

The moral dimension in sustainable luxury consumption

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Abstract

This paper is focused on different moral dimensions, such as social norms and moral identity, in the context of sustainable luxury consumption. A conceptual model is proposed and examines how sustainable luxury preferences and sustainable involvement are driven by different moral dimensions. Through survey data and statistical analysis, the results reveal that preference of sustainable luxury is driven by how much involved consumers are with sustainability and their status signaling proneness. Results also show that consumers' involvement with sustainable consumption is highly affected by social norms but not consumers' moral identify. Several moderators are proposed, which can explain better and provide more insights in the aforementioned relationships. Guidelines for luxury managers are provided for better segmentation and allocation of resources in order to obtain more benefits from sustainable luxury choices.

Subject Areas: *Branding, Consumer Behaviour, Intention-Behavior Link*

Track: Social Responsibility & Ethics