shoppers demonstrating sensitivity to changes in cost. The results highlight that high prices tend to enhance the likelihood of purchase because consumers are willing to accept a higher price provided that the product corresponds with added value in terms of sustainability or exclusivity. The positive influence of price further highlights the massive opportunity for luxury brands to balance premium pricing with sustainable product features. As discussed in previous sections, shoppers are willing to pay more for SLPs while traveling. This dynamic underscores the importance of strategic pricing that communicates quality and ethical commitment and is attractive to premium luxury shoppers.

6.6.2. Socio-demographic variables and preference for SLPs

The findings demonstrated that gender, age, and education positively influence shoppers' preference for SLPs, but income did not have a similar effect. The positive link between female gender and a preference for sustainable luxury overcoats aligns with existing research indicating that women are generally more environmentally conscious than men (Roux et al., 2017). Women gain more uniqueness and status from luxury brands compared with men and tend to have a more

favorable attitude toward SLPC (Athwal et al., 2019). Research consistently finds that women are more concerned about environmental and social issues, which influences their consumption choices toward more ethical and eco-friendly products. This greater awareness may stem from socialization processes that encourage nurturing and community-focused behavior among women, along with increased exposure to sustainability messages in media targeted at female audiences.

The results for age indicated a positive connection between Generation Z and a preference for eco-friendly luxury overcoats. This aligns with a broader trend among younger consumers, such as Millennials, who are more willing to spend money on eco-friendly high-end products (Athwal et al., 2019). Generation Z and Millennials demonstrate increased environmental awareness and social responsibility (Kim et al., 2022), affecting their purchasing choices in various contexts, like fashion and travel. As tourists, these generations also favor sustainable experiences and are more likely to support businesses that show environmental concern. This dual role makes them influential in driving demand for responsible luxury, prompting brands to develop new ideas and make their products eco-friendly to attract these key consumer groups.

The findings also indicated that university-educated shoppers tend to show a strong inclination toward overcoats that emphasize sustainability, reflecting the influence of higher education on awareness and values related to environmental and social issues. This confirms existing theory on pro-environmental behavior (Suárez-Perales et al., 2021). Altruistic values and environmental knowledge are acknowledged as drivers of pro-environmental behavior among tourists (Kim & Stepchenkova, 2020). Thus, this group is often more informed about the impacts of their consumption choices and more receptive to the ethical narratives that brands

communicate. Their educational background equips them with critical thinking skills and access to information that foster a deep understanding of sustainability challenges (Danziger, 2024a), which in turn drives demand for responsible luxury goods.

Interestingly, the analysis revealed a negative association between income and preference for sustainable luxury overcoat, a finding that contradicts the existing literature that typically links higher income with greater willingness to purchase sustainable and premium products. One possible explanation for this unexpected result is that higher-income consumers may prioritize traditional luxury attributes such as exclusivity, brand heritage, or craftsmanship over sustainability features, viewing these as more central to their luxury experience. Another consideration is that some high-income consumers may perceive sustainable products as less prestigious or associate them with compromises in quality or style, thereby reducing their appeal. In the conspicuous shopping context, Bhar et al. (2022) revealed that economic ability does not tell the whole story of people's consumption of luxury. Such divergence from established findings suggests that the relationship between income and SLPC is complex and may be influenced by varying consumer motivations and perceptions within different market segments.

6.6.3. SLPCVs and preference for SLPs

All key dimensions of SLPCVs significantly predict shoppers' preferences for sustainable luxury overcoats. The result further validates the SLPCV in shopping tourism scale and offers a different methodological perspective that tourist choice behavior is influenced not only by product attributes but consumer values and attitudes. Although functional and social value are not significantly associated with outcome constructs at the individual, brand, or societal levels, HCM results indicate that both values are strong predictors of shoppers' preferences for SLPs.

Experiential, eco-friendly, and ethical values also predict shoppers' behavior, further confirming results from SEM analyses across the three levels.

The findings highlight important insights into shoppers' additional expectations of SLPs, besides the revealed preferences regarding product attributes. Thus, consumers expect sustainable luxury items to meet high standards of craftsmanship and usability, to tell sustainability and environmental stewardship stories, and to help signal status and prestige. This storytelling aspect aligns with the experiential value that contemporary shoppers place on the sensory and emotional satisfaction derived from luxury shopping experiences and lifestyle aspirations. By contrast, eco-friendly value captures consumers' growing concern for environmental impact, motivating them to choose products that minimize harm and promote sustainability. Finally, ethical values highlight the importance of fair labor practices, transparency, and social responsibility in shaping consumer trust and loyalty. The results align with recent scholarship in tourism, highlighting the role of tourists' values and attitudes in their purchasing decision making and willingness to pay for tourism products. Wu et al. (2025) revealed that green trust influences the willingness of Chinese travelers to pay for carbon offset products, while Ni et al. (2025) reported that tourist intolerance for transport uncertainty hinders public transport adoption.

The findings contribute to a deeper understanding of the complex interplay between various value dimensions in shaping consumer preferences within the sustainable luxury market. They highlight that sustainability considerations are integrated alongside traditional luxury values rather than replacing them, reflecting an evolving consumer mindset. Moreover, the nuanced effects of demographic factors suggest that sustainability appeals differently across consumer segments, emphasizing the heterogeneity of the luxury market. Overall, these insights

advance theoretical perspectives on sustainable consumption by illustrating how multifaceted values collectively influence luxury purchasing behavior.

6.7. Contributions of the study

Findings of the present study offer interesting insights into knowledge and practice. Theoretical and practical implications are discussed in this section.

6.7.1. Theoretical contributions

First, the current study developed a reliable and validated scale to measure SLPCVs in the shopping tourism context. Although existing studies in mainstream marketing and environmental psychology have developed scales to measure values derived from sustainable consumption and luxury consumption separately, scholarly inquiry into the intersection of luxury consumption and responsible shopping has been lacking. Sustainable consumption and luxury consumption behavior involve complex psychological, social, and contextual factors (Athwal et al., 2019; Kunz et al., 2020), often reflecting conflicting motivations such as status-seeking versus ethical responsibility. More importantly, luxury shopping tourism behavior presents a unique and extreme form of consumption pattern, distinct from regular consumption, because it is often characterized by heightened experiential value, cultural influences, and the pursuit of exclusivity while traveling (Hung et al., 2021a). To this end, the current study not only developed measurement scales for SLPC but also captured the unique values associated with shopping while on holiday. This novel contribution to the consumer behavior literature bridges the gap between sustainable and luxury consumption by providing a comprehensive framework to understand the nuanced values that drive tourists' luxury shopping decisions in a sustainable context.

Second, the rigorous scale development process undertaken in this study revealed the multidimensional nature of SLPCVs specifically within the shopping tourism context, encompassing five distinct domains: functional value, social value, experiential value, eco-friendly value, and ethical value. Although the multidimensionality of consumption values has been well-established in various settings and contexts within the extant literature, the present study identified newer domains that are particularly relevant to the intersection of sustainability and luxury in tourism-related luxury shopping, namely, eco-friendly value and ethical value. These dimensions reflect tourists' growing concerns for environmental impact and ethical considerations, which are increasingly influencing luxury shopping behavior during travel and tourism experiences. Furthermore, through meticulous scale development and validation, this study determined the covariance structure of these five dimensions, thereby advancing the understanding of how different value domains interact and contribute to the overall perception of SLPC in the tourism setting.

Third, the study advanced the seminal theory of consumption values in several important ways. To begin with, it validated the application of the theory within the sustainable luxury shopping tourism context, demonstrating the theory's relevance to this emerging domain. Additionally, the study identified two additional shopping values—eco-friendly value and ethical value—that are particularly salient in SLPC, thereby expanding the original framework to better capture the evolving priorities of contemporary tourists. Moreover, by merging the epistemic and emotional value dimensions from the theory of consumption values into a unified experiential value domain, the study reflects the reality of sustainable luxury shopping tourism, where curiosity, novelty, and emotional gratification are often intertwined in the travel experience. Finally, the study omitted the conditional value dimension because it is less relevant to the

context of luxury product shopping in tourism, further refining the theoretical model to fit the specific behavior and motivations observed. Validation of such a modification of value constructs is consistent with the theory's initial disposition that, depending on contexts, buyers' decisions may be influenced by any or all of the originally identified five values (Sheth et al., 1991). This not only deepens the understanding of the shopping values of contemporary tourists but also provides a more contextually grounded and comprehensive framework for future research and practical applications within the sustainable luxury shopping tourism domain.

Fourth, the study also validated the association between SLPCVs and perceived outcomes at the individual, brand, and societal levels. At the individual level, the findings demonstrated that SLPCVs significantly influence shoppers' attitudes toward and satisfaction with SLPC. Furthermore, the study established that attitude and satisfaction are key predictors of perceived hedonic and eudaimonic well-being (Ahmad et al., 2022). Although previous research on luxury consumption has predominantly emphasized hedonic well-being, this study highlights the growing recognition that responsible consumption can also foster eudaimonic well-being, encompassing aspects such as cognitive well-being, social well-being, a sense of meaningful life, and transformation toward sustainability. Additionally, the moderating role of self-transcendence was examined, revealing that individuals with higher levels of self-transcendence experience these relationships differently compared with those with lower levels, thus offering nuanced insights into how personal values shape the outcomes of sustainable luxury consumption.

At the brand level, the findings demonstrated robust associations between SLPCVs in tourism and key brand constructs such as brand innovativeness, brand attachment, brand engagement, brand commitment, willingness to pay more, and brand advocacy. These results confirm the cognitive and emotional dimensions that drive contemporary luxury shoppers,

highlighting how their values shape deeper connections and loyalty to brands that embody sustainability alongside luxury. The findings underscore the centrality of brand innovativeness in meeting the needs of shoppers (Grădinaru et al., 2022) who are equally captivated by the allure of luxury and the benefits of sustainability, suggesting that brands must continually evolve to integrate responsible practices with aspirational experiences (Danziger, 2015). Additionally, the study identified the moderating role of celebrity endorsement, confirming that SLPC, much like traditional luxury consumption, is significantly influenced by the opinion of influencers and celebrities (Gupta et al., 2023a).

At the societal level, the study revealed that SLPCVs in tourism significantly influence shoppers' intentions related to broader social outcomes, including social justice behavioral intentions, philanthropic behavioral intentions, FT behavioral intentions, and pro-social shopping activism behavioral intentions. The findings highlighted that ethical consumption and environmental friendliness are the primary drivers of these socially oriented outcomes, demonstrating that contemporary luxury shoppers are increasingly motivated by a desire to contribute positively to society through their purchasing decisions. Moreover, the study identified the moderating role of global identity, showing that the relationship between SLPCVs and these societal outcomes is strengthened among individuals with a strong sense of global citizenship. SLPC extends beyond the traditional confines of brand loyalty and prestige, reflecting values that are shaped by a global outlook and a commitment to collective well-being.

Finally, methodologically, the current study makes a significant contribution to the existing literature by integrating the SLPCV dimensions—identified through a rigorous scale development process—into HCM estimation to investigate the influence of these values on shoppers' preference for SLPs. To date, no study has developed dimensions of a measurement

scale and simultaneously tested them using two distinct estimation approaches: SEM and choice modeling. Beyond its novelty, this methodological integration provides valuable insights into whether current consumption of SLPs can predict future consumption intentions and behavior. By drawing on the perspectives of tourists who reported having purchased SLPs while traveling, the study further explored how various combinations of product attributes—such as sustainable luxury, environmentally sustainable but socially unsustainable luxury, socially sustainable but environmentally unsustainable luxury, and traditional luxury—interact with shopper value dimensions to influence preferences for SLPs. This comprehensive approach not only enhances the robustness of the findings but also deepens the understanding of the complex decision-making processes underlying SLPC in tourism contexts.

The theoretical contribution of the current study lies in the development of a robust scale to measure SLPCVs in tourism as well as in the identification and validation of their multidimensionality across individual, brand, and societal levels. By extending the theory of consumption values through the addition of new constructs and the methodological integration of these value dimensions with choice modeling attributes, the study offers a comprehensive framework for investigating whether current SLPC predicts future behavior.

6.7.2. *Practical contributions*

The findings from this study offer important practical implications for luxury brand practitioners and marketers seeking to determine what motivates tourists to shop for SLPs and to cater to those demands accordingly.

First, luxury brands should move beyond the long-held view that prestige and social status drive luxury consumption among travelers and instead offer tangible experiential, green, and ethical attributes in their products. This involves avoiding the view that tourists shopping for

sustainable luxury take for granted the functional benefits and social appeal of luxury products simply because they are priced high or come from traditional luxury brands. This is supported by the current study's findings that functional values do not significantly influence shoppers' attitudes at the individual and societal levels, whereas the effect of social values on attitudes is insignificant at the brand level. SLPs have long been perceived as inferior in functional attributes to their traditional luxury counterparts (Achabou & Dekhili, 2013), although recent evidence suggests otherwise (Amatulli et al., 2021b; Essiz & Senyuz, 2024).

Experiential value, eco-friendly value, and ethical value had a stronger influence on the outcome variables across the three levels. Thus, luxury brands should develop and market products that build on stories around experiential immersion, tangible eco-innovation, and transparent ethical sourcing, specifically tailored to the unique context and heightened awareness of luxury shopping tourists. They can integrate these narratives directly into the tourist journey through destination-exclusive experiences and clearly communicating the reduction of environmental impact. For example, a high-end luggage brand could offer pieces crafted from recycled ocean plastic collected near popular coastal destinations, accompanied by immersive in-store VR experiences showcasing the collection journey and artisan workshops.

Second, the findings revealed that tourists' attitudes toward and satisfaction with SLPC enhanced their hedonic and eudaimonic well-being, in terms of a meaningful life and a transformation toward sustainability, in addition to boosting cognitive and social well-being. Thus, luxury brands should strategically position their sustainable offerings not merely as pleasurable indulgences but as catalysts for personal growth, meaningful connection, and active participation in positive change. This approach is particularly relevant because traditional luxury brands have been associated with hedonic well-being outcomes, such as delight and social status

(Japutra et al., 2023; Kapferer, 2010). Specifically, to enhance shoppers' meaning-making and induce transformative experience out of their purchase, the brand can integrate post-purchase engagement that visualize the tangible impact of their choice, offer exclusive access to immersive conservation experiences at the destination tied to the product's ethos, or create platforms for tourists to share their "sustainability journey" stories within a like-minded community.

Third, the findings revealed that self-transcendence significantly moderated the relationship between key SLPCV dimensions and outcome variables at the individual level. Tourists high in self-transcendence exhibit a stronger positive response to eco-friendly and ethical values, driven by their intrinsic motivation for collective welfare and universal principles. Thus, luxury brands should segment their communication and value proposition strategies to effectively cater to high- and low-self-transcendent tourists.

Fourth, brand innovativeness and brand attachment significantly influenced key brand-related outcomes in the current study—specifically sustainable luxury brand engagement, commitment, willingness to pay more, and advocacy—luxury brands must strategically cultivate perceived innovativeness in sustainability and deep emotional bonds with tourists. Brands need to show that they are leading the way in creating new, effective, and long-lasting solutions while making meaningful connections with tourists that reflect their values and travel identities. They can create sustainable innovations that address local destinations' environmental or social problems, along with exceptional experiences after purchase that make people feel they belong and share a common goal. Furthermore, given the demonstrated partial moderation of celebrity endorsement in relationships between value dimensions and brand-level outcomes, luxury brands need to deploy celebrity partnerships with strategic selectivity and audience segmentation.

Celebrity endorsement amplify social value and aspirational appeal among luxury tourism consumers (Liu et al., 2023; Zhang et al., 2024). To leverage this moderation effect while mitigating risks, brands can, for example, partner with cultural icons whose personal brand ethos aligns with destination-specific sustainability initiatives.

Fifth, tourists' attitudes and satisfaction with SLPC significantly affected perceived societal outcomes such as social justice intentions, philanthropic intentions, FT intentions, and pro-social shopping activism. As such, luxury brands must carefully design shopping experiences that turn consumer goodwill into real social change. Luxury destinations can also amplify this effect by integrating brand initiatives into local regenerative tourism ecosystems. This can be done through collaboration to make impact platforms for each destination, where purchases go directly to verified social and environmental projects. Given the moderating effect of global impact perception in the relationship between SLPCV dimensions and outcome variables, luxury brands can benefit from clearly scaling up local sustainability efforts to show how they are making a difference in people's lives. The way people see the world leads them to expect that luxury purchases should have local and measurable global effects (Moscardo, 2017).

Finally, the results of choice modeling revealed that shoppers' preferences for SLPs align with emerging pro-environmental consumption trends—specifically favoring mass-produced items and brands positioned as sustainability leaders. Therefore, luxury brands should democratize sustainable luxury through scalable, ethically produced collections while amplifying their environmental and social credentials. This particularly makes sense given that women, younger, and better-educated tourists are more likely to purchase these products through unconventional channels (e.g., street markets) rather than traditional high-end malls. Luxury

brands should reconfigure distribution and communication strategies to engage these demographics in their preferred spaces.

6.8. Chapter summary

This chapter discussed the study's results, comparing them with the findings of earlier research. It identifies similarities and differences and provides potential reasons for the results. The study developed a comprehensive scale for measuring the SLPCVs in tourism. The predictive power of the measurement scale was assessed across three studies at the individual, brand, and societal levels. The theoretical and practical contributions of the study are also presented in this chapter. The next chapter presents the conclusions.

CHAPTER 7

7. CONCLUSION

7.1. Introduction

This chapter summarizes the thesis, outlines the basic procedures followed, and assesses how the objectives were achieved. Additionally, the chapter presents the study's limitations and avenues for future research.

7.2. Summary of the study

Drawing on the gap in the existing literature regarding the long-held view that luxury and sustainability cannot co-exist and recent evidence suggesting growing interest in responsible high-end products among premium consumers, this thesis examines what motivates tourists to shop for SLPs. Thus, the aim of the study is to develop a reliable and validated scale to measure SLPCVs in tourism and test the predictive influence of the value dimensions on various outcome variables at the individual, brand, and societal levels. The thesis is structured in seven chapters.

Chapter One provided the background for the study and highlights the research problem. The research questions and objectives are subsequently indicated based on the research gaps. Eight objectives were drawn from the overall aim of the study: (1) to develop a valid and comprehensive scale to measure SLPCVs in tourism; (2) to test a model that demonstrates the relationships among the dimensions of SLPCVs in tourism and factors at the individual level; (3) to examine the moderating effects of self-transcendence on the interaction among the dimensions of SLPCVs in tourism and factors at the individual level; (4) to test a model that demonstrates the relationships among the dimensions of SLPCVs in tourism and factors at the brand level; (5) to examine the moderating effects of celebrity endorsement on the interaction among the dimensions of SLPCVs in tourism and factors at the brand level; (6) to test a model that

demonstrates the relationships among the dimensions of SLPCVs in tourism and factors at the societal level; (7) to examine the moderating effects of global identity on the interaction among the dimensions of SLPCVs in tourism and factors at the societal level; and (8) to examine the possible drivers of shoppers' preference for SLPs. Accordingly, the significance of the study, overall structure of the thesis, and organization of the study are discussed in Chapter One.

Chapter Two reviewed related literature. The review first synthesizes the broader theory of consumption values before narrowing the scope to luxury consumption and their values and sustainable consumption and their values. The link between luxury and sustainability is then assessed in terms of the contemporary meaning and forms of SLPC and their values. Drawing on these premises, the study further narrows the concept of consumption to sustainable luxury shopping, setting the scene in tourism. Such a focus is thus conceptualized as SLPCVs in tourism. In doing so, SLPC in tourism is operationally defined as the practice of engaging in high-end shopping experiences while traveling, with a focus on environmental responsibility, ethical considerations, and social impact. Accordingly, SLPCVs in tourism are defined as the motivations that explain why shoppers prefer environmentally friendly and socially responsible high-end products or brands over traditional luxury options when traveling. Furthermore, the outcomes of SLPCVs at the individual, brand, and societal levels are reviewed. Finally, the drivers of shoppers' preferences for SLPs are synthesized.

Chapter Three presented the conceptual models and development of the hypotheses and discusses the expected dimensionality of SLPCVs in tourism. Subsequently, the proposed conceptual model to test relationships at the individual, brand, and societal levels, along with hypotheses related to shoppers' preference for SLPs, is presented. At the individual, brand, and societal levels, the survey comprised 15 hypotheses each, including 15 direct relationships and

one moderating effect. The section of preference for SLPs tests 15 hypotheses. This chapter presents a total of 60 hypotheses developed for testing.

Chapter Four presented the research methodology and discusses the research design, the procedures followed, and the results of scale development. Based on established procedures, eight steps were followed. First, the specification and definition of SLPCVs were conducted based on a thorough review of the literature. Expert interviews on the domains were subsequently undertaken to refine and validate the constructs identified from the literature review. Once the domains were refined, the third stage generated a pool of items from the literature and determined the measurement format. At the fourth stage, experts again reviewed the pool of items to assess the content validity of the items generated in the third stage. After appropriate amendments based on the expert review, items were purified using content validity index procedures at the fifth stage. The pilot survey and main survey were conducted in the sixth and seventh stages, respectively, and the final stage involved hypothesis testing using EFA and CFA, SEM, MGA, and HCM. The survey was conducted using a marketing company, recruiting US residents who had shopped for SLPs while traveling in the last three years.

Chapter Five presented the results from EFA, CFA, hypothesis testing, MGA, and HCM analyses. Chapter Six discussed the findings in relation to the objectives set in Chapter One. Finally, Chapter Seven concludes the thesis, providing an overview of the thesis, its limitations, and suggestions for future research.

7.3. Limitations of the study and suggestions for future research

This study has several limitations. First, the research was conducted exclusively within an American context, so the findings may lack generalizability to countries or regions with other cultures or religions. Given the established role of social value in luxury consumption in general

and sustainable luxury in particular, as revealed in the current study, this role should be validated in collective cultures and societies with significantly different religious or ethical frameworks. Future research should test these relationships across cultures to enhance the external validity of the results. Comparative studies involving distinct cultural groups are also worth exploring.

Second, this study did not capture the actual SLPC behavior among tourists because the findings are based solely on self-reported survey data. Self-reported responses are inherently vulnerable to social desirability bias, especially in the context of sustainability, where participants may overstate their intentions or values to align with perceived social norms. Moreover, the majority of the outcome variables in this research measure behavioral intentions rather than actual purchasing behavior, and intentions do not always translate into actual consumer behavior (Juvan & Dolnicar, 2014; Viglia et al., 2024). Although the inclusion of a choice experiment in the survey design helps mitigate this issue to some extent (Pfeiffer et al., 2015), it remains an indirect measure of real-world behavior. To address this limitation, future studies should consider employing direct observation methods in tourism settings and analyzing unsolicited data sources, such as online reviews and social media posts, using big data analytics.

Third, the current study examined tourists' purchases of personal luxury products—consumables and durables—without distinguishing between different tiers of luxury, such as little luxury (e.g., wallets and cosmetics), normal luxury, and ultra-luxury items (e.g., cars and high-end jewelry). This lack of distinction restricts the study's ability to capture the nuanced variations in consumer motivations. Consumer behavior can differ significantly depending on the level of luxury involved (Gupta et al., 2023b). Future research should segment luxury products more precisely and investigate how sustainable shopping values and behavior may differ across

little, normal, and ultra-luxury categories to provide targeted insights for theory and practice in SLPC in tourism.

Fourth, the study also did not differentiate tourists based on the purpose of their visit. Different tourist segments, such as leisure travelers, business visitors, or diaspora tourists, may exhibit distinct attitudes and behavior toward SLPC. In particular, diaspora tourists—who often have a stronger sense of ownership and concern for the destination—are reported to shop more responsibly in luxury markets (Chhabra, 2013). Future research should segment tourists by travel purpose and examine how these motivations influence SLPC. Finally, although the three studies offer intriguing insights into how self-transcendence at the individual level, celebrity endorsement at the brand level, and global identity at the societal level act as moderators, other significant factors could also shape tourists' perceptions in the SLPC context. These factors include willingness to sacrifice, materialism, and environmental sensitivity.

Appendices

Appendix I

Interview Guide: Experts' review on domains

Perceptions of Sustainable Luxury Product Consumption Values in Tourism and their Outcomes

My name is Amare Yaekob Chiriko, and thank you very much for accepting and sharing your time for this interview for my PhD thesis. In this interview, we'll share your insights on values derived from shopping for sustainable luxury products while travelling. This interview aims to validate the sustainable luxury shopping values in tourism identified from existing literature.

Amare Yaekob CHIRIKO,
PhD Student, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
Email: amare-yaekob.chiriko@polyu.edu.hk

Interview start time:

Interview end time:

Section 1

- Can you describe a memorable experience you had purchasing a luxury product while travelling?
- When considering a luxury brand or product, what factors do you use to determine if it is sustainable or unsustainable?

Section 2

1. Do you think functional value is important to include in a questionnaire about sustainable luxury shopping while travelling? Why or why not?
If yes, what aspects or characteristics should be measured under functional value?
How would you suggest the questions or statements (indicators) under functional value should be worded to best capture your experience or perception?
2. Do you think social value is important to include in a questionnaire about sustainable luxury shopping while travelling? Why or why not?
If yes, what aspects or characteristics should be measured under social value?
How would you suggest the questions or statements (indicators) under social value should be worded to best capture your experience or perception?
3. Do you think emotional value is important to include in a questionnaire about sustainable luxury shopping while travelling? Why or why not?
If yes, what aspects or characteristics should be measured under emotional value?
How would you suggest the questions or statements (indicators) under emotional value should be worded to best capture your experience or perception?
4. Do you think epistemic value is important to include in a questionnaire about sustainable luxury shopping while travelling? Why or why not?
If yes, what aspects or characteristics should be measured under epistemic value?

How would you suggest the questions or statements (indicators) under epistemic value should be worded to best capture your experience or perception?

5. Do you think environmental value is important to include in a questionnaire about sustainable luxury shopping while travelling? Why or why not?

If yes, what aspects or characteristics should be measured under environmental value?

How would you suggest the questions or statements (indicators) under environmental value should be worded to best capture your experience or perception?

6. Do you think ethical value is important to include in a questionnaire about sustainable luxury shopping while travelling? Why or why not?

If yes, what aspects or characteristics should be measured under ethical value?

How would you suggest the questions or statements (indicators) under ethical value should be worded to best capture your experience or perception?

Section 3

- Your Age: _____
- Your Professional Rank: _____
- Your area of expertise: _____

Appendix II

Questionnaire: Expert Review

Perceptions of Sustainable Luxury Product Consumption Values in Tourism and their Outcomes

Dear Participants,

My name is Amare Yaekob Chiriko, a PhD student from the Hong Kong Polytechnic University's School of Hotel and Tourism Management.

As part of my doctoral thesis, I am currently working on a research study that aims to develop a scale to measure **Consumption Values derived from using sustainable luxury products while travelling**. Following established scale development guidelines I have developed a list of items for measuring **Sustainable Luxury Product Consumption Values** based on an extensive review of past literature, in-depth interviews with shoppers of luxury products and in-depth interviews with experts.

To ascertain the content and validity of the items, I would appreciate if you can review the whole questionnaire and indicate your decision on whether to retain, remove, modify, or merge an item under each construct.

[Step 1: Respondents will be asked to read the introduction]

Dear Sir/Madam,

Thank you for agreeing to participate in this survey. We are conducting a study on the **values derived from using sustainable luxury products and their consequences**. The information provided is for **RESEARCH PURPOSES ONLY**. Your confidentiality and anonymity are guaranteed. Please provide your responses to the following questions. Thank you for your time and participation.

Amare Yaekob CHIRIKO, Ph.D. Student

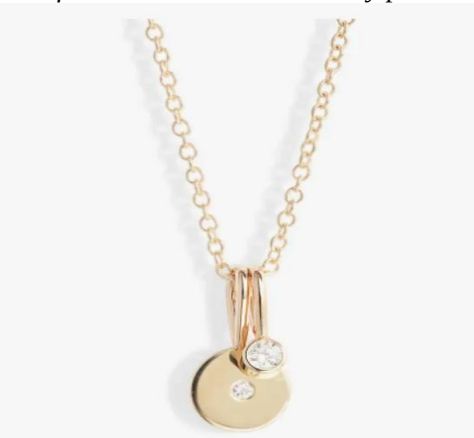
School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: amare-yaekob.chiriko@polyu.edu.hk

Please note that for the purposes of this study, a sustainable luxury product is a high-quality and often high-priced item produced in a manner that minimizes the environmental impact and promotes ethical practices throughout its supply chain. There are examples of several sustainable luxury products.



Luxury bag made using recycled authentic materials



Luxury jewellery where 50% of its profit goes to society



Certified recycled, organic, renewable and responsibly-sourced luxury clothing



Carbon-positive luxury skin cosmetic

[Step 2: Respondents will be asked to answer the following screening questions]

Screening questions

- ❖ Have you shopped for sustainable luxury products while away from your hometown in the past **THREE** years?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)
- ❖ Did you experience any benefits from using sustainable luxury products while away from your hometown?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)

[Step 3: Respondents will be asked to answer the following questions about their sustainable luxury product/brand purchases]

Part 1: Please think about **your most recent purchase of a sustainable luxury product while away from your hometown** and **answer the questions below.**

What specific **sustainable luxury product** did you purchase most recently while away from your hometown? (e.g. clothing, jewelry, bags, footwear, cosmetics, glasses, watches, designer accessories like wallet, fragrance, home appliance, etc.

e.g., Luxury bag made using recycled authentic materials; Luxury jewellery where 50% of its profit goes to society; Certified recycled, organic, renewable and responsibly-sourced luxury clothing; Carbon-positive luxury skin cosmetic; Luxury denim with water-saving techniques; upcycled luxury accessories; Luxury perfumes with natural ingredients)

-
- ❖ Please write the **name of the brand** of the sustainable luxury product you mentioned above.

-
- ❖ When did you purchase the sustainable luxury product/brand you mentioned above while away from your hometown?

1). Less than one year 2) 1 year to less than 2 year 3) 2 years to 3 years

- ❖ Where did you purchase the sustainable luxury product/brand mentioned above while away from your hometown?

1). Shopping mall 2). Duty-free shops 3). Luxury brand stores 4.) Hotels/Resorts
5) Other

You listed _____ as the most recently purchased sustainable luxury product/brand while away from your hometown. Please answer the following questions regarding your reactions after making this purchase.

[Step 4: Respondents will be asked to answer the following questions about their perceived benefits after using the sustainable luxury product]

[Your Task 1: Please indicate whether to retain, modify, remove or merge an item under each construct by shading the corresponding box with Orange for “Retain”, Yellow for “Modify” and Red for “Remove”. If your decision is “Modify”, please suggest the changes on the space provided. If your decision is “Merge”, please which item the selected indicator

you believe should be merged with.]

Part 2. Benefits sought after using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Functional value	Your decision			
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]				
1.	offers consistent quality.				
2.	performs consistently.				
3.	has design and aesthetic appeal which meet my personal taste.				
4.	is highly durable.				
5.	has a high standard of longevity.				
6.	involves high level of innovation.				
7.	is easier to maintain and care for than other luxury goods.				
8.	is safer to use than non-sustainable luxury goods.				
9.	performs its intended function excellently.				
10.	has packaging that protects the product from damage, spoilage, or contamination.				
11.	involves cutting technologies.				
Your comments for "Modify" or "Merge" decision: _____					
	Social status value	Your decision			
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]				
12.	product makes me feel part of the community of those who care for the environment and society.				
13.	makes me feel part of the very few who cherish sustainability.				
14.	improves my self-concept as a responsible buyer.				
15.	makes me feel I am an elite user.				
16.	makes me feel unique for contributing to environmental protection.				
17.	makes me feel unique for contributing to social responsibility.				
18.	gives me a sense of accomplishment.				
19.	makes me show off my luxury products to others.				
20.	Purchasing a sustainable luxury product improves my social status.				
21.	gives a positive impression to fellow shoppers.				
22.	enhances my friendship with fellow shoppers.				
23.	makes me feel more accepted by my friends.				
24.	gives a good impression to important people in my life.				
25.	improves my social interactions.				
26.	makes me talk with my friends about my purchased product.				

Your comments for “Modify” or “Merge” decision: _____				
	Emotional value	Your decision		
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]			
27.	is an exciting experience.			
28.	makes me happy.			
29.	makes me feel delighted.			
30.	makes me feel thrilled.			
31.	makes me feel relaxed and relieved.			
32.	gives me pleasure.			
33.	fascinates me.			
34.	improves my mood.			
35.	makes me feel that I am contributing to something meaningful.			
36.	makes me feel smart about my decision.			
37.	makes me feel like I am a better person.			
38.	increases my appreciation for nature.			
Your comments for “Modify” or “Merge” decision: _____				
	Epistemic value	Your decision		
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]			
39.	satisfies my curiosity about trying new things.			
40.	helps me learn about sustainable luxury shopping trends.			
41.	increases my knowledge of sustainability.			
42.	increases my knowledge of responsible luxury.			
43.	helps me learn about new sustainable luxury practices.			
44.	provides me with authentic experience.			
45.	helps me learn more about checking certifications and eco-labels on sustainable luxury brands.			
46.	helps me obtain new information about a sustainable luxury product.			
Your comments for “Modify” or “Merge” decision: _____				
	Eco-friendly Value	Your decision		
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]			
47.	uses materials that are eco-friendly.			
48.	uses materials that are recycled.			
49.	uses materials that are upcycled.			
50.	uses materials that reduce carbon footprint through optimized energy use.			
51.	uses materials that source and utilize renewable geothermal energy for its operations.			

52.	uses materials that utilize solar energy and other sustainable resources.				
53.	uses materials and utilities that are plastic-free.				
54.	uses materials that are non-hazardous.				
55.	uses materials from production processes that reduce waste.				
56.	uses materials that do not harm the environment.				
57.	uses renewable, recyclable, biodegradable, or compostable materials for packaging.				
58.	uses materials that contribute positively to long-term environmental sustainability.				
Your comments for “Modify” or “Merge” decision: _____					
	Ethical value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]				
59.	encourages ethical supply chain practices.				
60.	ensures that employees receive descent salaries.				
61.	helps reduce exploitation of child labor.				
62.	helps reduce systematic exploitation of local communities.				
63.	helps reduce systematic exploitation of employees.				
64.	helps reduce systematic exploitation of surrounding environment.				
65.	promotes ethical promotion and marketing.				
66.	promotes ethical sustainability performance reporting (e.g. CSR, ESG reporting).				
67.	promotes ethical financial reporting (e.g. CSR, ESG reporting).				
68.	helps reduce animal suffering.				
69.	promotes fair trade practices.				
70.	supports local artisans				
Your comments for “Modify” or “Merge” decision: _____					

No	Individual-level study dependent variables [SD (1)-SA (7)]
	Attitude toward using the sustainable luxury product
	By using the sustainable luxury product I named above, I feel that
7.	the sustainable luxury product is good.
8.	the sustainable luxury product is pleasant.
9.	the sustainable luxury product is desirable.
10.	the sustainable luxury product is satisfying.
11.	the sustainable luxury product is favorable.
12.	the sustainable luxury product is enjoyable.
	Satisfaction with the sustainable luxury product
	By using the sustainable luxury product I named above, I feel that
5.	I am satisfied with the quality of the sustainable luxury product I purchased.
6.	the sustainable luxury shopping experience met my expectations.

-
7. the sustainable luxury product I bought was worth the investment.
 8. overall, I am happy with my decision to purchase the sustainable luxury product.

Cognitive well-being

By using the sustainable luxury product I named above, I feel that

7. I felt satisfied with my life.
8. I felt better physically and mentally.
9. I felt good about my life although I have my ups and downs.
10. I felt that my life is close to ideal.
11. I felt I have obtained the important things I want in life.
12. I felt that the conditions of my life are excellent.

Social well-being

By using the sustainable luxury product I named above, I feel that

5. I felt part of a community of consumers who care about the planet and its people.
6. I had meaningful conversations and shared experiences with locals and other consumers.
7. I felt my social standing among friends and family who value responsible consumption is enhanced.
8. I felt I am a more responsible and ethical consumer.

Meaningful life

By using the sustainable luxury product I named above, I feel that

5. I felt a greater sense of purpose and fulfillment in my life.
6. I realized the importance of aligning my actions with my personal values.
7. I experienced a deeper connection to my community and the world around me.
8. I found more meaning in my everyday choices and lifestyle.

Transformation to sustainability

By using the sustainable luxury product I named above, I feel that

5. I became more aware of my own environmental impact and the importance of sustainable living.
 6. I started adopting more environmentally friendly practices in my daily life.
 7. I developed a deep appreciation for nature and local cultures.
 8. I was inspired to advocate for more responsible and sustainable consumption.
-

No	Brand-level study dependent variables [SD (1)-SA (7)]
Sustainable luxury brand innovativeness	
By using the sustainable luxury product I named above, I feel that	
5.	this brand provides effective solutions to shoppers' sustainability needs.
6.	shoppers can rely on this brand to offer novel solutions to their sustainability needs.
7.	this brand is able to provide new solutions to shoppers' sustainability needs.
8.	this brand provides effective solutions to shoppers' sustainability needs.
Sustainable luxury brand attachment	
By using the sustainable luxury product I named above, I feel that	
5.	I have a strong association with this brand as it is environmentally friendly and socially responsible.
6.	this brand represents my personal values regarding luxury, environmental responsibility, and social consciousness.

-
7. I have an emotional connection with this brand because of its genuine efforts to promote sustainability without compromising luxury.
 8. I would really miss this brand if it disappeared.

Sustainable luxury brand engagement

By using the sustainable luxury product I named above, I feel that

5. I consider this brand as my brand.
6. I am proud that others know that I shopped for this brand.
7. I like talking to others about this brand.
8. I find connection between the sustainable luxury brands that I prefer and how I view myself.

Sustainable luxury brand commitment

By using the sustainable luxury product I named above, I feel that

4. I would like to continue to choose the sustainable luxury brand over other luxury brands, even if there were slightly cheaper alternatives.
5. I would like to shop for this brand again in the future, specifically because of its commitment to sustainable luxury.
6. I would like to encourage others to purchase this brand because of its unique approach to sustainable luxury.

Willingness to pay more

By using the sustainable luxury product I named above, I feel that

4. I am willing to pay a higher price for a sustainable luxury product compared to traditional luxury products.
5. I am willing to spend extra for sustainable luxury products even if that means compromising my comfort.
6. I believe the sustainable luxury product offers better value for my money, even if it costs more.

Sustainable luxury brand advocacy

By using the sustainable luxury product I named above, I feel that

5. I would like to recommend the sustainable luxury brand to friends, family, and colleagues.
 6. I would like to tell others about my positive experience with this brand and its commitment to sustainability.
 7. I would like to share positive reviews and content about the brand on social media or online travel platforms.
 8. I would like to defend this brand if someone questioned its commitment to sustainability.
-

No	Societal-level study dependent variables [SD (1)-SA (7)]
----	--

Social justice behavioral intention

By using the sustainable luxury product I named above, I feel that

5. I would like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.
6. I would like to engage in activities that will promote social justice.
7. I would like to try my best to ensure that all individuals and groups have a chance to speak and be heard.
8. I would like to choose sustainable luxury brands if I know they prioritize diversity and inclusion in their hiring practices and treatment of staff.

Philanthropic behavioral intention

By using the sustainable luxury product I named above, I feel that

5. I would like to donate to a charitable fund or initiative.
6. I would like to participate in volunteer programs or activities.
7. I would like to financially support movements against climate change and social inequality.
8. I would like to participate in a dedicated program for giving back to social or environmental causes.

Fairtrade behavioral intention

By using the sustainable luxury product I named above, I feel that

4. I would like to seek information about commitment to fair trade principles, when choosing a sustainable luxury brand.
5. I would make an effort to shop for a sustainable luxury brand that has fair trade practices.
6. I would switch to a different sustainable luxury brand if I found out that my preferred one did not engage in fair trade practices.

Pro-social shopping activism behavioral intention

By using the sustainable luxury product I named above, I would like to

5. volunteer for pro-social advocacy groups and initiatives (e.g. investing time, money, expertise).
 6. volunteer for pro-social lobbying groups and initiatives (e.g. investing time, money, expertise).
 7. selectively shop for luxury brands that align with sustainability values.
 8. boycott luxury shopping brands that do not contribute towards environmental conservation and social development.
-

[Your Task 3: Please suggest areas of improvement for this questionnaire in the following box including suggesting new items and omitting one or more of existing ones]

Appendix III

Questionnaire: Pre-test

Perceptions of Sustainable Luxury Product Consumption Values in Tourism and their Outcomes

Dear Participants,

My name is Amare Yaekob Chiriko, a PhD student from the Hong Kong Polytechnic University's School of Hotel and Tourism Management.

As part of my doctoral thesis, I am currently working on a research study that aims to develop a scale to measure **Values derived from using sustainable luxury products while travelling**. Following established scale development guidelines, I have developed a list of items for measuring **Sustainable Luxury Product Consumption Values** based on an extensive review of past literature, in-depth interviews with shoppers of luxury products and in-depth interviews with experts.

To ascertain the content and validity of the items, I would appreciate if you can evaluate the degree to which the items are relevant to measuring the values by rating **1 (not relevant)**, **2 (somewhat relevant)**, **3 (quite relevant)** or **4 (highly relevant)**.

[Step 1: Respondents will be asked to read the introduction]

Dear Sir/Madam,

Thank you for agreeing to participate in this survey. We are conducting a study on the **values derived from using sustainable luxury products and their consequences**. The information provided is for **RESEARCH PURPOSES ONLY**. Your confidentiality and anonymity are guaranteed. Please provide your responses to the following questions. Thank you for your time and participation.

Amare Yaekob CHIRIKO, Ph.D. Student

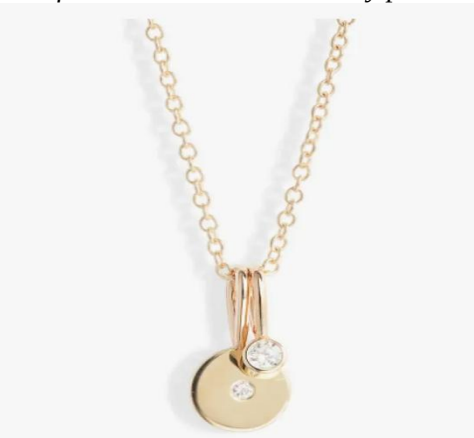
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Please note that for the purposes of this study, a sustainable luxury product is a high-quality and often high-priced item produced in a manner that minimizes the environmental impact and promotes ethical practices throughout its supply chain. There are examples of several sustainable luxury products.



Luxury bag made using recycled authentic materials



Luxury jewellery where 50% of its profit goes to society



Certified recycled, organic, renewable and responsibly-sourced luxury clothing



Carbon-positive luxury skin cosmetic

[Step 2: Respondents will be asked to answer the following screening questions]

Screening questions

- ❖ Have you shopped for sustainable luxury products while away from your hometown in the past **THREE** years?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)
- ❖ Did you experience any benefits from using sustainable luxury products while away from your hometown?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)

[Step 3: Respondents will be asked to answer the following questions about their sustainable luxury product/brand purchases]

Part 1: Please think about **your most recent purchase of a sustainable luxury product while away from your hometown** and **answer the questions below.**

What specific **sustainable luxury product** did you purchase most recently while away from your hometown? (e.g. clothing, jewelry, bags, footwear, cosmetics, glasses, watches, designer accessories like wallet, fragrance, home appliance, etc.

e.g., Luxury bag made using recycled authentic materials; Luxury jewellery where 50% of its profit goes to society; Certified recycled, organic, renewable and responsibly-sourced luxury clothing; Carbon-positive luxury skin cosmetic; Luxury denim with water-saving techniques; upcycled luxury accessories; Luxury perfumes with natural ingredients)

-
- ❖ Please write the **name of the brand** of the sustainable luxury product you mentioned above.

_____ -

- ❖ When did you purchase the sustainable luxury product/brand you mentioned above while away from your hometown?
 - 1). Less than one year 2) 1 year to less than 2 year 3) 2 years to 3 years
- ❖ Where did you purchase the sustainable luxury product/brand mentioned above while away from your hometown?
 - 1). Shopping mall 2). Duty-free shops 3). Luxury brand stores 4.) Hotels/Resorts
 - 5) Other

You listed _____ as the most recently purchased sustainable luxury product/brand while away from your hometown. Please answer the following questions regarding your reactions after making this purchase.

[Step 4: Respondents will be asked to answer the following questions about their perceived benefits after using the sustainable luxury product/]

[Your Task 1: Please evaluate the relevance of the following items in measuring Sustainable Luxury Product Consumption Values. Use a scale from 1 (Not Relevant) to 4 (Highly Relevant) by shading the box with your preferred rating in ORANGE, as demonstrated below.]

1.	This is a sample item.	1	2	3	4
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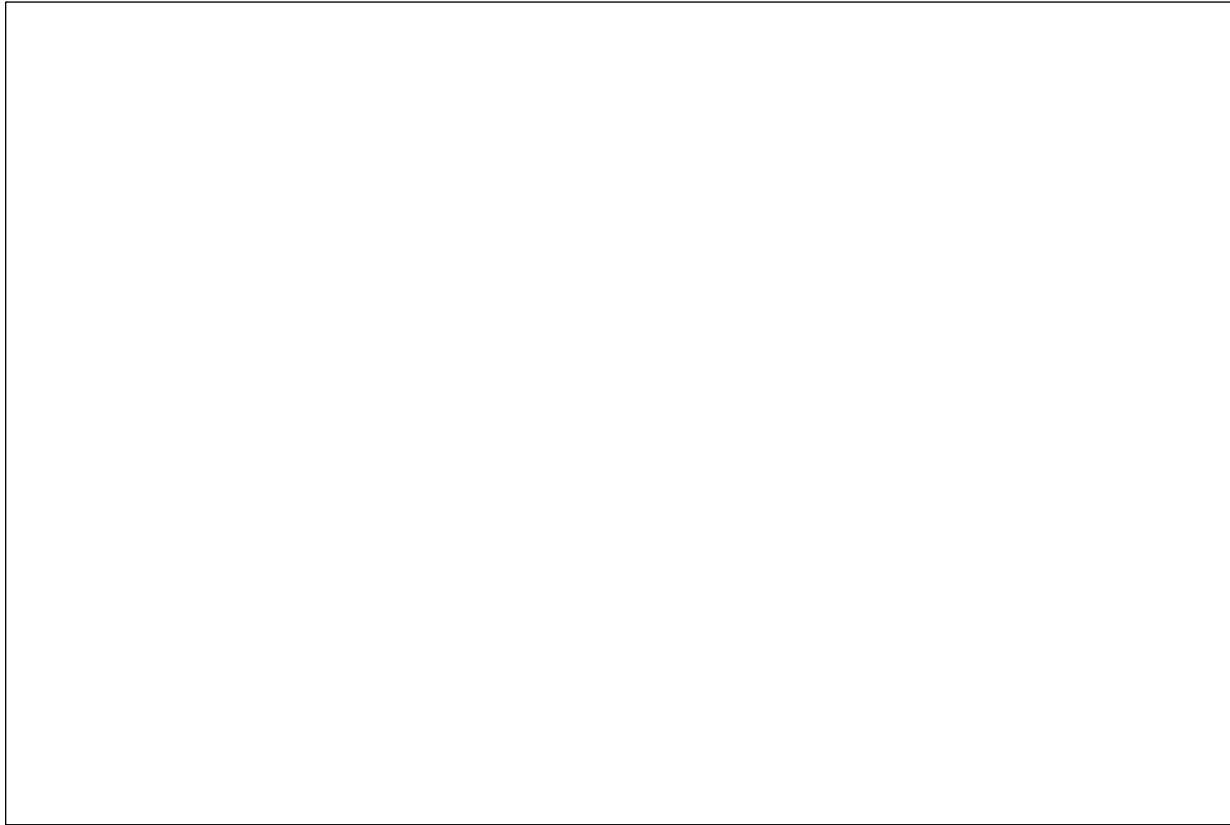
Part 2. Benefits sought after using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Functional value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]				
1.	offers premium quality				
2.	has a timeless design				
3.	has acceptable standards of durability and longevity.				
4.	involves high level of innovation.				
5.	is safe to use.				
6.	is easy to maintain and care for.				
7.	performs its intended function excellently.				
8.	offers better value for money.				
9.	involves better storytelling.				
10.	is organic and natural.				
	Social status value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]				
11.	makes me feel part of the community of those who care for sustainability.				
12.	makes me feel part of the small community who cherish sustainability.				
13.	improves my self-concept as a responsible brand buyer.				
14.	makes me feel I am an elite user.				
15.	makes me feel I am contributing to sustainability.				
16.	gives me a sense of accomplishment.				
17.	gives me a chance to show off my luxury products to others.				
18.	enhances my social status.				
19.	gives a positive impression to fellow shoppers.				
20.	enhances my friendship with fellow shoppers.				
21.	makes me feel more accepted by my friends.				
22.	makes a good impression on important people in my life.				
23.	enhances my social interactions.				
24.	makes me talk with my friends about my purchased product.				
	Emotional value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]				
25.	makes me excited.				
26.	creates an interesting experience.				
27.	makes me feel that I am contributing to something meaningful.				

28.	makes me feel smart about my decision.				
29.	makes me feel like I am a better person.				
30.	makes me feel appreciative of nature and society.				
	Epistemic value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]				
31.	satisfies my curiosity about trying new things.				
32.	helps me learn about sustainable luxury shopping trends.				
33.	increases my knowledge of responsible luxury.				
34.	helps me learn about new sustainable luxury practices.				
35.	helps me learn more about checking certifications and eco-labels on sustainable luxury brands.				
36.	helps me obtain new information about a sustainable luxury product.				
	Eco-friendly Value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]				
37.	uses organic and natural materials.				
38.	uses recycled materials.				
39.	uses materials that reduce carbon footprint.				
40.	involves production processes that reduce waste.				
41.	uses materials that do less harm to the environment.				
42.	uses renewable and biodegradable materials.				
43.	involves regenerative practices (uses materials that have positive impact on the environment).				
	Ethical value	RELEVANCE			
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]				
44.	involves transparency about its sourcing and supply chain.				
45.	ensures that employees receive decent salaries.				
46.	helps reduce exploitation of child labor.				
47.	helps reduce exploitation of local communities.				
48.	helps reduce exploitation of employees.				
49.	helps reduce exploitation of the surrounding environment.				
50.	helps reduce animal suffering.				
51.	promotes fair trade practices.				
52.	helps local economy				
53.	benefits local artisans.				
54.	is morally the right thing to do.				

[Your Task 3: Please suggest areas of improvement for this questionnaire in the following box including suggesting new items and omitting one or more of existing ones]



Thank you so much for your time.

Appendix IV

Questionnaire: Pilot test

Perceptions of Sustainable Luxury Product Consumption Values in Tourism and their Outcomes

Dear Sir/Madam,

Thank you for agreeing to participate in this survey. We are conducting a study on the **sustainable luxury product consumption values in tourism and their consequences**. The information from the survey will be used solely for **RESEARCH PURPOSES ONLY**. Your confidentiality and anonymity are guaranteed. The survey takes about 20 minutes to complete. Thank you for your time and participation.

Amare Yaekob CHIRIKO, PhD student

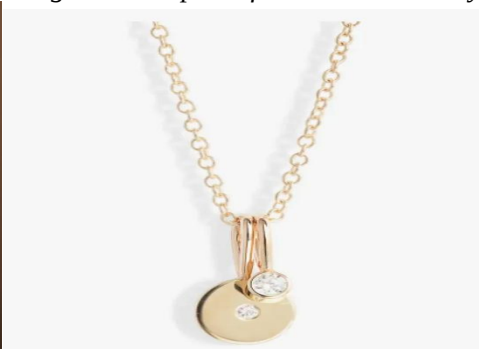
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Please note that for the purpose of this study, a sustainable luxury product is defined as a high-quality and often high-priced item produced in a manner that minimizes environmental impact and promotes ethical practices throughout its supply chain. The following are examples of sustainable luxury products.



Luxury bag made using recycled authentic materials



Luxury jewellery where some part of its profit goes to society



Certified recycled, organic, renewable and responsibly-sourced luxury clothing



Carbon-positive luxury cosmetic

Please also note that sustainable luxury shopping in tourism refers to the practice of purchasing high-end goods and services while traveling, with a focus on ethical production, environmental responsibility, and supporting local communities and economies.

Part 1. Screening questions

- ❖ Are you currently residing in the US?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)
- ❖ Have you shopped for sustainable luxury products while travelling away from your current town/city of residence in the past **THREE** years?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)
- ❖ Did you experience any benefits from using sustainable luxury products while travelling away from your current town/city of residence?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)

Part 2: Please think about your most recent purchase of a sustainable luxury product while travelling away from your current town/city of residence and answer the questions below.

What specific **sustainable luxury product** did you purchase most recently while travelling away from your current town/city of residence? (e.g. luxury clothing, luxury jewelry, luxury bag, luxury footwear, luxury cosmetic, luxury glass, luxury watch, luxury designer accessories such as wallets, fragrances, or home appliances).

-
- ❖ Please write the **name of the brand** of the sustainable luxury product you mentioned above (e.g. Chanel, Louis Vuitton, Gucci, Prada, Hermès, Dior, Versace, Burberry, Balenciaga, Valentino, etc).
-
- ❖ When did you purchase the sustainable luxury product/brand you mentioned above while travelling away from your current town/city of residence?
 - 1). Less than one year ago
 - 2) 1 year to less than 2 years ago
 - 3) 2 years to 3 years ago
 - ❖ Where did you purchase the sustainable luxury product/brand mentioned above while travelling away from your current town/city of residence?
 - 1) Duty-free shop
 - 2) Luxury brand store
 - 3) Shopping mall
 - 4) Hotel/Resort
 - 5) Other (please mention: _____)
 - ❖ During which part or aspect of your travel did you most recently shop for a sustainable luxury product?
 - 1) While travelling within my state
 - 2) While travelling outside of my state but within the USA
 - 3) During international travel out of the USA

You listed _____ product from _____ brand as the most recently purchased sustainable luxury product/brand while travelling away from your current residence area. Please answer the following questions regarding your reactions after making this purchase.

Part 3. Benefits sought by using the sustainable luxury product while travelling away from your current town/city of residence you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Functional value	1	2	3	4	5	6	7
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]							
1.	offers premium quality	1	2	3	4	5	6	7
2.	has a timeless design	1	2	3	4	5	6	7
3.	has acceptable standards of durability and longevity.	1	2	3	4	5	6	7
4.	involves high level of innovation.	1	2	3	4	5	6	7
5.	is safe to use.	1	2	3	4	5	6	7
6.	is easy to maintain and care for.	1	2	3	4	5	6	7
7.	involves better storytelling.	1	2	3	4	5	6	7
	Social status value							
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]							
8.	makes me feel part of the community of those who care for sustainability.	1	2	3	4	5	6	7
9.	makes me feel part of the small community who cherish sustainability.	1	2	3	4	5	6	7
10.	improves my self-concept as a responsible brand buyer.	1	2	3	4	5	6	7
11.	makes me feel I am contributing to sustainability.	1	2	3	4	5	6	7
12.	gives me a sense of accomplishment.	1	2	3	4	5	6	7
13.	gives me a chance to show off my luxury products to others.	1	2	3	4	5	6	7
14.	enhances my social status.	1	2	3	4	5	6	7
15.	gives a positive impression to fellow shoppers.	1	2	3	4	5	6	7
16.	enhances my friendship with fellow shoppers.	1	2	3	4	5	6	7
17.	makes me feel more accepted by my friends.	1	2	3	4	5	6	7
18.	makes a good impression on important people in my life.	1	2	3	4	5	6	7
19.	enhances my social interactions.	1	2	3	4	5	6	7
20.	makes me talk with my friends about my purchased product.	1	2	3	4	5	6	7
	Emotional value							
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]							
21.	makes me excited.	1	2	3	4	5	6	7
22.	creates an interesting experience.	1	2	3	4	5	6	7
23.	me feel that I am contributing to something meaningful.	1	2	3	4	5	6	7

24.	me feel smart about my decision.	1	2	3	4	5	6	7
25.	makes me feel like I am a better person.	1	2	3	4	5	6	7
26.	increases my appreciation for nature and society.	1	2	3	4	5	6	7
	Epistemic value							
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]							
27.	satisfies my curiosity about trying new things.	1	2	3	4	5	6	7
28.	helps me learn about sustainable luxury shopping trends.	1	2	3	4	5	6	7
29.	increases my knowledge of responsible luxury.	1	2	3	4	5	6	7
30.	helps me learn about new sustainable luxury practices.	1	2	3	4	5	6	7
31.	helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	1	2	3	4	5	6	7
	Eco-friendly Value							
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]							
32.	uses organic and natural materials.	1	2	3	4	5	6	7
33.	uses recycled materials.	1	2	3	4	5	6	7
34.	involves production processes that reduce waste.	1	2	3	4	5	6	7
35.	uses materials that do less harm to the environment.	1	2	3	4	5	6	7
36.	uses renewable and biodegradable materials.	1	2	3	4	5	6	7
37.	involves regenerative practices (uses materials that have positive impact on the environment).	1	2	3	4	5	6	7
	Ethical value							
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]							
38.	involves transparency about its sourcing and supply chain.	1	2	3	4	5	6	7
39.	ensures that employees receive descent salaries.	1	2	3	4	5	6	7
40.	helps reduce exploitation of child labor.	1	2	3	4	5	6	7
41.	helps reduce exploitation of local communities.	1	2	3	4	5	6	7
42.	helps reduce animal suffering.	1	2	3	4	5	6	7
43.	promotes fair trade practices.	1	2	3	4	5	6	7
44.	helps local economy	1	2	3	4	5	6	7
45.	benefits local artisans.	1	2	3	4	5	6	7

Part 4: Individual level outcomes of using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Attitude toward using the sustainable luxury product you named above

No	By using the sustainable luxury product I named above, I feel that	1	2	3	4	5	6	7
1.	luxury products should prioritize environmental sustainability over traditional luxury attributes.	1	2	3	4	5	6	7
2.	luxury products should not harm the environment.	1	2	3	4	5	6	7

3.	luxury products should not be provided at the expense of societal interests.	1	2	3	4	5	6	7
4.	luxury brands should ensure that their products are ethically sourced and produced.	1	2	3	4	5	6	7
5.	the sustainable luxury product is good.	1	2	3	4	5	6	7
6.	the sustainable luxury product is pleasant.	1	2	3	4	5	6	7
7.	the sustainable luxury product is desirable.	1	2	3	4	5	6	7
8.	the sustainable luxury product is satisfying.	1	2	3	4	5	6	7
9.	the sustainable luxury product is favorable.	1	2	3	4	5	6	7
10.	the sustainable luxury product is enjoyable.	1	2	3	4	5	6	7

(ii) Satisfaction with the sustainable luxury product you named above

No	By using the sustainable luxury product I named above, I feel that	1	2	3	4	5	6	7
1.	I am satisfied with the quality of the sustainable luxury product I purchased.	1	2	3	4	5	6	7
2.	the sustainable luxury shopping experience met my expectations.	1	2	3	4	5	6	7
3.	the sustainable luxury product I bought was worth the investment.	1	2	3	4	5	6	7
4.	overall, I am happy with my decision to purchase the sustainable luxury product.	1	2	3	4	5	6	7

(iii) Cognitive well-being from using the sustainable luxury product you named above

No	Cognitive well-being	1	2	3	4	5	6	7
	By using the sustainable luxury product I named above,							
1.	I feel satisfied with my life.	1	2	3	4	5	6	7
2.	I feel better physically and mentally.	1	2	3	4	5	6	7
3.	I feel good about my life although I have my ups and downs.	1	2	3	4	5	6	7
4.	I feel that my life is close to ideal.	1	2	3	4	5	6	7
5.	I feel I have obtained the important things I want in life.	1	2	3	4	5	6	7
6.	I feel that the conditions of my life are excellent.	1	2	3	4	5	6	7

(iv) Social well-being through using the sustainable luxury product you named above

No	By using the sustainable luxury product I named above...	1	2	3	4	5	6	7
1.	I feel part of a community of consumers who care about the planet and its people.	1	2	3	4	5	6	7
2.	I have meaningful conversations and shared experiences with locals and other consumers.	1	2	3	4	5	6	7
3.	I feel my social standing among friends and family who value responsible consumption is enhanced.	1	2	3	4	5	6	7
4.	I feel I am a more responsible and ethical consumer.	1	2	3	4	5	6	7

(v) Meaningful life through using the sustainable luxury product you named above

No	By using the sustainable luxury product I named above,	1	2	3	4	5	6	7
1.	I felt a greater sense of purpose and fulfillment in my life.	1	2	3	4	5	6	7
2.	I realized the importance of aligning my actions with my personal values.	1	2	3	4	5	6	7

3.	I experienced a deeper connection to my community and the world around me.	1	2	3	4	5	6	7
4.	I found more meaning in my everyday choices and lifestyle.	1	2	3	4	5	6	7

(vi) Transformative experience relating to sustainability

No	By using the sustainable luxury product I named above...	1	2	3	4	5	6	7
1.	I became more aware of my own environmental impact and the importance of sustainable living.	1	2	3	4	5	6	7
2.	I started adopting more environmentally friendly practices in my daily life.	1	2	3	4	5	6	7
3.	I developed a deep appreciation for nature and local cultures.	1	2	3	4	5	6	7
4.	I was inspired to advocate for more responsible and sustainable consumption.							

Part 5: Brand level outcomes through using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Sustainable luxury brand innovativeness

No	By using the sustainable luxury product I named above, I feel that ...	1	2	3	4	5	6	7
1.	this brand provides effective solutions to shoppers' sustainability needs.	1	2	3	4	5	6	7
2.	shoppers can rely on this brand to offer novel solutions to their sustainability needs.	1	2	3	4	5	6	7
3.	this brand is able to provide new solutions to shoppers' sustainability needs.	1	2	3	4	5	6	7

(ii) Sustainable luxury brand attachment

No	By using the sustainable luxury product I named above, I feel ...	1	2	3	4	5	6	7
1.	I have a strong association with this brand as it is environmentally friendly and socially responsible.	1	2	3	4	5	6	7
2.	this brand represents my personal values regarding luxury, environmental responsibility, and social consciousness.	1	2	3	4	5	6	7
3.	I have an emotional connection with this brand because of its genuine efforts to promote sustainability without compromising luxury.	1	2	3	4	5	6	7
4.	I would really miss this brand if it disappeared.	1	2	3	4	5	6	7

(iii) Sustainable luxury brand engagement

No	By using the sustainable luxury product I named above...	1	2	3	4	5	6	7
1.	I consider this brand as my brand.	1	2	3	4	5	6	7
2.	I am proud that others know that I shopped for this brand.	1	2	3	4	5	6	7
3.	I like talking to others about this brand.	1	2	3	4	5	6	7
4.	I find connection between the sustainable luxury brands that I prefer and how I view myself.	1	2	3	4	5	6	7

(iv) Sustainable luxury brand commitment

No	By using the sustainable luxury product I named above....	1	2	3	4	5	6	7
1.	I would like to continue to choose the sustainable luxury brand over other luxury brands, even if there were slightly cheaper alternatives.	1	2	3	4	5	6	7
2.	I would like to shop for this brand again in the future, specifically because of its commitment to sustainable luxury.	1	2	3	4	5	6	7
3.	I would like to encourage others to purchase this brand because of its unique approach to sustainable luxury.	1	2	3	4	5	6	7

(v) Willingness to pay more for the sustainable luxury product

No	By using the sustainable luxury product I named above ...	1	2	3	4	5	6	7
1.	I am willing to pay a higher price for a sustainable luxury product compared to traditional luxury products.	1	2	3	4	5	6	7
2.	I am willing to spend extra for sustainable luxury products even if that means compromising my comfort.	1	2	3	4	5	6	7
3.	I believe the sustainable luxury product offers better value for my money, even if it costs more.	1	2	3	4	5	6	7

(vi) Sustainable luxury brand advocacy

No	By using the sustainable luxury product I named above...	1	2	3	4	5	6	7
1.	I would like to recommend the sustainable luxury brand to friends, family, and colleagues.	1	2	3	4	5	6	7
2.	I would like to tell others about my positive experience with this brand and its commitment to sustainability.	1	2	3	4	5	6	7
3.	I would like to share positive reviews and content about the brand on social media or online travel platforms.	1	2	3	4	5	6	7
4.	I would like to defend this brand if someone questioned its commitment to sustainability.	1	2	3	4	5	6	7

Part 6: Societal level outcomes from using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Social justice behavioral intentions

No	By using the sustainable luxury product I named above ...	1	2	3	4	5	6	7
1.	I would like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	1	2	3	4	5	6	7
2.	I would like to engage in activities that will promote social justice.	1	2	3	4	5	6	7
3.	I would like to try my best to ensure that all individuals and groups have a chance to speak and be heard.	1	2	3	4	5	6	7

4.	I would like to choose sustainable luxury brands if I know they prioritize diversity and inclusion in their hiring practices and treatment of staff.	1	2	3	4	5	6	7
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(ii) Philanthropic behavioral intentions

No	By using the sustainable luxury product I named above ...	1	2	3	4	5	6	7
1.	I would like to donate to a charitable fund or initiative.	1	2	3	4	5	6	7
2.	I would like to participate in volunteer programs or activities.	1	2	3	4	5	6	7
3.	I would like to financially support movements against climate change and social inequality.	1	2	3	4	5	6	7
4.	I would like to participate in a dedicated program for giving back to social or environmental causes.	1	2	3	4	5	6	7

(iii) Fair trade behavioral intentions

No	By using the sustainable luxury product I named above ...	1	2	3	4	5	6	7
1.	I would like to seek information about commitment to fair trade principles, when choosing a sustainable luxury brand.	1	2	3	4	5	6	7
2.	I would make an effort to shop for a sustainable luxury brand that has fair trade practices.	1	2	3	4	5	6	7
3.	I would switch to a different sustainable luxury brand if I found out that my preferred one did not engage in fair trade practices.	1	2	3	4	5	6	7

(iv) Pro-social shopping activism behavioral intentions

No	By using the sustainable luxury product I named above, I would like to	1	2	3	4	5	6	7
1.	volunteer for pro-social advocacy groups and initiatives (e.g. investing time, money, expertise).	1	2	3	4	5	6	7
2.	volunteer for pro-social lobbying groups and initiatives (e.g. investing time, money, expertise).	1	2	3	4	5	6	7
3.	selectively shop for luxury brands that align with sustainability values.	1	2	3	4	5	6	7
4.	boycott luxury shopping brands that do not contribute towards environmental conservation and social development.	1	2	3	4	5	6	7

Part 7: Your Personal Beliefs, Perceptions, and Identity

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Self-transcendence

No	Self-transcendence	1	2	3	4	5	6	7
1.	It's very important to me to help the people around me.	1	2	3	4	5	6	7
2.	I think it is important that every person in the world should be treated equally.	1	2	3	4	5	6	7
3.	It is important to me to listen to people who are different from me	1	2	3	4	5	6	7
4.	I strongly believe that people should care for nature.							

(ii) **Celebrity endorsement**

No	Celebrity endorsement	1	2	3	4	5	6	7
5.	Celebrity endorsements significantly influence my purchasing decisions for sustainable luxury products.	1	2	3	4	5	6	7
6.	I trust the recommendations of celebrities when it comes to sustainable luxury brands.	1	2	3	4	5	6	7
7.	Celebrity endorsements have made me more aware of sustainable luxury brands.	1	2	3	4	5	6	7

(iii) **Global identity**

No	Global identity	1	2	3	4	5	6	7
1.	I identify myself as a global citizen.	1	2	3	4	5	6	7
2.	I am interested in knowing about global events.	1	2	3	4	5	6	7
3.	People should be made more aware of how connected we are to the rest of the world.	1	2	3	4	5	6	7
4.	I feel like I am living in a global village.	1	2	3	4	5	6	7

Part 8. Preference for a sustainable luxury product while travelling.

Choice Card 1. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Materials	100% recycled materials	100% recycled materials	100% recycled materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 2. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Iconic luxury brand	Iconic luxury brand	Sustainability leader	Sustainability leader
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Mass produced	Mass produced
Materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	No extra payment	No extra payment
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 3. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Iconic luxury brand	Iconic luxury brand	Sustainability leader	Sustainability leader
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Mass produced	Mass produced
Materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	No extra payment	No extra payment
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 4. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Mass produced
Materials	100% recycled materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 1000	US\$ 1000	US\$ 1000	US\$ 1000
Your choice	☐	☐	☐	☐

Choice Card 5. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Materials	100% recycled materials	100% recycled materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	No extra payment
Price	US\$ 1000	US\$ 1000	US\$ 1000	US\$ 1000
Your choice	☐	☐	☐	☐

Choice Card 6. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Mass produced
Materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	No extra payment	No extra payment	No extra payment	No extra payment
Price	US\$ 1000	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 7. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Limited edition (5000 pieces)	Mass produced	Mass produced	Limited edition (5000 pieces)
Materials	100% recycled materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials
Production regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities
Extra payment	No extra payment	No extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 1000	US\$ 1000	US\$ 800	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 8. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Mass produced	Mass produced
Materials	100% recycled materials	100% recycled materials	High-quality virgin materials	High-quality virgin materials
Production regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 800	US\$ 800	US\$ 800	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 9. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Sustainability leader	Iconic luxury brand	Sustainability leader
Production volume	Limited edition (5000 pieces)	Mass produced	Mass produced	Limited edition (5000 pieces)
Materials	High-quality virgin materials	100% recycled materials	100% recycled materials	100% recycled materials
Production regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	No extra payment	No extra payment	No extra payment
Price	US\$ 800	US\$ 800	US\$ 800	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 10. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Iconic luxury brand	Iconic luxury brand	Iconic luxury brand	Sustainability leader
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Materials	100% recycled materials	High-quality virgin materials	100% recycled materials	High-quality virgin materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities
Extra payment	No extra payment	No extra payment	No extra payment	No extra payment
Price	US\$ 800	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Part 9: Socio-demographic and general characteristics

1. Gender: a) Female b) Male c) Other
2. Marital status: a) Single b) Married c) Other
3. What is your age? a) 20 or younger b) 21-28 c) 29-44 d) 45-60 e) 61 or older
4. What is your highest educational level?
 - a) High school or below b) College student c) College graduate d) Post-graduate
5. What is your occupation? a) Executive/Managerial b) Professional (e.g., lawyer, doctor, engineer) c) Business Owner/Entrepreneur d) Civil servant e) Creative Industry (e.g., artist, designer) f) Education/Academic g) Skilled Trades (e.g., electrician, plumber) h) Healthcare (e.g., nurse, technician) i) Student j) Retired k) Other (Please specify:_____)
6. What is your ethnic background?
 - a) Caucasian b) Hispanic c) Asian d) Asian American e) African f) African American g) Other
7. Which state do you live in currently? _____
8. What is your annual household income (before tax)?
 - a) Less than US\$50,000 b) US\$50,000-99,999 c) US\$100,000-149,999
 - d) US\$150,000-199,999 e) US\$200,000-299,999 f) US\$300,000 or more
9. How many sustainable luxury products have you purchased within the previous three years?
 - a) 0; b) 1; c) 2; d) 3; e) 4 or more.

THANK YOU SO MUCH FOR YOUR TIME AND PARTICIPATION IN THIS SURVEY!

Appendix V

Questionnaire: Main Survey

Perceptions of Sustainable Luxury Product Consumption Values in Tourism and their Consequences

Dear Sir/Madam,

Thank you for agreeing to participate in this survey. We are conducting a study on the **Sustainable luxury product consumption values in tourism and their consequences**. The information from the survey will be used solely for **RESEARCH PURPOSES ONLY**. Your confidentiality and anonymity are guaranteed. The survey takes about 20 minutes to complete. Thank you for your time and participation.

Amare Yaekob CHIRIKO, PhD student

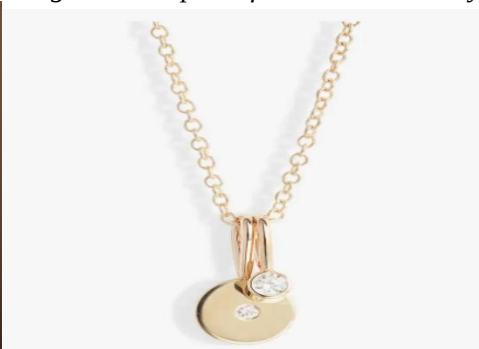
School of Hotel and Tourism Management, The Hong Kong Polytechnic University

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Please note that for the purpose of this study, a sustainable luxury product is defined as a high-quality and often high-priced item produced in a manner that minimizes environmental impact and promotes ethical practices throughout its supply chain. The following are examples of sustainable luxury products.



Luxury bag made using recycled authentic materials



Luxury jewellery where some part of its profit goes to society



Certified recycled, organic, renewable and responsibly-sourced luxury clothing



Carbon-positive luxury cosmetic

Please also note that sustainable luxury shopping in tourism refers to the practice of purchasing high-end goods and services while traveling, with a focus on ethical production, environmental responsibility, and supporting local communities and economies.

Part 1. Screening questions

- ❖ Are you currently residing in the US?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)
- ❖ Have you shopped for sustainable luxury products while travelling away from your current town/city of residence in the past **THREE** years?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)
- ❖ Did you experience any benefits from using sustainable luxury products while travelling away from your current town/city of residence?
 - ☐ No (You cannot continue with this survey)
 - ☐ Yes (Please continue with this survey)

Part 2: Please think about your most recent purchase of a sustainable luxury product while travelling away from your current town/city of residence and answer the questions below.

What specific **sustainable luxury product** did you purchase most recently while travelling away from your current town/city of residence? (e.g. luxury clothing, luxury jewelry, luxury bag, luxury footwear, luxury cosmetic, luxury glass, luxury watch, luxury designer accessories such as wallets, fragrances, or home appliances).

-
- ❖ Please write the **name of the brand** of the sustainable luxury product you mentioned above (e.g. Chanel, Louis Vuitton, Gucci, Prada, Hermès, Dior, Versace, Burberry, Balenciaga, Valentino, etc).
-
- ❖ When did you purchase the sustainable luxury product/brand you mentioned above while travelling away from your current town/city of residence?
 - 1). Less than one year ago
 - 2) 1 year to less than 2 years ago
 - 3) 2 years to 3 years ago
 - ❖ Where did you purchase the sustainable luxury product/brand mentioned above while travelling away from your current town/city of residence?
 - 6) Duty-free shop
 - 7) Luxury brand store
 - 8) Shopping mall
 - 9) Hotel/Resort
 - 10) Other (please mention: _____)
 - ❖ During which part or aspect of your travel did you most recently shop for a sustainable luxury product?
 - 4) While travelling within my state
 - 5) While travelling outside of my state but within the USA
 - 6) During international travel out of the USA

You listed _____ product from _____ brand as the most recently purchased sustainable luxury product/brand while travelling away from your current residence area. Please answer the following questions regarding your reactions after making this purchase.

Part 3. Benefits sought by using the sustainable luxury product while travelling away from your current town/city of residence you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Functional value	1	2	3	4	5	6	7
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]							
1.	offers premium quality.	1	2	3	4	5	6	7
2.	has a timeless design.	1	2	3	4	5	6	7
3.	has acceptable standards of durability and longevity.	1	2	3	4	5	6	7
4.	involves high level of innovation.	1	2	3	4	5	6	7
5.	is safe to use.	1	2	3	4	5	6	7
6.	is easy to maintain and care for.	1	2	3	4	5	6	7
7.	offers better value for money.	1	2	3	4	5	6	7
	Social value							
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]							
8.	makes me feel part of the community of those who care for sustainability.	1	2	3	4	5	6	7
9.	improves my self-concept as a responsible brand buyer.	1	2	3	4	5	6	7
10.	makes me feel I am contributing to sustainability.	1	2	3	4	5	6	7
11.	gives me a sense of accomplishment.	1	2	3	4	5	6	7
12.	gives me a chance to show off my luxury products to others	1	2	3	4	5	6	7
13.	enhances my social status.	1	2	3	4	5	6	7
14.	gives a positive impression to fellow shoppers.	1	2	3	4	5	6	7
15.	makes me feel more accepted by my friends.	1	2	3	4	5	6	7
16.	enhances my social interactions.	1	2	3	4	5	6	7
	Experiential value							
	By using the sustainable luxury product I named above, I feel that purchasing a sustainable luxury product [SD (1)-SA (7)]							
17.	makes me excited.	1	2	3	4	5	6	7
18.	creates an interesting experience.	1	2	3	4	5	6	7
19.	makes me feel that I am contributing to something meaningful.	1	2	3	4	5	6	7
20.	makes me feel smart about my decision.	1	2	3	4	5	6	7
21.	increases my appreciation for nature and society.	1	2	3	4	5	6	7
22.	satisfies my curiosity about trying new things.	1	2	3	4	5	6	7
23.	helps me learn about sustainable luxury shopping trends.	1	2	3	4	5	6	7
24.	increases my knowledge of responsible luxury.	1	2	3	4	5	6	7
25.	helps me learn about new sustainable luxury practices.	1	2	3	4	5	6	7
26.	helps me learn more about checking certifications and eco-labels on sustainable luxury brands.	1	2	3	4	5	6	7

	Eco-friendly Value							
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]							
27.	uses organic and natural materials.	1	2	3	4	5	6	7
28.	uses recycled materials.	1	2	3	4	5	6	7
29.	involves production processes that reduce waste.	1	2	3	4	5	6	7
30.	uses materials that do less harm to the environment.	1	2	3	4	5	6	7
31.	uses renewable and biodegradable materials.	1	2	3	4	5	6	7
32.	involves regenerative practices (uses materials that have positive impact on the environment).	1	2	3	4	5	6	7
	Ethical value							
	By using the sustainable luxury product I named above, I feel that a sustainable luxury product [SD (1)-SA (7)]							
33.	promotes transparency regarding product sourcing and the supply chain.	1	2	3	4	5	6	7
34.	ensures employees are paid decent wages.	1	2	3	4	5	6	7
35.	helps reduce animal suffering.	1	2	3	4	5	6	7
36.	promotes fair trade practices.	1	2	3	4	5	6	7
37.	helps reduce exploitation of child labor.	1	2	3	4	5	6	7
38.	helps local economy.	1	2	3	4	5	6	7
39.	benefits local artisans.	1	2	3	4	5	6	7
40.	is morally the right thing to do.	1	2	3	4	5	6	7

Part 4: Individual level outcomes of using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(vii) Attitude toward using the sustainable luxury product you named above

No	By <u>using the sustainable luxury product I named above</u> , I feel that	1	2	3	4	5	6	7
1.	luxury products should prioritize environmental sustainability over traditional luxury attributes.	1	2	3	4	5	6	7
2.	luxury products should not harm the environment.	1	2	3	4	5	6	7
3.	luxury products should not be provided at the expense of societal interests.	1	2	3	4	5	6	7
4.	luxury brands should ensure that their products are ethically sourced and produced.	1	2	3	4	5	6	7
5.	the sustainable luxury product is good.	1	2	3	4	5	6	7
6.	the sustainable luxury product is pleasant.	1	2	3	4	5	6	7
7.	the sustainable luxury product is desirable.	1	2	3	4	5	6	7
8.	the sustainable luxury product is satisfying.	1	2	3	4	5	6	7
9.	the sustainable luxury product is favorable.	1	2	3	4	5	6	7
10.	the sustainable luxury product is enjoyable.	1	2	3	4	5	6	7

(viii) Satisfaction with the sustainable luxury product you named above

No	By <u>using the sustainable luxury product I named above</u> , I feel that	1	2	3	4	5	6	7
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1.	I am satisfied with the quality of the sustainable luxury product I purchased.	1	2	3	4	5	6	7
2.	the sustainable luxury shopping experience met my expectations.	1	2	3	4	5	6	7
3.	the sustainable luxury product I bought was worth the investment.	1	2	3	4	5	6	7
4.	overall, I am happy with my decision to purchase the sustainable luxury product.	1	2	3	4	5	6	7

(ix) Cognitive well-being from using the sustainable luxury product you named above

No	Cognitive well-being	1	2	3	4	5	6	7
	By using the sustainable luxury product I named above,							
1.	I feel satisfied with my life.	1	2	3	4	5	6	7
2.	I feel better physically and mentally.	1	2	3	4	5	6	7
3.	I feel good about my life although I have my ups and downs.	1	2	3	4	5	6	7
4.	I feel that my life is close to ideal.	1	2	3	4	5	6	7
5.	I feel I have obtained the important things I want in life.	1	2	3	4	5	6	7
6.	I feel that the conditions of my life are excellent.	1	2	3	4	5	6	7

(x) Social well-being through using the sustainable luxury product you named above

No	By using the sustainable luxury product I named above...	1	2	3	4	5	6	7
1.	I feel part of a community of consumers who care about the planet and its people.	1	2	3	4	5	6	7
2.	I have meaningful conversations and shared experiences with locals and other consumers.	1	2	3	4	5	6	7
3.	I feel my social standing among friends and family who value responsible consumption is enhanced.	1	2	3	4	5	6	7
4.	I feel I am a more responsible and ethical consumer.	1	2	3	4	5	6	7

(xi) Meaningful life through using the sustainable luxury product you named above

No	By using the sustainable luxury product I named above,	1	2	3	4	5	6	7
1.	I felt a greater sense of purpose and fulfillment in my life.	1	2	3	4	5	6	7
2.	I realized the importance of aligning my actions with my personal values.	1	2	3	4	5	6	7
3.	I experienced a deeper connection to my community and the world around me.	1	2	3	4	5	6	7
4.	I found more meaning in my everyday choices and lifestyle.	1	2	3	4	5	6	7

(xii) Transformative experience relating to sustainability

No	By using the sustainable luxury product I named above...	1	2	3	4	5	6	7
1.	I became more aware of my own environmental impact and the importance of sustainable living.	1	2	3	4	5	6	7
2.	I started adopting more environmentally friendly practices in my daily life.	1	2	3	4	5	6	7
3.	I developed a deep appreciation for nature and local cultures.	1	2	3	4	5	6	7
4.	I was inspired to advocate for more responsible and sustainable consumption.							

Part 5: Brand level outcomes through using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(vii) Sustainable luxury brand innovativeness

No	By <u>using the sustainable luxury product I named above</u> , I feel that ...	1	2	3	4	5	6	7
1.	this brand provides effective solutions to shoppers' sustainability needs.	1	2	3	4	5	6	7
2.	shoppers can rely on this brand to offer novel solutions to their sustainability needs.	1	2	3	4	5	6	7
3.	this brand is able to provide new solutions to shoppers' sustainability needs.	1	2	3	4	5	6	7

(viii) Sustainable luxury brand attachment

No	By <u>using the sustainable luxury product I named above</u> , I feel ...	1	2	3	4	5	6	7
1.	I have a strong association with this brand as it is environmentally friendly and socially responsible.	1	2	3	4	5	6	7
2.	this brand represents my personal values regarding luxury, environmental responsibility, and social consciousness.	1	2	3	4	5	6	7
3.	I have an emotional connection with this brand because of its genuine efforts to promote sustainability without compromising luxury.	1	2	3	4	5	6	7
4.	I would really miss this brand if it disappeared.	1	2	3	4	5	6	7

(ix) Sustainable luxury brand engagement

No	By <u>using the sustainable luxury product I named above...</u>	1	2	3	4	5	6	7
1.	I consider this brand as my brand.	1	2	3	4	5	6	7
2.	I am proud that others know that I shopped for this brand.	1	2	3	4	5	6	7
3.	I like talking to others about this brand.	1	2	3	4	5	6	7
4.	I find connection between the sustainable luxury brands that I prefer and how I view myself.	1	2	3	4	5	6	7

(x) Sustainable luxury brand commitment

No	By <u>using the sustainable luxury product I named above....</u>	1	2	3	4	5	6	7
1.	I would like to continue to choose the sustainable luxury brand over other luxury brands, even if there were slightly cheaper alternatives.	1	2	3	4	5	6	7
2.	I would like to shop for this brand again in the future, specifically because of its commitment to sustainable luxury.	1	2	3	4	5	6	7
3.	I would like to encourage others to purchase this brand because of its unique approach to sustainable luxury.	1	2	3	4	5	6	7

(xi) Willingness to pay more for the sustainable luxury product

No	By <u>using the sustainable luxury product I named above ...</u>	1	2	3	4	5	6	7
1.	I am willing to pay a higher price for a sustainable luxury product compared to traditional luxury products.	1	2	3	4	5	6	7

2.	I am willing to spend extra for sustainable luxury products even if that means compromising my comfort.	1	2	3	4	5	6	7
3.	I believe the sustainable luxury product offers better value for my money, even if it costs more.	1	2	3	4	5	6	7

(xii) **Sustainable luxury brand advocacy**

No	By <u>using the sustainable luxury product I named above...</u>	1	2	3	4	5	6	7
1.	I would like to recommend the sustainable luxury brand to friends, family, and colleagues.	1	2	3	4	5	6	7
2.	I would like to tell others about my positive experience with this brand and its commitment to sustainability.	1	2	3	4	5	6	7
3.	I would like to share positive reviews and content about the brand on social media or online travel platforms.	1	2	3	4	5	6	7
4.	I would like to defend this brand if someone questioned its commitment to sustainability.	1	2	3	4	5	6	7

Part 6: Societal level outcomes from using the sustainable luxury product you named above.

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (**SD**); 2 = Disagree (**D**); 3 = Somewhat Disagree (**SWD**); 4 = Neutral (**N**); 5 = Somewhat Agree (**SWA**); 6 = Agree (**A**); 7 = Strongly Agree (**SA**).

(v) **Social justice behavioral intentions**

No	By <u>using the sustainable luxury product I named above ...</u>	1	2	3	4	5	6	7
1.	I would like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	1	2	3	4	5	6	7
2.	I would like to engage in activities that will promote social justice.	1	2	3	4	5	6	7
3.	I would like to try my best to ensure that all individuals and groups have a chance to speak and be heard.	1	2	3	4	5	6	7
4.	I would like to choose sustainable luxury brands if I know they prioritize diversity and inclusion in their hiring practices and treatment of staff.	1	2	3	4	5	6	7

(vi) **Philanthropic behavioral intentions**

No	By <u>using the sustainable luxury product I named above ...</u>	1	2	3	4	5	6	7
1.	I would like to donate to a charitable fund or initiative.	1	2	3	4	5	6	7
2.	I would like to participate in volunteer programs or activities.	1	2	3	4	5	6	7
3.	I would like to financially support movements against climate change and social inequality.	1	2	3	4	5	6	7
4.	I would like to participate in a dedicated program for giving back to social or environmental causes.	1	2	3	4	5	6	7

(vii) **Fair trade behavioral intentions**

No	By <u>using the sustainable luxury product I named above ...</u>	1	2	3	4	5	6	7
	I would like to seek information about commitment to fair trade principles, when choosing a sustainable luxury brand.	1	2	3	4	5	6	7

	I would make an effort to shop for a sustainable luxury brand that has fair trade practices.	1	2	3	4	5	6	7
	I would switch to a different sustainable luxury brand if I found out that my preferred one did not engage in fair trade practices.	1	2	3	4	5	6	7

(viii) Pro-social shopping activism behavioral intentions

No	By using the sustainable luxury product I named above, I would like to	1	2	3	4	5	6	7
1.	volunteer for pro-social advocacy groups and initiatives (e.g. investing time, money, expertise).	1	2	3	4	5	6	7
2.	volunteer for pro-social lobbying groups and initiatives (e.g. investing time, money, expertise).	1	2	3	4	5	6	7
3.	selectively shop for luxury brands that align with sustainability values.	1	2	3	4	5	6	7
4.	boycott luxury shopping brands that do not contribute towards environmental conservation and social development.	1	2	3	4	5	6	7

Part 7: Your Personal Beliefs, Perceptions, and Identity

Please indicate the degree to which you agree or disagree with the following statements: 1 = Strongly Disagree (**SD**); 2 = Disagree (**D**); 3 = Somewhat Disagree (**SWD**); 4 = Neutral (**N**); 5 = Somewhat Agree (**SWA**); 6 = Agree (**A**); 7 = Strongly Agree (**SA**).

(iv) Self-transcendence

No	Self-transcendence	1	2	3	4	5	6	7
8.	It's very important to me to help the people around me.	1	2	3	4	5	6	7
9.	I think it is important that every person in the world should be treated equally.	1	2	3	4	5	6	7
10.	It is important to me to listen to people who are different from me	1	2	3	4	5	6	7
11.	I strongly believe that people should care for nature.							

(v) Celebrity endorsement

No	Celebrity endorsement	1	2	3	4	5	6	7
12.	Celebrity endorsements significantly influence my purchasing decisions for sustainable luxury products.	1	2	3	4	5	6	7
13.	I trust the recommendations of celebrities when it comes to sustainable luxury brands.	1	2	3	4	5	6	7
14.	Celebrity endorsements have made me more aware of sustainable luxury brands.	1	2	3	4	5	6	7

(vi) Global identity

No	Global identity	1	2	3	4	5	6	7
5.	I identify myself as a global citizen.	1	2	3	4	5	6	7
6.	I am interested in knowing about global events.	1	2	3	4	5	6	7
7.	People should be made more aware of how connected we are to the rest of the world.	1	2	3	4	5	6	7
8.	I feel like I am living in a global village.	1	2	3	4	5	6	7

Part 8. Preference for a sustainable luxury product while travelling.

Choice Card 1. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Materials	100% recycled materials	100% recycled materials	100% recycled materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 2. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Iconic luxury brand	Iconic luxury brand	Sustainability leader	Sustainability leader
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Mass produced	Mass produced
Materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	No extra payment	No extra payment
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 3. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Iconic luxury brand	Iconic luxury brand	Sustainability leader	Sustainability leader
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Mass produced	Mass produced
Materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	No extra payment	No extra payment
Price	US\$ 1200	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 4. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Mass produced
Materials	100% recycled materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 1000	US\$ 1000	US\$ 1000	US\$ 1000
Your choice	☐	☐	☐	☐

Choice Card 5. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Materials	100% recycled materials	100% recycled materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	No extra payment
Price	US\$ 1000	US\$ 1000	US\$ 1000	US\$ 1000
Your choice	☐	☐	☐	☐

Choice Card 6. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Limited edition (5000 pieces)	Mass produced
Materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials	100% recycled materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities
Extra payment	No extra payment	No extra payment	No extra payment	No extra payment
Price	US\$ 1000	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 7. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Limited edition (5000 pieces)	Mass produced	Mass produced	Limited edition (5000 pieces)
Materials	100% recycled materials	High-quality virgin materials	High-quality virgin materials	High-quality virgin materials
Production regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities
Extra payment	No extra payment	No extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 1000	US\$ 1000	US\$ 800	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 8. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Iconic luxury brand	Sustainability leader	Iconic luxury brand
Production volume	Mass produced	Mass produced	Mass produced	Mass produced
Materials	100% recycled materials	100% recycled materials	High-quality virgin materials	High-quality virgin materials
Production regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support	Mandatory 5% buy-on donation clause for community support
Price	US\$ 800	US\$ 800	US\$ 800	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 9. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Sustainability leader	Sustainability leader	Iconic luxury brand	Sustainability leader
Production volume	Limited edition (5000 pieces)	Mass produced	Mass produced	Limited edition (5000 pieces)
Materials	High-quality virgin materials	100% recycled materials	100% recycled materials	100% recycled materials
Production regions/communities	Production in economically developed regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities
Extra payment	Mandatory 5% buy-on donation clause for community support	No extra payment	No extra payment	No extra payment
Price	US\$ 800	US\$ 800	US\$ 800	US\$ 800
Your choice	☐	☐	☐	☐

Choice Card 10. Imagine you are planning to buy a luxury overcoat while travelling away from your current town/city of residence. Below, you will find four different overcoat options, each with varying attributes but similar level of quality. Please review the features of each overcoat carefully and choose the one you would prefer to buy. Remember, you can choose ONLY ONE option.

Attribute	Overcoat A	Overcoat B	Overcoat C	Overcoat D
Brand	Iconic luxury brand	Iconic luxury brand	Iconic luxury brand	Sustainability leader
Production volume	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)	Limited edition (5000 pieces)
Materials	100% recycled materials	High-quality virgin materials	100% recycled materials	High-quality virgin materials
Production regions/communities	Production in underprivileged regions/communities	Production in underprivileged regions/communities	Production in economically developed regions/communities	Production in economically developed regions/communities
Extra payment	No extra payment	No extra payment	No extra payment	No extra payment
Price	US\$ 800	US\$ 1000	US\$ 1000	US\$ 800
Your choice	☐	☐	☐	☐

Part 9: Socio-demographic and general characteristics

1. Gender: a) Female b) Male c) Other
2. Marital status: a) Single b) Married c) Other
3. What is your age? a) 20 or younger b) 21-28 c) 29-44 d) 45-60 e) 61 or older
4. What is your highest educational level?
 - a) High school or below b) College student c) College graduate d) Post-graduate
5. What is your occupation? a) Executive/Managerial b) Professional (e.g., lawyer, doctor, engineer) c) Business Owner/Entrepreneur d) Civil servant e) Creative Industry (e.g., artist, designer) f) Education/Academic g) Skilled Trades (e.g., electrician, plumber) h) Healthcare (e.g., nurse, technician) i) Student j) Retired k) Other (Please specify:_____)
6. What is your ethnic background?
 - a) Caucasian b) Hispanic c) Asian d) Asian American e) African f) African American g) Other
7. Which state do you live in currently? _____
8. What is your annual household income (before tax)?
 - a) Less than US\$50,000 b) US\$50,000-99,999 c) US\$100,000-149,999
 - d) US\$150,000-199,999 e) US\$200,000-299,999 f) US\$300,000 or more
9. How many sustainable luxury products have you purchased within the previous three years?
 - a) 0; b) 1; c) 2; d) 3; e) 4 or more.

THANK YOU SO MUCH FOR YOUR TIME AND PARTICIPATION IN THIS SURVEY!

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