

Matching green message for luxury brands to improve perceptions of luxury value and message credibility

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Abstract:

The academic literature has long suggested that a commitment to environmental sustainability might backfire for luxury brands. We examine the efficacy of luxury brands' product-focused and cause-focused green messages, proposing that cause-focused green messages can prevent this backlash. Two studies support our assertion that, compared to product-focused green messages, cause-focused green messages foster more positive brand attitudes and higher luxury value perceptions, which in turn increase purchase intentions. Importantly, cause-focused green messages enhance brand attitudes by evoking warm glow emotions, thereby reducing skepticism about green messages. Our study addresses the dilemma luxury brands face in green communication, including potential reductions in perceived luxury value and skepticism toward green ads. Additionally, we highlight that beyond eliciting happiness, a broader range of positive emotions, such as a warm glow, can enhance the perceived credibility of a luxury brand's green messaging.

Keywords: luxury brand; green message; brand attitude

Identify the track: Social Responsibility & Ethics