

# Emotional fabrics: Moderation and Mediation of the Effect of Emotions on Sustainable Fashion Consumption

**Bernardo Chagas**

ISEG - Lisbon School of Economics and Management

**Sandra Miranda**

Advance/CSG, ISEG, University of Lisbon

**Helena Gonçalves**

ISEG/ADVANCE

## Acknowledgements:

Acknowledgements: This work was supported by FCT, I.P., the Portuguese national funding agency for science, research, and technology under the Project UIDB/04521/2020.

## Cite as:

Chagas Bernardo, Miranda Sandra, Gonçalves Helena (2024), Emotional fabrics: Moderation and Mediation of the Effect of Emotions on Sustainable Fashion Consumption. *Proceedings of the European Marketing Academy*, (122699)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



# Emotional fabrics: Moderation and Mediation of the Effect of Emotions on Sustainable Fashion Consumption

## **Abstract**

This study examines guilt and pride's impact on sustainable clothing purchase intentions and willingness to pay more, with a focus on ego-involvement's mediation and perceived consumer effectiveness's moderation. Data was gathered via an online survey and analysed using structural equation modelling. Ego-involvement significantly mediates these effects. However, for consumers with high perceived effectiveness, only guilt influences purchase intentions. For those with low effectiveness, both guilt (negatively) and pride influence intentions. The mediation role of ego-involvement remains presented in both groups.

**Subject Areas:** *Consumer Behavior; Decision-Making*