QATAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

THE PARADOX OF SUSTAINABILITY AND LUXURY CONSUMPTION: THE ROLE

OF VALUE PERCEPTIONS, CONSUMER INCOME, ENVIRONMENTAL AND

SOCIAL CONSCIOUSNESS

BY

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ABSTRACT

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Title: The Paradox of Sustainability and Luxury Consumption: The Role of Value Perceptions, Consumer Income, Environmental and Social Consciousness

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For many years, the concept of sustainability and luxury has been considered a paradox. Despite scholars' efforts to highlight the compatibility between sustainability and luxury, the limited studies have shown mixed and inconclusive evidence. By adopting the luxury-seeking consumer behavior framework and mindfulness theory, this study examines the relationship between luxury value perceptions (i.e., conspicuous, unique, social, emotional, and quality values) and sustainable luxury products consumption. It also identifies the value dimensions that most discriminate between heavy and light consumers of sustainable luxury products and examines the moderating effects of consumer characteristics (i.e., consumer income, environmental and social consciousness). Using 348 survey responses from actual consumers of luxury goods in Qatar, hierarchical regression and discriminant analyses were conducted to test the hypothesized relationships. The results suggest that all five values explain a significant amount of variance in sustainable luxury consumption and discriminate between heavy and light sustainable luxury consumers. However, the moderating effects of consumer characteristics in the relationship between values and sustainable luxury consumption revealed mixed results. The findings of this research provide key theoretical and managerial implications.

DEDICATION

To my beloved family and friends, I would have never made it through without your unwavering love and support. Thank you for always being there.

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1.1 Overview

  For many years, the concept of sustainability and luxury has been considered a paradox. Sustainability is associated with concern for the society and environment, while luxury is associated with waste and extravagance. Yet, scholars are discovering that the two concepts can actually complement one another (Cervellon & Shammas, 2013; Hennigs et al., 2013; Janssen et al., 2014; Ki & Kim, 2016; Wang et al., 2021). Considering that luxury contributes positively to individuals and the environment, in a way that other products cannot, this rather novel perspective of luxury is gradually gaining recognition. Luxury brands can sway consumer aspiration and behavior by modifying consumer choices through the design, distribution, and marketing of their product; as well as by affecting when, how, and for how long consumers use their products (Bendell & Kleanthous, 2007). Hence, luxury brands have a pivotal role to play in sustainable development, which refers to meeting "the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987, p.43).

  Accordingly, a paradigm shift is currently taking place as luxury fashion brands work diligently to improve their sustainability and adopt it as part of the luxury essence (Athwal et al., 2019; Hennigs et al., 2013). This is not to say that luxury brands are greenwashing, but rather truly incorporting sustainable development into the whole value chain (sourcing, creating, manufacturing, logistics, disribution, marketing, services, waste and recycling; Kapferer, 2010). For example, Gucci established a program (i.e., Gucci Equilibrium) that tracks the company's corporate social responsibility, environmental impact, structural innovation and employee satisfaction; Louis Vuitton and Tiffany have inlcuded social and environmental responsibility in their manufacturing practices; Stella McCartney developed biodegradable and recycled

materials in an effort to eschew leather and fur, and promote cruelty-free fashion; and Levi's launched a campagin (i.e., "buy better, wear longer") that raises awareness about the environmental impacts of the fashion industry, and encourages sustainable fashion production practices (Grazzini et al., 2021). However, the success of this movement towards sustainable development depends on people's ability to consume in a sustainable manner (Cho et al., 2015). There is also the need for more consumers to see the compatibility of luxury and sustainable consumption, rather than the paradox that many see currently.

Sustainable consumption implies a change in consumption patterns that involves reducing the frequency of purchase, extending the product usage, and even engaging in shared use so as to secure future generations' needs (Jackson, 2014). However, promoting such consumption patterns is difficult for fashion-focused consumer products as fashion trends and items tend to change frequently. Fast fashion in particular, also called waste culture (Claudio, 2007), has encouraged overconsumption and disposal behaviors, whereby the frequency of purchase is rising while the usage of items is declining (Joy et al., 2012). Such a phenomenon pushes consumers to choose quantity over quality, which in turn continuously reduces the price one is willing to pay for an item, leading fashion brands to engage in unethical practices. The increasing lower prices encourages consumers to consider these items, worn once or twice, as disposable, especially past-seasoned items (Claudio, 2007; Joy et al., 2012). These items end up in landfills, worsening the environmental harm. Therefore, to counteract this phenomenon, researchers have suggested that luxury fashion brands can influence consumers to engage in sustainable consumption by purchasing their quality products that are timeless in style, and thus do not need to be replaced as often (Kapferer & Michaut, 2015; Ki & Kim, 2016; Pencarelli et al., 2020).

Luxury is traditionally associated with exceptional quality, timelessness, craftsmanship, respect for materials, and greater value (Kapferer & Bastien, 2009; Vigneron & Johnson, 2004). Thereby, luxury is the ideal foundation for products that preserve essential environmental and social values (Kapferer, 2010). However, a recent systematic literature review by Athwal et al. (2019) revealed that only a limited number of studies have explored the link between sustainability and luxury. For example, some studies (Achabou & Dekhili, 2013; Davies et al., 2012; Dekhili et al., 2019) found that consumers generally do not consider sustainability when buying luxury products and evaluate luxury products made from sustainable materials negatively. Other studies nonetheless (Janssen et al., 2014; Kapferer & Michaut, 2015) posit that features such as quality and durability of luxury goods products are in alignment with sustainability. These findings imply that although some consumers believe luxury products with sustainable features only fulfill functional needs, neglecting other consumer needs, others are of the view that luxury consumption promotes sustainability, thus adding additional value. This mixed empirical results of existing studies on the complementarity of luxury and sustainability calls for further investigation.

Furthermore, researchers have paid little attention to understanding the sustainability-related motives of luxury consumers viz. 'how' and 'why' they engage in sustainable consumption, as the debate has centered mostly on whether luxury is even compatible with sustainability. Research addressing the mixed findings of existing studies and the 'why' of sustainable consumption is not only theoretically beneficial, but also useful for developing effective strategies for 'locking-in' existing luxury consumers, and for converting the fast fashion segment.

Like most contradictory empirical results, the mixed findings of luxury-sustainability complementarity research may be a result of not integrating moderating

variables that may strengthen the link between the independent and dependent variables in many of the frameworks. The present study responds to the above gaps by examining the luxury value perceptions of luxury consumers in Qatar and the influence on their purchasing behaviors, as well as the contingent factors in the said relationship. Moderating variables can either strengthen or weaken the relationship between predictor and outcome variables (Allen, 2017). The direction of this relationship can also be changed by moderating variables. Thus, examining moderating effects is useful as it provides additional information on the links between predictor and outcome variables by explaining what factors can make that association stronger, weaker, or even disappear. Further, to distinguish between mediating and moderating variables, Allen (2017) suggested that if the association between the independent and dependent variables would exist without the presence of the third variable, then that variable is more likely to be a moderator. Thus, drawing on the notion that luxury values have direct effects on sustainable luxury consumption (Wang et al., 2021), the present study postulates that the strength of this relationship will depend on consumers' environmental and social consciousness, which are modeled and examined as moderating variables. Therefore, the association between luxury values and sustainable luxury consumption could be stronger or weaker depending on whether consumers exhibit high or low environmental and social consciousness. Two individuals who have the same luxury value perceptions may engage in sustainable luxury consumption. However, this behavior may be more prominent for the individual who has higher levels of environmental and social consciousness. Although both individuals may consume sustainable luxury products, the variables of environmental and social consciousness are moderators that can make this behavior stronger.

Environmental consciousness is a mindset or disposition relating to pro-

environmental and sustainable acts and issues. Consumers who are environmentally conscious understand environmental issues facing society, act responsibly towards the environment, and prefer to consume environmentally sustainable products (Gatersleben et al., 2002; Iyer et al., 2016). Thus, environmental consciousness leads to responsible environmental consumption as sustainability dimensions become part of consumers' decision-making process (Ahmad et al., 2020; Huang et al., 2014; Peattie & Collins, 2009). In the luxury domain, researchers repeatedly highlight that only a few consumers consider sustainability when purchasing luxury (Athwal et al., 2019; Davies et al., 2012; Joy et al., 2012; Kapferer & Michaut-Denizeau, 2014, 2020). Considering that environmentally conscious consumers are more likely to engage in sustainable consumer behavior, the current study proposes that the relationship between luxury value perceptions and sustainable luxury consumption is likely to be accentuated by environmental consciousness. Although several other factors also influence sustainable consumption, environmental consciousness incorporates the explicit psychological factors related to one's inclination to engage in pro-environmental behaviors (Zelezny & Schultz, 2000). There is also compelling evidence that supports the predictive power of environmental consciousness as a moderating variable (Ahmad et al., 2020; Law et al., 2017).

Social consciousness refers to one's awareness and concern for societal welfare (Shaw & Shiu, 2003). Socially conscious individuals make purchasing decisions with social responsibility in mind. Accordingly, they evaluate the brand's corporate social responsibility or ethical behavior as well as product features before purchasing, leading them to boycott brands perceived as unethical, but support ones perceives as environmentally friendly (Biehal & Sheinin, 2007). When it comes to luxury brands, socially conscious consumers expect these brands to demonstrate social awareness

through their practices and products (Hennigs et al., 2013), whereby the brand's stance on crucial social concerns (i.e., low-impact and ethical sourcing and production) influence consumers' purchasing decisions (Bendell & Kleanthous, 2007). Luxury goods consumption increases significantly when brands are perceived to use and apply CSR activities (Pencarelli et al., 2020). There is also some evidence that contends that social consciousness has a significant direct effect on sustainable luxury consumption (Ki & Kim, 2016). Therefore, the current research suggests that social consciousness can strengthen the relationship between perceived luxury values and sustainable luxury consumption.

Consumers shape their identity and self around their possessions, and use them as means to communicate themselves to others; people do not acquire goods only for their functional benefits, but also to satisfy conspicuous, social and emotional needs (Hennigs et al., 2012, 2013; O'Cass & McEwen, 2004; Vigneron & Johnson, 2004). However, the question is whether luxury brands and goods that emphasize sustainable features and practices sufficiently fulfill these needs.

A very small number of works have investigated the influence of perception of luxury values with regards to sustainable luxury consumption. For instance, Cervellon and Shammas, (2013), using elicitation techniques, revealed that a few luxury values (e.g., conspicuousness, durable quality) can be enhanced by sustainable luxury. Similarly, Wang et al. (2021) highlighted that social luxury values (exclusivity, conformity, and hedonic needs) impact consumers' purchase intentions towards sustainable luxury. Therefore, there is a lack of understanding as to what drives sustainable luxury consumption. Furthermore, to corroborate the existing theory related to luxury purchasing behaviors, several researchers (Shukla & Purani, 2012; Tynan et al., 2010; Wang et al., 2021) have suggested further empirical testing of consumers

perceived values. Therefore, this thesis examines the effect of five commonly held luxury values (conspicuous, unique, social, emotional, and quality values) on sustainable luxury consumption.

Another important aspect of the study is the role of psychographic, demographic, and behavioral characteristics of sustainable luxury consumers. These are very useful perspectives and help in gaining a deeper understanding of consumer behavior in general, consumption pattern, consumer values, and value segmentation. For example, consumer studies have categorized consumers as light, medium and heavy users based on their usage behaviors (Hoyer et al., 2018; Kerin & Hartley, 2017). By providing a deeper understanding of heavy and light sustainable luxury consumers and their values through the psychographic, behavioral, and demographic angles, the study makes important theoretical and practical contributions to the limited body of knowledge and marketing practice in the Middle East in particular and developing countries in general. Among the demographic variables, income is a particularly relevant contingency factor to study, since luxury products are usually very expensive and their consumption relies heavily on the consumer's income, and Qatar boasts the world's largest income per capita.

Further, in recognition of the argument that integrating contingency factors could clarify inconsistent empirical findings (Li & Atuahene-Gima, 2001; Ndubisi et al., 2015), and the importance of such integration in strategy and consumer research (Ginsberg & Venkatraman, 1985; Ndubisi et al., 2015), this study examines the moderating effect of environmental and social consciousness, and income in the luxury values-sustainable luxury consumption link.

Lastly, the paper examines the hypothesized relationship amongst a sample of non-Western consumers based in an emerging economy within Arabian sub-continent-

Qatar. Being sensitive to context and perspective helps to mitigate the temptation of conveniently applying theories and findings from developed Western economies to emerging non-Western environments (Ndubisi & Agarwal, 2014). Indeed, existing literature proposes that emerging economies offer a greatly attractive setting for investigating consumer behavior and the role of firm strategy on such behaviors and firm performance. As such, an examination of the contingent effects of environmental and social consciousness in the relationship between luxury values and sustainable luxury consumption from this rich Arabian market is particularly useful.

1.2 Research Objectives

The current study, grounded in luxury-seeking consumer behavior model (Vigneron & Johnson, 1999) and the theory of mindfulness (Langer, 1989), attempts to examine the role of luxury value perceptions, environmental and social consciousness, and consumer income on sustainable luxury consumption. Hence, the purpose of this research is to investigate aspects that affect sustainable luxury purchase behaviors. The study has the following objectives:

(1) To examine the relationship between luxury values (namely, conspicuous, unique, social, emotional, and quality values) with sustainable luxury consumption.

(2) To identify which value dimensions most discriminates between heavy consumers of sustainable luxury and light consumers of sustainable luxury, as values can help in understanding consumption patterns and the development of effective marketing strategy.

(3) To examine the moderating effects of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between the five luxury values and sustainable luxury consumption.

1.3 Research Contribution

Despite the heightened scholarly interest in sustainable luxury research, very few studies have explored the compatibility between luxury and sustainability (Athwal et al., 2019). Researchers have paid little attention to understanding the sustainability-related motives of luxury consumers, how and why they engage in sustainable consumption as the debate has been mostly on whether sustainability can even be compatible with luxury. Although a recent study by Wang et al. (2021), tried to shed some light on the impact of luxury value perceptions on luxury products with sustainable features, it only focuses on three value dimensions (e.g., exclusivity, conformity, and hedonic needs), ignoring other value dimensions. As such, this thesis is the first empirical study to incorporate all five commonly held luxury values (i.e., conspicuous, unique, social, emotional, and quality values) and measure their influence on sustainable luxury purchase behaviors. Further, by examining the moderating role of consumer characteristics (i.e., environmental and social consciousness, and consumer income), a more advanced understanding of sustainable luxury can be gained. Hence, this research offers significant contributions to the literature. Theoretically, this study enriches existing knowledge on consumers perceived values related to sustainable luxury consumption. It also deepens scholarly understanding of the compatibility between sustainability and luxury, and answers calls for thorough empirical testing of luxury value perceptions (Shukla & Purani, 2012; Tynan et al., 2010; Wang et al., 2021). As a result of the current research, a thorough empirical testing of perceived values is contributed to the reliability of the existing literature and theories regarding luxury purchasing behaviors. Therefore, the results make significant contributions to the growing sustainable luxury literature, as well as the broader sustainability, branding, and marketing literature. Additionally, the research enriches the limited literature on sustainability and luxury in the context of an emerging market.

By determining to what extent luxury values motivate sustainable luxury consumption, the study provides important practical contributions to marketing practitioners. The main practical utility of the study resides specifically in its capacity to inform the development of effective strategies and tactics for acquiring new sustainable luxury consumers, and for retaining existing ones and strengthening relationship with them. Moreover, firms can use the study's outcomes to identify heavy and light sustainable luxury consumers and the specific factors that are most important in driving their purchase decisions.

1.4 Research Context

With increasing globalization, it is imperative to explore research across different markets as a single brand can reflect different meanings and values for different nationalities. There are differences in not only culture, history, geography, and language, but also in the ways consumers perceive brands and products (O'Cass & McEwen, 2004). Accordingly, researchers have highlighted the differences in luxury consumption among developed and emerging markets (Dekhili et al., 2019; Shukla, 2012; Shukla & Purani, 2012; Wang et al., 2021). However, research on luxury consumption has been mostly restricted to Western countries, with a paucity of studies in Eastern countries, particularly Middle Eastern countries (O'Cass et al., 2013). Even less studies on sustainable luxury have been conducted in emerging markets (Athwal et al., 2019).

The Middle Eastern luxury goods sector shows promising growth and is expected to grow by approximately 8.5% between 2020 to 2025, despite ongoing challenges (Mordor Intelligence Report, 2021). Even during the COVID-19 pandemic, demand for luxury goods and services in the middle east, especially GCC countries, remained flourishing. Indeed, 70% of luxury goods consumers from the GCC region reported to have increased their monthly expenditure on luxury goods, compared to

53% in more mature markets such as Europe, United States, and Japan (Mordor Intelligence Report, 2021). Hence, this paper empirically focuses on Qatar, an emerging luxury market within the Middle East.

Although UAE and Saudi Arabia account for the largest luxury goods markets in the Middle East, both countries have the largest population and considerable number of tourists. However, according to Mordor Intelligence Report (2021), Qatar luxury goods market is estimated to grow by approximately 2.34% during the forecast period 2020-2025. Qataris are in fact considered as the biggest consumers of luxury goods in the Middle East, however, they often shop abroad. Further, Qatar is one of the richest countries in the world, with GDP per capita PPP of $89,935 (The World Bank, 2020).

Moreover, Qatar is a collectivist society with a high power distance (Hofstede, 1980; Hofstede & Bond, 1988; Ndubisi et al., 2012). This indicates that Qataris are susceptible to interpersonal influences, whereby individuals may opt for luxury goods to signal wealth, uniqueness, or conformity (Leibenstein, 1950). To distinguish themselves from others, some try to refrain from consuming particular luxury products that many consumers have, preferring instead the more exclusive luxury products. On the other hand, others tend to purchase the same luxury goods purchased by higher social class to conform to their desired group.

While individuals across different cultures may be driven to consume luxury by similar motivations, a study by Wang et al. (2021) revealed that drivers of sustainable luxury in particular are different across the West and East. In their cross-cultural research in the UK and China, the authors reported that while sustainable luxury purchase intentions are positively influenced by the need for conformity in China, they are negatively influenced in the UK. On the other hand, the need for exclusivity has a negative impact in China, but a positive impact in the UK. Therefore, conducting this

study among a sample of Middle Eastern consumers based in a transitional economy within the Arabian sub-continent-Qatar is of great significance.

1.5 Research Methodology

A quantitative approach has been implemented in the current study. A self-administered questionnaire in English was used to measure the influence of luxury value perceptions, and environmental and social consciousness on sustainable luxury consumption. The operationalized scales consisted of validated items adapted from previous studies. Using Google Forms, the survey was distributed electronically through email invitations and social media platforms. Data was gathered using convenience sampling technique, targeting luxury consumers in Qatar. Over a 2-month period, a total of 348 completed responses were gathered. After that, the collected data was analyzed using SPSS software. For the purposes of the present study, the following analysis techniques were applied: descriptive analysis, reliability analysis, hierarchical regression analysis, and discriminate analysis.

Descriptive analysis was carried out to understand the sample characteristics and respondents' average perceptions with regards to each measured constructs in this paper. Thereby, the frequencies and percentages of demographic variables and luxury consumption habits (e.g., purchase history, product and brand category, and consumption level) were calculated and analyzed to present the profile of respondents, while the measure of central tendency and dispersion were calculated for each of the constructs to provide the average perception of each construct. Further, to evaluate the reliability of the variables, reliability analysis was carried out using the Cronbach's alpha measure of internal consistency.

Hierarchical regression analysis was used in the current study to examine the conceptual model and hypotheses under investigation: the direct effect of luxury values on sustainable luxury consumption, and the moderating effect of consumer

characteristics such as environmental and social consciousness, and consumer income in the said relationship. Hierarchical regression is one of the regression methods included under multiple regression. Multiple regression is a multivariate analysis technique that is utilized to explain the effect of multiple predictor variables on one outcome variable. Hierarchical regression, on the other hand, tests the contribution of the predictor variables on the outcome variable in a sequential manner, allowing for the assessment of the relative significance of each predictor (Allen, 2017). Consequently, regression analysis goes beyond mere association to predict one variable from another and/or to demonstrate the effect of one or more variables on another (Allen, 2017). Considering that the analysis procedure includes more than one set of predictor variables in an equation to understand their association with one dependent variable, as well as moderating variables, hierarchical regression analysis technique was utilized.

Lastly, the stepwise discriminant analysis is an efficient and logical method of selecting the most discriminating variable (Klecka, 1980; N. O. Ndubisi & Chukwunonso, 2005). As such, the stepwise discriminant analysis of sustainable luxury consumers was conducted to discriminate between heavy consumers of sustainable luxury and light consumers of sustainable luxury. By using group centroids to compare between heavy and light consumers, discriminant analysis has the advantage of considering the interactions between each variable, as opposed to the t-test (Ndubisi & Chukwunonso, 2005). Therefore, to identify which value dimensions most discriminate between heavy and light consumers of sustainable luxury, the stepwise discriminant analysis was carried out.

1.6 Thesis Structure

This research consists of five chapters organized as follows: Chapter one introduces the topic and outlines the contributions, objectives, context, and methodology of the research. Chapter two reviews the extant literature on the examined constructs, and presents the theoretical framework, conceptual framework, and hypothesis development. Chapter three discusses the methodology adopted in this research in detail. Chapter four proceeds with an analysis of the collected data and discussion of the findings. Finally, chapter five concludes the research, provides theoretical and practical implications of the study, discusses the research limitations, and finally presents recommendations for future research.

Chapter 2: Literature Review

Grounded in the luxury-seeking consumer behavior model (Vigneron & Johnson, 1999) and mindfulness theory (Langer, 1989), a conceptual framework that integrates consumer characteristics and luxury value dimensions and their interactions with sustainably luxury consumption is developed. The research examines the direct effect of five perceived luxury values (i.e., conspicuous, unique, social, emotional, and quality values) on sustainable luxury consumption, as well as the moderating effects of consumer characteristics such as environmental and social consciousness, and consumer income in this relationship between the five values and sustainable luxury consumption. Moreover, this chapter consists of three sections, wherein the first section reviews the extant literature on sustainability, luxury, and the related constructs; the second section includes the theoretical framework that introduces and describes the established theories that support the research; and finally, the third section examines the relationship between the measured variables, leading to the development of the hypotheses and conceptual framework guiding the research.

2.1 Conceptualizing Luxury

The term "luxury" is derived from the Latin word "luxus," meaning "extravagance" and "vicious indulgence" (Berthon et al., 2009). However, luxury is a relative concept, wherein people's perceptions of what luxury embodies is constantly changing and fluctuating (Cristini et al., 2017; Mortelmans, 2005). Despite the immense interest researchers have shown towards the concept of luxury across different disciplines, from philosophy to economics (setting prices), from sociology (affirming one's social position) to psychology (underlying motivation), there is no particular prominent or widely agreed-upon definition in luxury literature (De Barnier et al., 2012; Ko et al., 2019). The problem that revolves around the conceptualization of luxury is partially due to its idiosyncratic nature; luxury is extremely subjective and situationally

contingent, and dependent on individual needs and experiences (Berthon et al., 2009; Mortelmans, 2005; Shukla et al., 2022). Nevertheless, drawing from the various definitions of luxury, a common inferred interpretation is that luxury products primarily satisfy psychological needs, such as self-esteem and social recognition. Consequently, Veblen (1899) recognized that luxury goods are not consumed for their intrinsic value, but rather to signal wealth and impress others.

According to Vickers and Renand (2003), the key factors that differentiate luxury from non-luxury goods is the degree of which they exhibit a distinctive mix of three key dimensions of instrumental performance, namely experientialism, functionalism and symbolic interactionism. In addition, six aspects were proposed by Dubois et al. (2005) to help define and structure the notion of luxury: scarcity and uniqueness, high quality and price, ancestral and personal history, and aesthetics and extravagance. Additionally, Tynan et al. (2010) states that luxury goods provide high levels of hedonic and symbolic values experienced by customer experiences and are characterized with high quality, upscale and superfluous features that are perceived as prestigious, unique and authentic. Likewise, Heine (2012) links luxury brands with the buyer's perceptions of a high level of price, aesthetics, quality, rarity and extraordinariness. Hence, in a narrow sense, luxury products are characterized by scarcity, objective or symbolic extra value, excellent quality, and high prices. In a broader sense, luxury products provide sign-value in addition to, or in place of, their functional and economic value (Mortelmans, 2005).

Once a domain reserved to the elites, the democratization of luxury has rendered luxury goods accessible to younger consumers and all social classes, even if only occasionally (Truong et al., 2008). To thrive, luxury brands were forced to adopt "abundant rarity" strategies, leading them to put aside product scarcity as the

precondition for luxury and focus on emphasizing feelings of exclusivity rather than actual exclusivity by employing artificial tactics associated with rarity and exclusivity (e.g., capsule collections and limited editions; Kapferer & Laurent, 2016). In order to reach out to new customers, luxury companies utilized brand architecture and launch new product lines, product extensions, or new brands that are more affordable and accessible (Truong et al., 2008). For instance, Armani launched Emporio Armani, a more affordable brand, to fulfill the needs of a wider consumer segment. Although it is associated with a lower degree of luxury, it is still considered luxurious. Likewise, Tiffany & Co. also offers both high-end diamond jewelry (i.e., prices start at $2,250,000) and more affordable gold and sterling silver accessories (i.e., prices range from $75 to $5,000). Similarly, Chanel and Dior produce both haute couture and ready-to-wear clothing lines. Therefore, scholars observed that luxury brands are distributed along a continuum, wherein a brand's degree of luxury differs (De Barnier et al., 2012; Heine, 2010; Shukla et al., 2022; Vigneron & Johnson, 2004). Accordingly, three levels of luxury are identified among luxury brands: accessible (premium), intermediate (ultra-premium), and inaccessible brands (hyper-luxe/high-end). The same brand may also have diffing perceptions of the degree of luxury, depending on the category of product; hence, luxuriousness of a brand may be perceived higher for a certain product category, but lower for another. Consequently, scholars agree that luxury definitions and concepts built on the perception of consumers are more authentic and make more theoretical sense (Hennigs et al., 2012; Shukla & Purani, 2012; Vigneron & Johnson, 2004; Wiedmann et al., 2009). Therefore, this research conceptualizes luxury based on how consumers comprehend its meaning and choose to consume it.

2.2 Sustainable Luxury Paradox

Bendell and Kleanthous (2007) were the first to recognize sustainable luxury as a separate dimension or construct. In their World Wildlife Fund (WWF) report, the

authors envisioned a deeper value of luxury brands, whereby sustainability is positioned in their core. However, the paradox of luxury and sustainability has ignited an ongoing debate as to whether luxury can even be in harmony with sustainability (Achabou & Dekhili, 2013; Davies et al., 2012; Dekhili et al., 2019; Kapferer & Michaut-Denizeau, 2014, 2020). Given the association of luxury consumption with personal pleasure, superficiality, excess, ostentation, and conspicuous consumption, the contradictions between the two concepts is evident (Athwal et al., 2019). Sustainability refers to meeting "the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987, p.43), which highlights the importance of conserving natural assets in consumption and business practices. Accordingly, sustainable consumption is repeatedly linked to altruism, sobriety, ethics, and moderation (Achabou & Dekhili, 2013; Joy et al., 2012). Luxury brands nevertheless often disregard costs in their pursuit of perfect quality and creativity (Kapferer, 2010). The essence of luxury value is based on objective scarcity and rarity (e.g., rare materials, leathers, skins, pearls, craftsmanship), which challenges animal welfare and biodiversity (Kapferer & Michaut-Denizeau, 2014). Hence, such products are deemed excessive, nonessential and extravagant, and criticized for wasting resources that bring pleasure to a "happy few" (Kapferer, 2010). Additionally, the inherit high prices of luxury goods are a stark reminder of social inequality. Nevertheless, luxury is traditionally associated with exceptional quality, timelessness, craftsmanship, respect for materials, and greater value (Kapferer & Bastien, 2009; Vigneron & Johnson, 2004). Thereby, luxury is the ideal foundation for products that preserve essential environmental and social values (Kapferer, 2010).

Scholars have started documenting luxury brands' efforts to incorporate sustainability (Anido Freire & Loussaïef, 2018; Han et al., 2017; Macchion et al., 2018)

as sustainability can no longer be disregarded by brands (Athwal et al., 2019). Although consumers expect luxury brands to engage in sustainable practices, it does not necessarily mean that they incorporate sustainability criteria in their luxury purchases (Gardetti & Torres, 2013). In fact, sustainability, compared to other features, is rarely considered in the selection criteria of luxury brands (Achabou & Dekhili, 2013; Davies et al., 2012; Kapferer & Michaut-Denizeau, 2014). Hence, in line with theoretical predictions, several empirical findings highlight the incompatibility between sustainability and luxury consumer behavior (summarized in Table 1). For instance, some studies reported that even when consumers say they are sensitive to sustainablity issues, they tend to either purposely ignore it when purchasing (Ehrich & Irwin, 2005) or are not willing to pay more for it (Bhattacharya and Sen, 2004). Indeed, Davies et al. (2012) reported that consumers are not even concerned about ethics in luxury purchases as they perceive luxury products to be devoid of ethical issues purely based on the price tag or brand name on the label. However, Kapferer and Michaut-Denizeau (2014) argued that the way consumers perceive luxury actually determines the luxury-sustainability compatibility, wherein the contradiction grows when they regard luxury as "creating social unrest" and "superficial." Further, Achabou and Dekhili (2013) and Dekhili et al. (2019) reported that people had negative perceptions of luxury products made from recycled material and associated them with lower quality, even when they believed it is better for the environment.

Table 1. Past Studies on Sustainablity and Luxury

Study	Aim	Design	Findings
Davies et al. (2012)	To explore the extend of which consumers consider ethics when purchasing luxury.	Quantitative study	Consumers are significantly less likely to consider ethics in luxury purchases than commoditized purchases.

Study	Aim	Design	Findings
Achabou and Dekhili (2013)	To explore the extend of which consumers consider recycled materials when making luxury purchases.	Quantitative study	Using recycled materials in luxury products negatively impacts consumer preferences, highlighting the incompatibility between sustainability and luxury.
Beckham and Voyer (2014)	To examine the implicit and explicit attitudes toward sustainable luxury consumption.	Mixed method study	Consumers perceive luxury brands as more unsustainable rather than sustainable, but do not associate high-street brands with unsustainability. Further, when luxury items were labelled sustainable, they were deemed less luxurious.
Janssen et al. (2014)	To investigate the impact of product scarcity and ephemerality on consumers' perceived luxury-CSR fit.	Quantitative study	Scarce luxury products, compared to more widely available ones, are perceived as more socially responsible and provoke favorable attitudes when the product is enduring (e.g., jewelry) but not ephemeral (e.g., clothing). The combined effects of product scarcity and ephemerality on consumers' attitudes toward luxury goods are mediated by the perceived luxury-CSR fit.
Kapferer and Michaut-Denizeau (2014)	To explore the level of sensitivity of luxury consumers towards sustainable development.	Quantitative study	With regards to the social and economic harmony aspects of sustainability, consumers find sustainability and luxury somewhat contradictory.
Kapferer and Michaut-Denizeau (2015)	To understand the contradiction between sustainability and luxury.	Quantitative study	The perceived contradiction between sustainability and luxury is higher when consumers define luxury in terms of high price and rarity, but lower in terms of exceptional quality.

Study	Aim	Design	Findings
			Although luxury consumers highly expect luxury brands to engage in sustainable practices, they do not consider sustainability issues when purchasing luxury.
De Angelis et al. (2017)	To understand the role of sustainability in the design of luxury fashion goods and the type of environmental sustainability practices that luxury brands should adopt to motivate purchase intentions.	Experimental study	Making new sustainable luxury goods similar in design to previous regular luxury goods models, rather than similar to models made by green brands, enhances purchase intentions, especially for durable products and consumers who are knowledgeable about the brand.
Janssen et al. (2017)	To explore the effects of brand conspicuousness on attitudes toward responsible luxury brands.	Experimental study	Brand conspicuousness impacts consumers' perceived self-congruity with the brand (which is moderated by consumers' self-identity) and perceived social responsibility of the brand, both of which impact consumers' attitudes toward the brand.
Rolling and Sadachar (2018)	To understand how descriptions of luxury brands impact millennial's impression of luxury and sustainability, attitude, and purchase intentions.	Experimental study	Millennials perceive both luxury-only and sustainable-luxury brands to provide an impression of luxury, which leads to positive attitudes and purchase intentions toward both brand descriptions.
Dekhili et al. (2019)	To examine the impact of environmental and social information on perceived quality of luxury products across France and Saudi Arabia.	Quantitative study	Sustainability information has a negative impact on the perceived quality of luxury items, which is moderated by the brand's CSR image and the consumers' degree of liking of luxury.

Study	Aim	Design	Findings
			While the effect is insignificant for French consumers, Saudis' perceived quality is significantly lower when social information is provided.
Kapferer and Michaut-Denizeau (2020)	To explore millennials' sustainability consciousness when purchasing luxury.	Quantitative study	Millennials are not that different from older generations in their sensitivity to the sustainability of luxury brands when consuming luxury items. There is nonetheless a difference across generations in the motivations behind consumers' (in)sensitivity to the sustainable actions of luxury brands.
Pencarelli et al. (2020)	To understand how brands' CSR activities and sustainable marketing affect Generation Z and millennials' purchase of luxury goods.	Quantitative study	Luxury consumption behavior of millennials increases significantly when brands are perceived to use and apply CSR activities, while sustainable marketing strategies increases sustainable consumer habits for both generations.
Grazzini et al. (2021)	To examine how the use of recycled materials affect consumers' purchase intentions toward luxury and fast fashion items.	Experimental study	Using recycled materials positively affects purchase intentions, more so toward fast fashion items. However, consumers reported more positive attitudes when sustainability was linked to luxury rather than fast fashion.
Park et al. (2022)	To investigate the moderating effect of perceived product scarcity for sustainable luxury on the relationship between	Quantitative study	Perceived scarcity for sustainable luxury products positively moderated the relationship between attitudes and willingness to pay, regardless of

Study	Aim	Design	Findings
	attitude and willingness to pay for the product.		consumers preference for product innovativeness and their tendency toward socially responsible consumption.

To better understand this phenomenon, academics have disintegrated sustainability into sub-elements to demonstrate that some components are in alignment with luxury. Unlike fast fashion, the essence of luxury revolves around timelessness, scarcity, durability, and high-quality (Bendell & Kleanthous, 2007; Cvijanovich, 2011). Thereby, luxury significantly aids in preserving natural resources compared to fast fashion. Indeed, Grazzini et al. (2021) revealed that consumers reported more favorable attitudes towards the association of luxury with sustainability rather than the association of fast fashion with sustainability. This illustrates that luxury can simultaneously be perceived as gold and green. Accordingly, Kapferer (2010) contended that luxury and sustainability coincide when both focus on beauty and rarity. Janssen et al. (2014) showed that product scarcity and durability increased the perceived luxury-sustainability fit. Similarly, Kapferer and Michaut-Denizeau (2015) highlighted that consumers found less contradiction between the two concepts when luxury was defined in terms of superior quality.

A very small number of research has explored the role that value perceptions play in motivating consumers to buy sustainable luxury (summarized in Table 2). For example, Cervellon and Shammas (2013) showed that several value perceptions of luxury (e.g., conspicuousness, belonging, hedonism, and durable quality) are enhanced through sustainable luxury. Ki and Kim (2016) found that intrinsic values (social consciousness and seeking personal style) play a critical role in sustainable luxury consumption, which focuses on timeless style, durability, and quality. More recently,

Wang et al. (2021), in their cross-cultural study, reported that hedonic needs increased the likelihood of consumers in the UK and China to purchase sustainable luxury. They also found that social values such as the need for conformity and exclusivity found in sustainable luxury products had contrasting effects across the UK and China. Their research provides preliminary insights, and the current research extends their work by rigorously examining the influence of five key luxury values on sustainable luxury purchase behaviors.

Table 2. Past Research Examining the Impact of Values on Sustainable Luxury Consumption

Study	Aim	Design	Findings
Cervellon and Shammas (2013)	To explore sustainable luxury values across four developed markets: France, Italy, UK, and Canada.	Qualitative study	Sustainable luxury value perceptions include three categories: eco-centered (doing good, not doing harm), Sociocultural (belonging, conspicuousness, national identity), and ego-centered values (durable quality, hedonism, guilt-free pleasures)
Hennigs et al. (2013)	To develop a comprehensive framework of luxury sustainability values.	Conceptual Study	Luxury sustainability consumer value are categorized as financial, functional, personal, and interpersonal.
Ki and Kim (2016)	To understand the role of consumers' intrinsic values on sustainable luxury purchase.	Quantitative study	Intrinsic values of seeking personal style and social consciousness, but not environmental consciousness, motivate sustainable luxury purchase.
Wang et al. (2021)	To examine how social values influence consumers' sustainable luxury	Quantitative study	The findings demonstrate that need for hedonism motivate purchase intentions of UK and Chinese consumers. Although, need for

Study	Aim	Design	Findings
	purchase intentions across the UK and China.		exclusivity has a positive association with purchasing intentions in the UK, need for conformity has an inverse one. In contrast, these results are reversed in China.

2.3 Luxury Value Perceptions

Due to the subjective and multidimensional nature of luxury, it is often defined and measured in terms of a wide variety of value perceptions (Hennigs et al., 2012). According to Smith and Colgate (2007), consumer value is one of the key approaches and widely used concepts to better understand and predict consumer behavior. Earlier research on perceived values mainly focused on price and quality issues, failing to come to a consensus upon a unified conceptualization and operationalization of the construct (Babin et al., 1994). However, a common thread that runs through the various definitions is the degree of which a product is able to satisfy consumer needs and wants (He & Li, 2011). For instance, Zeithaml (1988) referred to consumer value perceptions as the evaluation of a product's utility using four common features of value: price, the trade-off between benefits and costs, the trade-off between perceived product quality and price, and subjective worth. An alternative definition of perceived value was introduced by Smith and Colgate (2007), where value is based on what consumers receive (e.g., utility, benefits, worth, quality) from purchasing and consuming a product versus what they pay (e.g., cost, price, sacrifices).

By addressing and integrating personal and interpersonal effects, Vigneron and Johnson (1999, 2004) identified several sub-dimensions of value and corresponding motivations found in luxury. Personal-oriented values include emotional and quality values, reflecting hedonic and perfectionist motivations respectively. As for the

interpersonal-oriented values, they include conspicuous, unique, and social values, driven by Veblen, snob, bandwagon effects respectively. For many significant studies on consumer value perceptions of luxury, this framework has served as a foundation. For instance, Wiedmann et al. (2009) extended the framework for a customer segmentation purpose by integrating four latent value dimensions: individual (i.e., self-identity, hedonic, and materialistic), social (i.e., prestige and conspicuous), financial (i.e., price), and functional (i.e., uniqueness, quality, and usability). Similarly, Shukla (2012) classified luxury value perceptions as personal (i.e., hedonism, materialism), social (i.e., status and conspicuous), and functional (i.e., price-quality and uniqueness).

According to Berthon et al. (2009), goods categorized as luxury fall into three separate dimensions of value: collective (social), subjective (individual), and objective (material). Tynan et al. (2010) developed a luxury value framework based on Smith and Colgate's (2007) generic customer value creation model. This model suggested that expressive/symbolic, experiential/hedonic, utilitarian/functional, and cost/sacrifice values are key components of value creation. Tynan et al. (2010) further segmented expressive/symbolic values into two sub-dimensions: self-directed and outer-directed (social) expressive/symbolic values.

Overall, several interrelated and important dimensions of luxury value perceptions have been highlighted in the extant literature. Although scholars have used different terms to define luxury values, all referred to the influence of the self and external world on luxury consumption. Specifically, perceived luxury values incorporate key social dimensions that reflect both self and others, as well as essential personal dimensions that account for personal and hedonic experiences, along with functionality and quality. Therefore, the current study focuses on the following values: conspicuous, unique, quality, social and emotional, which are defined in more detail in

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the following sections.

2.3.1 Conspicuous Value Perception. The early work by Veblen (1899) on conspicuous consumption concluded that consumers are influenced by reference groups when consuming luxury products publicly, opposed to privately. The concept of reference groups proposes that consumers' desire to be associated or dissociated with a certain social group influences their consumer behavior (Bearden & Etzel, 1982; Eisend et al., 2017; Escalas & Bettman, 2005; Mason, 1992; Wang et al., 2012). Hence, luxury brand's conspicuous value tends to be vital to consumers seeking social identity and representation and/or lacking a sense of self-worth. Thereby, a brand's social status plays a significant role in conspicuous consumption (Choo et al., 2012; Tynan et al., 2010). Moreover, consumers who view price as an indicator of quality tend to associate higher price with higher degrees of luxury (Vigneron & Johnson, 1999). Therefore, perceived conspicuous value refers to the consumption of luxury goods that signal status and wealth, and whose price, expensive by normal standards, increase the values of such a signal (Vigneron & Johnson, 1999).

Several measurement schemes have included conspicuous value as a key dimension of luxury consumption (O'Cass & Frost, 2002; Shukla, 2012; Shukla & Rosendo-Rios, 2021; Wiedmann et al., 2009). Although the definition of perceived conspicuousness includes status-related factors, other scholars argue that conspicuousness and status are not intertwined, and are in fact two different constructs (O'Cass & McEwen, 2004; Truong et al., 2008). O'Cass and McEwen (2004) defined conspicuous consumption as the evident or ostentatious display of expensive goods, whereas status consumption is more oriented to consuming status-laden goods that may or may not be displayed publicly. Status-laden goods exhibit higher perceived class, quality, and luxury attached to them, and are purchased for either external reasons

(signal wealth) or internal reasons (self-reward). In contrast, conspicuous goods are purchased for purely external reasons (Amaldoss & Jain, 2005). Nevertheless, similar influential psychological factors are used interchangeably to measure both construct (Choo et al., 2012; O'Cass & McEwen, 2004; Oh, 2021; Shukla, 2008, 2012; Shukla & Rosendo-Rios, 2021). These factors include intangible values such as symbols of prestige, success, wealth, and achievement, as well as attracting attention and gaining respect. Therefore, conspicuousness and status are considered as a single, one-dimensional construct in this study.

2.3.2 Unique Value Perception. Driven by snob motivation, uniqueness refers to individuals' urge to differentiate oneself from others (Leibenstein, 1950; Vigneron & Johnson, 1999). This dimension is somewhat complex given its origin in both personal and interpersonal effects; it considers the personal and emotional desire associated with luxury consumption, as well as the behaviors of other individuals (Mason, 1992). In his study of the demand curve, Leibenstein (1950) suggested that the snob effect is observed when demand becomes inversley related to consumption rate. In other words, snob motivated individuals purchase luxury products when they first launch to be among the limited number of consumers at the time, but come to reject the product once it is perceived to be consumed by the masses (Mason, 1992). Therefore, as a product becomes popular, its utility for individuals seeking uniqueness diminishes (Kastanakis & Balabanis, 2014; Neave et al., 2020).

Accordingly, to disassociate with the general mass, consumers tend to acquire and display material possessions that are not owned by many others (Lee et al., 2019). Luxury goods, due to their strong brand recognition and scarcity, are sought to assert individualism and differentiation from others (Hennigs et al., 2012; Kumar & Paul, 2018). Further, adhering to one's own tastes and avoiding similarity with others

enhanced one's social image and self-image (Tian et al., 2001). Thereby, the perception of exclusivity and rarity of a product increases consumers' desire for it (Wiedmann et al., 2009), which is further enhanced by the perceived expensiveness of a brand (Tian et al., 2001). Indeed, Vigneron and Johnson (2004) asserted that if nearly everyone owned a certain brand then, by definition, it is no longer luxurious. Hence, a luxury product becomes more valuable the more unique it is deemed.

    2.3.3 Social Value Perception. Driven by bandwagon motivation, social value appears when individuals consume products because they are popular. According to Leibenstein (1950), the bandwagon effect is observed when demand for a product rises when socially relevant groups are purchasing it (Shukla & Rosendo-Rios, 2021). Snob and bandwagon motivated individuls consume luxury goods for the same basic motivation; the desire to enhance one's self-concept and self-worth (Kastanakis & Balabanis, 2014; Neave et al., 2020; Vigneron & Johnson, 1999; Wiedmann et al., 2009). By integrating the luxury brand's symbolic meaning into one's identity, the former is seeking differentiation, while the latter is seeking group affilation. This is supported by Belk's (1988) concept of extend self, which suggests that consumers regard their possesions as part of their identiy. Therefore, luxury consumption appears to be influenced by the construction of oneself and social referencing.

    However, the concept of multiple reference groups refers to the dilemma of demands and pressures from one's own social group and simultaneously being drawn to the standards of another (M. A. Williams, 1970). According to Vigneron and Johnson (2004), luxury-seeking behavior is influenced by people's desire to distinguish themselves from nonaffluent lifestyles and/or to conform to affluent lifestyles. They also stated that highly materialistic consumers who are susceptible to interpersonal influence tend to appreciate the possession of luxury brands more. According to Richins

(1994), the concept of materialism refers to the importance of material possessions in an individual's life. Materialistic consumers tend to view luxury brands as a benchmark for measuring personal or others' success, as well as a way of achieving happiness. Hence, individuals seeking conformity with desired social groups and social acceptance tend to value goods that are more expensive and socially visible.

2.3.4 Emotional Value Perception. Certain products and services are known to have emotional, experiential, as well as functional values (Hirschman & Holbrook, 1982; Sheth et al., 1991). Hedonist motivated consumers seek fulfillment and personal rewards by consuming products that provide intangible benefits (Dubois et al., 2005). For instance, Vickers and Renand (2003) acknowledged that a critical component of the perceived utility of luxury goods is the emotional value. Further, researchers have repeatedly associated luxury consumption with emotive responses such as sensory pleasure and excitement (Kapferer & Laurent, 2016; Sheth et al., 1991; Vigneron & Johnson, 2004; Wiedmann et al., 2009). Hence, perceived emotional value refers to the intrinsically pleasing properties and subjective utility obtained from consuming luxury. Indeed, consumers were observed to increasingly seek emotional value in luxury goods (Kapferer & Laurent, 2016). Stimuli related to the brand (e.g., brand identity, product design and packaging, and service settings) evoke consumers' feelings and thereby behaviors (Berthon et al., 2009). Therefore, hedonist motivated consumers are those who do not rely on interpersonal influences and make decisions based on their own judgement.

2.3.5 Quality Value Perception. Luxury brands are expected to offer superior quality, craftsmanship, reassurance, and performance compared to non-luxury brands. Thereby, perfectionist motivated consumers tend to perceive products as having greater quality and reliability (Vigneron & Johnson, 2004). The literature on luxury

consumption views and emphasizes characteristics related to quality as fundamental in luxury products (Choo et al., 2012; Kapferer & Laurent, 2016; O'Cass & McEwen, 2004; Tynan et al., 2010). These characteristics represent functionality and what a product actually does, rather than what it represents (Berthon et al., 2009; Shukla & Purani, 2012). Zeithaml (1988) identified differences between objective quality and subjective quality; objective quality refers to quantifiable superiority according to predetermined standards, while subjective quality refers to consumers' perceptions of the brand's overall excellence (Choo et al., 2012). In addition, high prices tend to make certain products more desirable as consumers tend to perceive higher prices as an indication of greater quality. Hence, consumers' value perception of luxury products tends to be higher as they associate greater brand quality and reassurance.

2.4 Sustainability Consciousness

In recent years, consumers have become more aware about environmental and social issues, and the impact of their consumption choices (Bendell & Kleanthous, 2007). As a result, consumer behavior is shifting from "conspicuous" to "conscientious" (Cvijanovich, 2011), resulting in better-informed and responsible consumers (Hennigs et al., 2013). However, for some consumers, conspicuous consumption has become a new form of demonstrating pro-environmental and pro-social behavior (Cervellon & Shammas, 2013; Johnson et al., 2018) - going green to be seen (Griskevicius et al., 2010). These consumers mainly favor sustainable practices in public context to make a good impression on others and confirm a social status of an environmentally conscious consumer. Moreover, considering that luxury brands often serve as a tool to signal consumer identity and individual value (Belk, 1988), luxury consumers seek brands that reflect their aspiration for a better world (Bendell & Kleanthous, 2007). Thus, a growing number of luxury consumers are calling for product traceability, authenticity and quality and supply chain standards (De Beers, 2009). To

meet consumer demands, many luxury brands have worked to incorporate ethical and sustainable practices into their sourcing, manufacturing, and marketing strategies (Anido Freire & Loussaïef, 2018; Athwal et al., 2019; Mititelu et al., 2014). However, only a handful of consumers incorporate sustainability criteria in their luxury purchases (Athwal et al., 2019; Davies et al., 2012; Joy et al., 2012; Kapferer & Michaut-Denizeau, 2014, 2020). Considering that environmentally and socially conscious consumers are more likely to engage in sustainable consumer behavior, the current study proposes that the relationship between luxury values and sustainable luxury consumption is likely to be accentuated by environmental and social consciousness.

2.4.1 Environmental consciousness. The paradigm shift in consumers' beliefs, attitudes, and behaviors is encompassed by a state of environmental consciousness (Kollmuss & Agyeman, 2002; Laroche et al., 2001). Environmental consciousness is a disposition or mindset relating to pro-environmental and sustainable issues. It refers to psychological factors that determine an individual's likelihood to engage in pro-environmental behavior (Zelezny & Schultz, 2000). The concept entails the behavior and psychological states that exemplify environmental commitment, as well as the tendency to mentally reflect on the environment (Huang et al., 2014). According to Kollmuss and Agyeman (2002), it is as an aggregated concept built upon environmental knowledge, emotional involvement, values, attitudes, and concern for the environment. Indeed, consumers with a greater levels of environmental consciousness tend to engage in green behavior (Gatersleben et al., 2002; Iyer et al., 2016), and are likely to pay more for products with eco-friendly attributes (Laroche et al., 2001). Further, Rannikko (1996) suggested that environmental consciousness is a process of gradual deepening understand of environment significance and importance. In the current study, environmental consciousness is defined as the extent to which luxury consumers are

aware and concerned about the environment, and willing to work toward its protection. Therefore, environmental consciousness is likely to strengthen the relationship between luxury values and sustainable luxury consumption.

2.4.2 Social consciousness. Beyond being environmentally responsible, the concept of social consciousness involves a concern for people and the community. Roberts (1995) defined socially conscious consumers as individuals who purchase products that they perceive to have a positive impact on the environment or use their purchasing power to express current social concerns. They are mindful of how their consumption behavior contribute to societal problems while simultaneously trying to satisfy their own needs and wants (Harrison et al., 2005). Socially responsible consumers consider the environmental and social impacts of the entire supply chain involved in bringing this product to market (Davies et al., 2012), and strive to avoid or boycott products that exploit or harm vulnerable people, animals, or the environment (Shaw & Shiu, 2003). Thus, socially conscious consumers are concerned about social issues, including environmental protection, animal welfare, and human rights issues (i.e., fair labor). However, in this research, social consciousness focuses on individuals' awareness and concern for the welfare of society and its citizens.

Although researchers have made a distinction between socially and environmentally conscious consumption, the two constructs are often merged and used interchangeably. Consequently, environment concern has been researched much more than social concern (Shaw & Shiu, 2003). Hence, Roberts (1995) was among the first researchers to clearly differentiate between social and environmental concerns and proposed a two-dimensional scale (social and environmental) to measure responsible consumer behavior. Further, Balderjahn et al. (2013) developed a three dimensions measurement model for consumer consciousness for sustainable consumption,

consisting of environmental, social, and economic dimensions. Therefore, the current study employs both environmental and social consciousness as separate constructs to measure consumer consciousness for sustainable consumption and measures their role in the association of luxury values with sustainable luxury consumption.

      2.4.3 Income. Consumer income is one of the important factors that can explain the consumption rate of luxury products (Kapferer & Bastien, 2009). In economics, luxury is conceptualized in terms of consumer income, wherein a greater proportion is spent on luxury goods as a result of an increase in income (Vickers & Renand, 2003). Indeed, researchers have attributed the steady growth of the luxury market (apart from the decline during the recession and COVID-19 pandemic) to a growing ratio of people with high income (Vigneron & Johnson, 2004). Further, previous studies have reported that not only consumers with high income purchase luxury goods, but also consumers with low income (Francese, 2002; Twitchell, 2002). This is due to the democratization of luxury, whereby luxury brands have launched new product lines, product extensions, or new brands that are more affordable and accessible to reach new consumers (Truong et al., 2008; Vigneron & Johnson, 2004). Once a domain reserved to the elites, the democratization of luxury has rendered luxury goods accessible to low and middle-income consumers. However, the rate of luxury purchases tends to be higher when income is higher (Dubois & Duquesne, 1993; Ikeda, 2006; Kapferer & Bastien, 2009). In other words, high income individuals tend to be heavy luxury consumers. Although there has been some research on the influences of consumer income on value perceptions towards luxury products, there have not been any about luxury products with sustainable features. Therefore, the role of consumer income in the relationship between luxury values and sustainable luxury consumption is examined in this study.

2.5 Theoretical Framework

    2.5.1 Luxury-seeking consumer behavior. Luxury-seeking consumer behavior is grounded in the theory of conspicuous consumption (Bearden & Etzel, 1982; Mason, 1992; Veblen, 1899) and the theory of consumers' demand (Leibenstein, 1950). The term "conspicuous consumption" was first coined by 19th century economist and sociologist Thorstein Veblen in his classic treatise, The Theory of the Leisure Class. Veblen (1899) argued that individuals consume in a highly visible manner as a way to signal wealth to others, and confer status and power. The conspicuous consumption of individuals of the luxury strata, who have high social standing, is prone to be imitated by individuals of the working classes in hopes of increasing their status. That is, people who aspire to a high social status are inclined to emulate the consumption patterns of those who actually belong to an upper social class. Thereby, the former is inclined to consume goods or services with prestige value to indicate their desired or idealized personas (Veblen, 1899). Hence, conspicuous products, which are mostly consumed in public, differ from other products as they mainly fulfill consumer needs related to prestige and status (Grubb & Grathwohl, 1967; Shukla, 2008). In addition, Trigg (2001) posited that conspicuousness is a fundamental factor in determining consumption behaviors.

    Leibenstein (1950) extended Veblen's argument and emphasized the role of interpersonal effects in determining consumers desire to engage in luxury consumption. He stated that there are three major motivational drivers: Veblen, bandwagon, and snob effect. Consumers' perception of the value of luxury products is associated with the products' price levels and the consumption rates of others. Leibenstein (1950) contended that while some consumer may tend to purchase higher-priced goods to signal wealth (Veblen effect), others tend to purchase the same goods purchased by higher social classes to conform to their desired group (bandwagon effect). Moreover,

to distinguish themselves from others, some tend to refrain from consuming particular luxury products if they are owned by many others (snob effect).

Vigneron and Johnson (1999) extended the foregoing theories and developed a conceptual framework of luxury-seeking consumer behavior. The authors introduced two personal effects, hedonist and perfectionist motives, to supplement the three interpersonal effects (the Veblen, bandwagon, and snob effects) described by Leibenstein (1950). They posited that the decision-making process of purchasing luxury products can be explained by five luxury values and corresponding motivations: conspicuous (Veblenian), unique (snob), social (bandwagon), emotional(hedonist), and quality values (perfectionist motivations) Thereby, this framework entails dimensions that determines the luxuriousness of a brand. This framework was originally inspired by the conceptual work of Mason (1992), who developed a status-seeking framework to explain luxury consumer behavior. His conceptual framework nonetheless mainly focused on the interpersonal effect associated with this behavior. Indeed, earlier research had mostly focused on socially orientated motives in exploring consumer perceptions of and motives for purchasing luxury products. However, from a broader perspective, social values are not sufficient to explain the whole picture of luxury consumption. Therefore, Vigneron and Johnson's (1999) framework, depicted in figure 1, established a balance between personal and interpersonal oriented motives.

This model has served as a foundation for exploring the values and motivations for purchasing luxury products and service (Choo et al., 2012; De Barnier et al., 2012; Hennigs et al., 2012; Lee et al., 2019; Park et al., 2020; Shukla, 2012; Truong et al., 2008; Wiedmann et al., 2009). These studies nevertheless called for further empirical testing of value perception to support the validity of the theoretical framework. Reasoning that this framework aids in understanding the underlying motives for

purchasing a luxury product and the luxuriousness associated with a product, the compatibility between sustainability and luxury can be explored. In other words, it can help in understanding whether these luxury values are sufficient to motivate consumers to purchase luxury products that highlight their sustainable features and practices. However, if these values demotivate luxury consumers from purchasing sustainable luxury products, it will be evident that sustainability harms the luxury status of products and that the two concepts are indeed incompatible. Therefore, the current research adopts the luxury-seeking consumer behavior framework to establish the connection between luxury product perception and sustainable luxury product purchase behaviors.

    2.5.2 Mindfulness. Mindfulness is an attribute of consciousness that commonly signifies presence of mind. The theory is widely considered as an interdisciplinary theory that has been studied with regards to customer satisfaction (Ndubisi, 2014), sustainable consumption (Helm & Subramaniam, 2019), leading innovation (Vogus & Welbourne, 2003) and performance in organizations (Sutcliffe et al., 2016). The concept of mindfulness has been approached in two different ways in academic literature: the Eastern meditation-based approach (Williams & Kabat-Zinn, 2013) and the Western socio-cognitive approach (Langer, 1989). The first approach draws its roots from Buddhist traditions that views mindfulness as a form of non-judgmental, moment-to-moment awareness of one's present moment (Brown & Ryan, 2003; Williams & Kabat-Zinn, 2013). This concept of mindfulness is mainly cultivated through formal and informal meditation and is usually aimed at the inner experience of the individual. The second approach was derived from cognitive psychology literature and first constructed by Langer (1989). This socio-cognitive approach interprets mindfulness as a mindset of openness to novelty and flexibility in which the individual actively draws novel distinctions (Langer, 1989). Although both approaches involve self-regulation,

this socio-cognitive mindfulness approach differs from the meditative one as it usually involved the external, material and social context of the individual (Langer, 1989).

Considering the differences between the two conceptualizations of mindfulness, the current research adopts the Langerian mindfulness. This approach involves four specific aspects: (1) the ability to create novel categorizations and conceptions, (2) the sensitivity and perception to one's environment, (3) the capability to think and solve problems from multiple perspectives, and (4) the openness to accept unfamiliar things (Langer, 1989; Langer & Moldoveanu, 2000; Pirson et al., 2012). In contrast to possessing a one-track mindset, shifting perspectives in accordance to changing contexts and new phenomena is a key component of Langerian mindfulness (Rosenberg, 2004). Moreover, Ndubisi (2014) states that consumers who prove to have high mindfulness tend to have greater connection and motivation to their decision-making process, paying more attention to product information and characteristics to make appropriate judgements and choices. By adopting this view, the research reasons that the more mindfulness consumers exhibit, the more they show concern with recent phenomena with regards to environmental and social issues, thereby heavily effecting and shifting their consumption choices. Consequently, this paper adopts Langerian mindfulness as an underlying theory, wherein Environmental and Social Consciousness act as key factors that moderate consumer's decision-making process that are likely to strengthen the relationship between luxury values and sustainable luxury consumption.
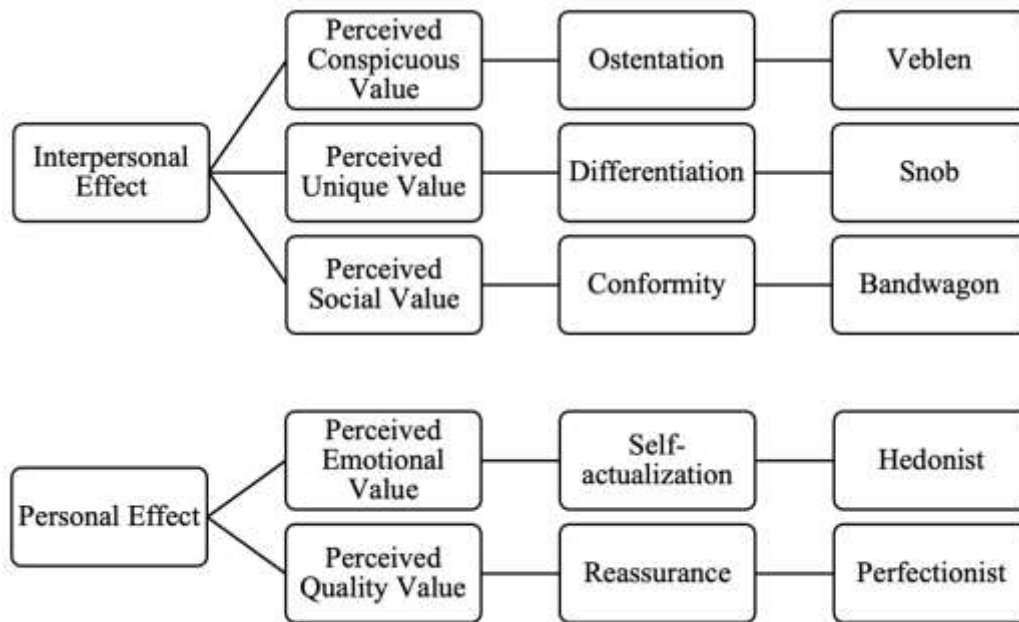
Figure 1. Interpersonal and personal effects on luxury consumption (Vigneron & Johnson, 1999)

2.6 Hypothesis Development and Conceptual Framework

2.6.1 The relationship between luxury value perceptions and sustainable luxury consumption. The personal and interpersonal oriented motives in the luxury-seeking consumer behavior model can aid in explaining sustainable luxury consumption. Interpersonal value perceptions focus on out-directed benefits associated with the perceived utility of symbolism, image, and public display to reference groups, which include conspicuous, unique, and social values (Sheth et al., 1991; Shukla & Rosendo-Rios, 2021; Vigneron & Johnson, 1999, 2004). On the other hand, personal value perceptions encompass private and self-directed benefits relating to hedonism and perfectionism, which include emotional and quality values (Hennigs et al., 2012; Lee et al., 2019; Vigneron & Johnson, 1999, 2004). Thereby, these influences vary depending on the individual's susceptibility to interpersonal influence. In this study, all five values are operationalized as they are crucial motivators for luxury consumption.

The conspicuous value of luxury goods, driven by the Veblen effect, reflects

consumers' need to signal their wealth and status to others (Mason, 1992; Veblen, 1899; Vigneron & Johnson, 2004). Therefore, luxury brands are linked with feeding one's ego and status (Cervellon & Shammas, 2013), whereby conspicuous goods primarily satisfy prestige needs (Belk, 1988; Shukla, 2008). These values nonetheless are not in alignment with sustainability (Athwal et al., 2019). Additionally, Beckham and Voyer (2014) argued that sustainable luxury goods do not reflect high status, social power, and prestige. In contrast, Griskevicius et al. (2010) posited that altruism can function as a "costly signal" associated with status and prestige. In an experimental study, the authors found that status motives increased consumers' desire for green products in public settings (but not private) and when luxurious green products cost more (but not less) than nongreen but more luxurious products. This way consumers can communicate that they are a pro-social rather than a pro-self individual. In other words, "going green to be seen." Cervellon and Shammas (2013) also supported the idea that sustainable luxury products have a conspicuous value wherein consumers can show off that the care about the environment. Similarly, Johnson et al. (2018) found that the need for status significantly motived the conspicuous consumption of pro-social products, and that fear of negative evaluation significantly moderated this relationship. As a result, conspicuous consumption has become a new form of demonstrating pro-environmental and pro-social behaviors. These consumers mainly favor sustainable practices in public contexts to make a good impression on others and confirm a social status of an environmentally conscious consumer. Thus, the research hypothesizes that:

H1a: Conspicuous value will have a significant positive influence on sustainable luxury consumption.

The unique value refers to consumers' value related to conveying one's identity and differentiating oneself from others (Tian et al., 2001). Due to their limited

distribution and premium price, luxury products can be used as a means of expressing uniqueness (Kumar & Paul, 2018; Wiedmann et al., 2009). Uniqueness represents exclusivity and differentiation (Kapferer, 2010) which makes the product more expensive, higher quality and long-lasting compared to the mass produced fast fashion which is much cheaper, easily disposable and unsustainable. Several studies highlight that consumers' perceived uniqueness of sustainable luxury products encourage purchase behaviors. For instance, a field experiment by Janssen et al. (2014) revealed that product exclusivity increased the perceived luxury-corporate social responsibility fit, resulting in more favorable consumer attitudes toward such products. In a similar vein, Park et al. (2022) found that perceived exclusivity for sustainable luxury products had a significant positive moderating effect on the relationship between attitude and willingness to pay for the product. Further, in their cross-cultural study, Wang et al. (2021) found that the need for exclusivity had a significant positive impact on sustainable luxury purchase intentions in the UK, but a negative impact in China. Ki and Kim (2016) found that seeking personal style, which reflect consumers' personal taste over mainstream and popular items, is a significant driver of sustainable luxury consumption. As a result, snob motivated consumers may be driven to buy sustainable luxury. Thus, the research hypothesizes that:

H1b: Unique value will have a significant positive influence on sustainable luxury consumption.

Regarding social value, consumers' purchase of luxury brands is linked to the quest to be perceived well in the society, be accepted by others, and leave a good impression (Lee et al., 2019; Seegebarth et al., 2016). Driven by the desire to enhance one's self-concept and self-worth in the society, social value facilitates group affilation (Kastanakis & Balabanis, 2014; Neave et al., 2020; Vigneron & Johnson, 1999;

Wiedmann et al., 2009). By integrating the symbolic meaning of luxury brands into their identity, bandwagon driven consumers emulate the behavior of their prefered reference group to be identified as memebers of the group. Given that consumers have become more aware about environmental and social issues despite their social class, consumption has shifted from "conspicuous" to "conscientious" (Bendell & Kleanthous, 2007; Cvijanovich, 2011; Hennigs et al., 2013). Sustainable luxury consumption promises both utilities. Herein, the purchase of sustainable luxury can signal status and prestige (Griskevicius et al., 2010), as well as provide an opportunity for an elite experience derived from buying items produced in a responsible manner (Bendell & Kleanthous, 2007). Additionally, Wang et al. (2021) showed that the need for conformity in Chinese consumers was positively associated with greater purchase intentions toward sustainable luxury products. However, in an individualistic society such as the UK, they found that the relationship was negatively significant. Considering that the current study is conducted among a collective society (i.e., Qatar), the relationship is expected to be positive. Thus, the research hypothesizes that:

H1c: Social value will have a significant positive influence on sustainable luxury consumption.

With regards to emotional value, hedonic motivated consumers purchase luxury products for their emotional value, which refers to the desire to experience personal rewards and fulfillment through consumption. Such emotional responses are associated with sensory pleasure and aesthetic beauty (Kapferer & Laurent, 2016; Sheth et al., 1991; Vigneron & Johnson, 2004; Wiedmann et al., 2009), as well as guilt (Wang et al., 2021), making luxury consumption a double-edged sword. Specifically, luxury consumers experience positive emotions when making a purchase (Vickers & Renand, 2003), but experience negative emotions afterwards (Wang et al., 2021). Certainly,

Cervellon and Shammas (2013) found that Italian and French consumers felt more guilt after buying expensive products or wearing fur coats. Wang et al. (2021) nonethless argued that the sustainability aspect of some luxury items may aid in achieving a guilt-free pleasure, and that hedonic needs were a significant driver of purchase intentions towards sustainable luxury products. By measuring actual sustainable luxury consumption behavior, other scholars have found an inverse relationship, wherein sustainable luxury products lessened the consumers' feeling of pleasure (Cervellon & Shammas, 2013). This is plausible due to the diminishing hedonic utility derived as consumers move from luxury consumption to sustainable luxury consumption (Cervellon & Shammas, 2013). The authors argue that there is a paradox in the relationship of emotional value with luxury consumption and sustainable luxury consumption, wherein emotional value drives up luxury consumption (i.e., positive association) and drives down (or diminishes) sustainable luxury consumption. In line with Cervellon and Shammas' (2013) argument regarding the inverse relationship between emotional value and sustainable luxury consumption, the research hypothesizes that:

H1d: Emotional value will have a significant negative influence on sustainable luxury consumption.

The quality value is another important motivator for luxury consumers. Quality represents functionality and what a product actually does, rather than what it represents (Berthon et al., 2009; Shukla & Purani, 2012). The literature on luxury consumption views and emphasizes characteristics related to superior quality, durability, timelessness, craftsmanship, reassurance, and performance as fundamental in luxury products (Choo et al., 2012; Kapferer & Laurent, 2016; O'Cass & McEwen, 2004; Tynan et al., 2010). Therefore, luxury is the ideal foundation for products that preserve

essential environmental and social values (Kapferer, 2010). However, a number of research (Achabou & Dekhili, 2013; Dekhili et al., 2019; J. Park et al., 2022) reported that consumers perceive luxury items made from recycled materials negatively and being of lower quality. Contrary to these findings, Grazzini et al. (2021) found that incorporating recycled materials in luxury products led to greater purchase intentions. Similarly, Dekhili et al. (2019) reported that when social information was mentioned, consumers associated significantly lower quality with negative CSR luxury brand image. There is also evidence that luxury products that are durable and of exceptional quality increase the perceived luxury-sustainability fit (Janssen et al., 2014; Kapferer & Michaut-Denizeau, 2015). For example, Cervellon and Shammas (2013) showed that values related to durable quality were significantly enhanced through sustainable luxury. Hence, the research hypothesizes that:

H1e: Quality value will have a significant positive influence on sustainable luxury consumption.

2.6.2 The moderating role of environmental consciousness. Individuals scoring high on environmental and social consciousness have concern and awareness for social and environmental issues, and willingness to engage in sustainable consumption behavior. Indeed, several recent systematic reviews of sustainable luxury research (Athwal et al., 2019; Jain, 2019) emphasized the importance of sustainability consciousness in sustainable luxury consumption. A study by Ki and Kim (2016) that examined the direct effects of environmental and social consciousness on sustainable luxury consumption revealed that only social consciousness had a significant effect on sustainable luxury consumption. In a similar vein, Park et al. (2022) found that the perceived compatibility between sustainability and luxury was higher for products linked to social sustainability (e.g., labor conditions), than for those linked to

environmental sustainability (e.g., recycled materials). However, Cervellon and Shammas (2013) highlighted that eco-centered values in general (e.g., not doing harm, doing good) enhanced sustainable luxury.

Consumers who are environmentally conscious nonetheless understand environmental issues facing society, act responsibly towards the environment, and prefer to consume environmentally sustainable products (Gatersleben et al., 2002; Iyer et al., 2016). Thus, environmental consciousness leads to responsible environmental consumption as sustainability dimensions become part of the consumer decision-making process (Ahmad et al., 2020; Huang et al., 2014; Peattie & Collins, 2009). When purchasing luxury, researchers reported that most consumers pay no attention to sustainability. In a recent study, Kapferer and Michaut-Denizeau (2020) found that although consumers are sensitive to sustainability, they are quite disengaged when purchasing luxury products. This could be attributed to the high prices of luxury products and brand names, which leads consumers to assume that luxury products are devoid of sustainability and ethical issues, unlike fast fashion products (Davies et al., 2012; Kapferer & Michaut-Denizeau, 2020).

Considering that environmentally conscious consumers have a higher likelihood to engage in sustainable and pro-environmental consumer behavior, the current study proposes that the association of luxury values with sustainable luxury consumption is likely to be accentuated by environmental consciousness. Although several other factors also influence sustainable consumption, environmental consciousness incorporates the explicit psychological factors related to one's inclination to engage in pro-environmental behaviors. There is also compelling evidence that supports the predictive power of environmental consciousness as a moderating variable (Ahmad et al., 2020; Law et al., 2017). Hence, underpinned by the mindfulness theory, the research

hypothesizes that:

H2: Environmental consciousness will significantly moderate the relationship between luxury values and sustainable luxury consumption, namely: (a) conspicuous value, (b) unique value, (c) social value, (d) emotional value, and (e) quality value.

2.6.3 The moderating role of social consciousness. Socially conscious individuals make purchasing decisions with social responsibility in mind. Accordingly, they evaluate the brand's corporate social responsibility or ethical behavior as well as product features before purchasing, leading them to boycott brands perceived as unethical, but support ones perceives as environmentally friendly (Biehal & Sheinin, 2007). When it comes to luxury brands, the brand's stance on crucial social issues (i.e., low-impact and ethical sourcing and production) influence consumers' purchasing decisions (Bendell & Kleanthous, 2007). In a study of the luxury-sustainability compatibility, Kapferer and Michaut-Denizeau (2014, 2015) found that luxury consumers' perceived luxury brands engaged in practices that challenge animal and societal welfare (e.g., killing animals for their skin and fur, cheap labor, incineration of unsold items) in a negative light, even when those consumers did not really consider sustainability when making a purchasing decision. This reinforces the notion that luxury consumers may boycott such brands once they become aware of unsustainable practices.

According to Hennigs et al. (2013), socially conscious consumers expect these brands to demonstrate social awareness through their practices and products. Luxury goods consumption increases significantly when brands are perceived to use and apply CSR activities (Pencarelli et al., 2020). There is also some evidence that contends that social consciousness has a significant direct effect on sustainable luxury consumption (Ki & Kim, 2016). As a result, the current research suggests that social consciousness

can strengthen the relationship between luxury values and sustainable luxury consumption. Hence, underpinned by the mindfulness theory, the research hypothesizes that:

H3: Social consciousness will significantly moderate the relationship between luxury values and sustainable luxury consumption, namely: (a) conspicuous value, (b) unique value, (c) social value, (d) emotional value, and (e) quality value.

2.6.4 The moderating role of consumer income. Once a domain reserved to the elites, the democratization of luxury has rendered luxury goods accessible to low and middle-income consumers, even if only occasionally (Truong et al., 2008; Vigneron & Johnson, 2004). The consumption rate of luxury products nevertheless tends to be higher when income is higher as those individuals can afford to buy high-priced goods (Dubois & Duquesne, 1993; Ikeda, 2006; Kapferer & Bastien, 2009). With regards to luxury products with sustainable features, researchers repeatedly highlighted that only a few consumers consider sustainability when purchasing luxury (Athwal et al., 2019; Davies et al., 2012; Joy et al., 2012; Kapferer & Michaut-Denizeau, 2014, 2020). Two main factors that explain this are the fact that consumers assume luxury items to be devoid of sustainability and ethical issues due to their high prices and that they purchase too few luxury items (compared to fast fashion) to consider their environmental and social impact (Davies et al., 2012; Kapferer & Michaut-Denizeau, 2020). Considering that high-income individuals are heavy luxury consumers and low/middle-income individuals are light luxury consumers (Dubois & Duquesne, 1993; Ikeda, 2006; Kapferer & Bastien, 2009), it can be assumed that high-income consumers are more likely to consider sustainability when purchasing luxury and thereby purchase items with sustainable attributes. Therefore, consumer income is likely to strengthen the relationship between luxury values and sustainable luxury consumption. There is

also compelling evidence that supports the predictive power of consumer income as a moderating variable with regards to consumer behavior (Jebarajakirthy & Das, 2021; Tiruwa et al., 2018; Wolske, 2020). In line with this, the research hypothesizes that:

H4: Consumer income will significantly moderate the relationship between luxury values and sustainable luxury consumption, namely: (a) conspicuous value, (b) unique value, (c) social value, (d) emotional value, and (e) quality value.

2.6.5 Conceptual Framework. The following conceptual framework is drawn from the aforementioned theories and hypothesized relationships. This thesis explores the role of five commonly held luxury values (conspicuous, unique, social, emotional, and quality values) on sustainable luxury consumption, as well as the moderating role of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between luxury values and sustainable luxury consumption. Figure 2 illustrates the schema of the research model.
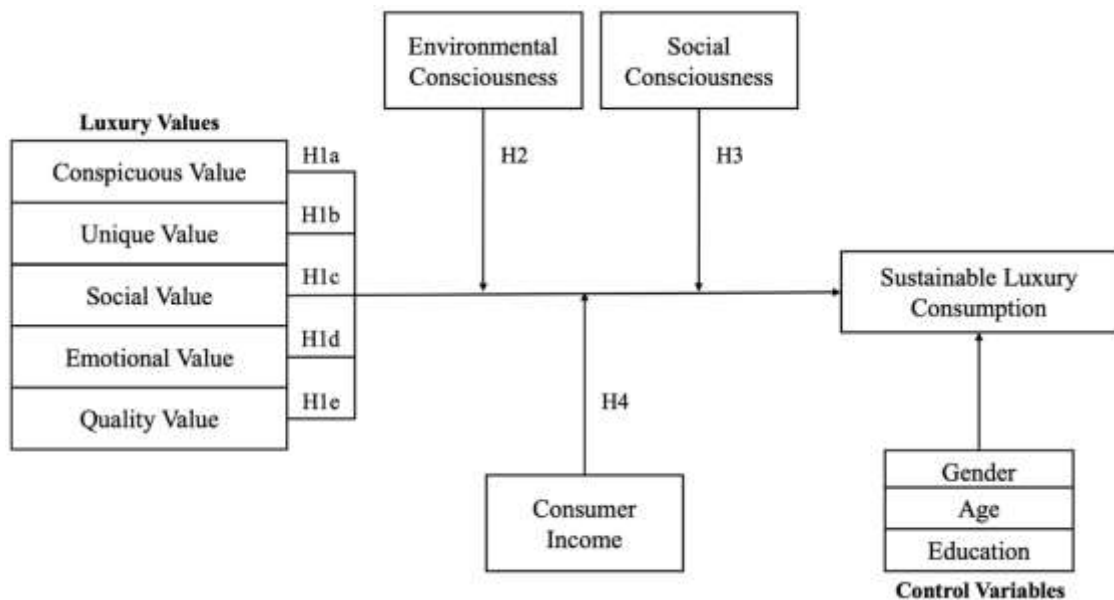
Figure 2. Proposed research model

2.6.6 Discriminating between heavy and light sustainable luxury consumers. Behavioral characteristics of sustainable luxury consumers are very useful perspectives and help in gaining a deeper understanding of consumer behavior in general, consumption patterns, consumer values, and value segmentation. For example, consumer studies have categorized consumers as light, medium and heavy users based on their usage behaviors (Hoyer et al., 2018; Kerin & Hartley, 2017). Thereby, providing a deeper understanding of heavy and light sustainable luxury consumers and their values through psychographic and behavioral angles can help in understanding consumption patterns and developing effective marketing strategy. Considering that luxury values are often associated with sustainable luxury consumption (Cervellon & Shammas, 2013; Wang et al., 2021), heavy sustainable luxury consumers are likely to differ from light sustainable luxury consumers based on their perceived luxury values, namely conspicuous, unique, social, emotional, and quality values. As a result, it is important to identify which luxury value dimensions most discriminate between heavy and light consumers of sustainable luxury. Thus, the research hypothesizes that:

H5: Luxury values will significantly discriminate between heavy and light sustainable luxury consumers, namely: (a) conspicuous value, (b) unique value, (c) social value, (d) emotional value, and (e) quality value.

Chapter 3: Methodology

The previous chapter presented the literature review of the examined constructs and the theoretical background that supports the hypotheses in the current study. This chapter discusses the research methods that were used to examine the proposed hypotheses. It presents the research design, measurement items and questionnaire design, sampling and data collection, and data analysis techniques in more details.

3.1 Research Design

This study examines the role of luxury values and sustainability consciousness on sustainable luxury consumption. The five luxury value dimensions identified by Vigneron and Johnson (1999) have been studied as predictors or independent variables, which included the following value dimensions: conspicuous, unique, social, emotional, and quality. For each independent variable, the direct effect on sustainable luxury consumption, the outcome or dependent variable, has been examined. On the other hand, environmental and social consciousness, and consumer income have been studied as moderating variables. Thereby, the moderating effects of environmental and social consciousness, and consumer income on the relationship between all five perceived luxury values and sustainable luxury consumption have been examined as well.

A quantitative approach has been implemented in the current study to examine the hypothesized relationships. Quantitative research aims to provide an accurate measurement by using structured and statistical data, and to develop generalizations that may add to a theory to help predict, explain, and understand phenomenon (Cooper & Schindler, 2014). This type of research assumes a mutual objective reality among individuals, wherein the researcher is distant to and independent from what is being studied, allowing for the verification of the proposed hypothesis and highlighting a common reality that people may agree upon (Newman et al., 1998). In marketing

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research for instance, a quantitative approach can be used to quantify consumer behaviors and generalize the findings to a larger population of people. Further, survey-based approach is the dominant methodology employed by researchers in the domain of qualitative research. As such, it is adopted in the current paper.

3.2 Measurement and Questionnaire Design

To measure the underlying value dimensions of consumers' sustainable luxury purchase behaviors, this study adapted measurement items from the literature. This ensured that the scales had acceptable internal consistency. Further, the adaptation process, which was carried out alongside the thesis supervisor, included slight rewording of the measurement items to match the context of the current study. The hypotheses, variables, adapted items and their sources are presented in Table 3.

The survey consisted of five sections, containing questions about consumers' consumption behaviors of luxury goods (i.e., type of product and brand, and consumption level), their luxury value perceptions, environmental and social consciousness, sustainable luxury purchasing behaviors, and their demographic information. The first section of the questionnaire begins with a definition of luxury fashion items, which is "luxury items are defined, for the purpose of this study, as designer items that are characterized by their symbolic meaning, beauty, quality, rarity, and price" (Heine, 2010). In order to target actual consumers of luxury fashion goods, a filter question "have you purchased luxury fashion items in the past two years?" was used. Participants who indicated that they have not bought luxury products within the past two years, regardless of whether they were sustainable or not, were excluded from the study. Participants were then asked to identify the type of luxury product that they mostly buy, which were: clothing, footwear, handbags, jewelry, watches, and

accessories (e.g., sunglasses, hats, wallets, belts, scarves, ties)[1].

To distinguish between the degree of luxury associated with brands consumers mostly purchase from, brands were classified into three categories: inaccessible, intermediate, and accessible brands (De Barnier et al., 2012). Intermediate and inaccessible luxury brands include Chanel, Cartier, Rolex, Louis Vuitton, Gucci, Givenchy, Alexander Wang, Stella McCartney, and Versace, while accessible luxury brands include Polo Ralph Lauren, Hugo Boss, Coach, and Calvin Klein. In general, consumers who have acquired luxury products within the past two years are characterized as luxury consumers (Heine, 2010). However, the emergence of accessible luxury products has made it difficult to differentiate between non-luxury and luxury consumers alone as luxury consumers fall along a spectrum of occasional to daily luxury consumption. Heine (2010) identified three segments of luxury consumers based on their level of luxury consumption: light, regular, and heavy consumers of luxury. Light luxury consumers occasionally purchase accessible luxury goods; regular luxury consumers frequently purchase accessible, intermediate, and sometimes inaccessible luxury goods; and heavy luxury consumers extensively purchase accessible, intermediate, and inaccessible luxury products. Thus, participants were asked to indicate their luxury products consumption level.

The second section of the questionnaire measured respondents' perceptions of luxury values. The scale contained conspicuous, unique, social, emotional, and quality values, which consisted of 17 items that were adapted from different studies found in

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[1] In 2017, footwear, jewelry, and handbags were classified as the top three rapidly growing categories of luxury products, rising by 10%, 10%, and 7% respectively (D'Arpizio et al., 2017). Indeed, apparel, beauty, and bags were the most purchased luxury product categories, amounting to €61 billion, €54 billion, and €48 billion, respectively. However, due to COVID-19, the personal luxury goods have fallen for the first time since 2009 by 23% (€217 billion), and are expected to recover by 2022, or early 2023 (D'Arpizio et al., 2021).

Lee et al.'s (2019) study: conspicuous value had four items (Shukla, 2012); unique value was measured with three items adapted from Wiedmann et al. (2009); social value contained four items (Seegebarth et al., 2016); emotional value contained three items (Wiedmann et al., 2009); and lastly quality value was measured with three items (Hennigs et al., 2012).

The third section asked respondents about their environmental and social consciousness, which consisted of 9 items. Environmental consciousness, consisted of four items adapted from Schuhwerk and Lefkoff-Hagius (1995). On the other hand, social consciousness consisted of five items, three of which were adapted from Pepper et al. (2009), and two from Roberts (1995). The former scale originally had six items, and the later eight. However, some items were dropped as they did not fit the context of this research.

The fourth section asked respondents about their sustainable luxury consumption, wherein the scale had three items taken from Ki and Kim (2016). Further, all four constructs (luxury values, environmental and social consciousness, and sustainable luxury consumption) were measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

Lastly, the fifth section of the questionnaire inquired about the respondents' demographics, which included gender, nationality, age, highest level of educational, and monthly income. Moreover, this survey was composed of 38 items in total and was ethically approved by the Institutional Review Board at Qatar University (see Appendix A and B).

Table 3. Measurement Items

Hypotheses	Variables	Items	Source	
			Research	Cronbach's α
H1a: Conspicuous value will have a significant positive influence on sustainable luxury consumption.	Conspicuous Value	1. Shopping for luxury items indicates a symbol of achievement. 2. Shopping for luxury items indicates a symbol of wealth. 3. Shopping for luxury items indicates a symbol of prestige. 4. Shopping for luxury items attracts attention.	Lee et al. (2019) Shukla (2012)	.869 .850
H1b: Unique value will have a significant positive influence on sustainable luxury consumption.	Unique Value	1. Luxury items cannot be mass-produced. 2. Luxury items are owned by few people 3. People who buy luxury items try to differentiate themselves from others.	Lee et al. (2019) Wiedmann et al. (2009)	.820 .737
H1c: Social value will have a significant positive influence on sustainable luxury consumption.	Social Value	1. Buying luxury items improves the way I am perceived. 2. Buying luxury items makes a good impression on other people. 3. Buying luxury items helps me to feel accepted by others. 4. Buying luxury items brings me social approval.	Lee et al. (2019) Seegebarth et al. (2016)	.940 .897
H1d: Emotional value will have a significant positive influence on sustainable luxury consumption.	Emotional Value	1. Buying luxury items gives me a lot of pleasure. 2. Buying luxury items provides deeper meaning in my life. 3. Buying luxury items enhances the quality of my life.	Lee et al. (2019) Wiedmann et al. (2009)	.838 .759

Hypotheses	Variables	Items	Source	
			Research	Cronbach's α
H1e: Quality value will have a significant positive influence on sustainable luxury consumption.	Quality Value	1. The superior quality is my major reason for buying luxury items.	Lee et al. (2019)	.818
		2. I place emphasis on quality assurance over prestige when buying luxury items.	Vigneron and Johnson (2004)	
		3. I am inclined to evaluate the substantive attributes and performance of luxury items rather than listening to the opinions of others.		.870
H2: Environmental consciousness will significantly moderate the relationship between luxury values and sustainable luxury consumption	Environmental Consciousness	1. I am concerned about the environment. 2. The condition of the environment affects the quality of my life.	Ki and Kim, (2016)	.940
		3. I am willing to make sacrifices to protect the environment. 4. My actions impact the environment.	Schuhwerk and Lefkoff-Hagius (1995)	.900
H3: Social consciousness will significantly moderate the relationship between luxury values and sustainable luxury consumption	Social Consciousness	1. When shopping, I consider the ethical reputation of the company. 2. I deliberately avoid buying products on the basis of a company's unethical behavior.	Ki and Kim, (2016)	.888
			Pepper et al. (2009)	.780
		3. When shopping, I deliberately buy clothes from manufacturers who provide fair working conditions. 4. I avoid buying a product that uses deceptive advertising.	Roberts (1995)	.860
		5. I try to purchase products from companies who make donations to charity.		

Hypotheses	Variables	Items	Source	
			Research	Cronbach's α
Dependent variable	Sustainable Luxury Consumption	1. I buy luxury items that are timeless in style. 2. I buy luxury items that have long-lasting quality. 3. I buy luxury items that are sustainable.	Ki and Kim, (2016)	.848

3.3 Sampling and Data Collection

The survey took place among a sample of non-Western consumers based in a transitional economy within Arabian sub-continent-Qatar. Although Arabic is the official language in Qatar, the second commonly used language is English. Hence, to avoid translation-related issues, only an English version of the questionnaire was used and distributed. The data was collected through a self-administered online survey instrument. A self-administered survey is more efficient as it allows the participants to complete the survey at their convenience and ensures anonymity and privacy, which allows participants to be more honest (Cooper & Schindler, 2014). Utilizing the survey administration platform Google Forms, the questionnaire was created and distributed electronically using convenience sampling technique, targeting only luxury consumers in Qatar. Convenience sampling (also known as accidental or haphazardly sampling) is a nonrandom or nonprobability type of sampling in which individuals who are easy to access, available, and willing to partake in the research are included (Etikan et al., 2016). Although convenience sampling technique is a commonly used sampling method, it is not representative of the population and limits generalizability (Acharya et al., 2013). However, it allows researchers to gather more samples with no investment and in a short period of time. Therefore, for the purpose of this study, this sampling technique is deemed advantageous.

Accordingly, the survey invitations were distributed via email to a list of graduate students at Qatar University as well as social media platforms, such as Facebook, Instagram, and WhatsApp. The survey included a consent form that participants had to agree to before proceeding to the questionnaire. It briefly explained the purpose of the study, informed respondents of the risks, benefits, and the time it would take to complete the survey. It also ensured confidentiality and anonymity, provided the researchers' contact information, emphasized that participation in the

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survey was nonmandatory, and asked participants for the consent to partake in the research. Further, the inclusion criteria included males and females over the age of 18 years old living in Qatar, who have purchased a luxury item within the last two years.

Data was collected over a two-month period, starting in January 2022. A total of 383 responses were gathered, a sufficient sample size for this study. However, 35 responses were excluded and removed as the respondents have not purchased a luxury item within the recent two years, resulting in a total of 348 valid responses. According to Hair et al. (2010), the ratio of at least 20:1 determines the adequacy of the sample size for multiple regression analysis, meaning 20 observations per variable. The present study had eight variables, which equated to 160 necessary observations. Hence, the 348 responses are more than enough for the nature of this study.

3.4 Data Analysis Methods

The collected data was analyzed using SPSS software. Beforehand, the data was revised, wherein invalid responses were removed, and coded before proceeding with the analysis. For the purposes of the present study, the following analysis techniques were applied: descriptive analysis, reliability analysis, test of differences, hierarchical regression analysis, and discriminant analysis. Descriptive analysis was used to understand characteristics of the sample and provide respondents' average perceptions towards the examined constructs. Thereby, the frequencies and percentages of demographic variables and luxury consumption habits (e.g., purchase history, product and brand category, and consumption level) were calculated and analyzed to present the profile of respondents, while the measure of central tendency and dispersion were calculated for each of the constructs to provide the average perception of each construct. Further, to evaluate the reliability of each variable, the Cronbach's alpha measure of internal consistency was utilized.

Hierarchical regression analyses were employed in this study to test the

conceptual model and hypotheses under investigation: the direct effect of luxury values on sustainable luxury consumption, and the moderating effect of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between the five luxury values and sustainable luxury consumption. Hierarchical regression is one of the regression methods included under multiple regression, a multivariate analysis technique. Thereby, multiple regression is used to explain the effect of multiple predictor variables on an outcome variable. Hierarchical regression, on the other hand, examines the independent variables' contributions on the dependent variable sequentially. Considering that the analysis procedure includes more than one set of predictor variables in an equation to understand their association with one dependent variable, as well as moderating variables, hierarchical regression analysis technique was utilized. Consequently, regression analysis goes beyond mere association to predict one variable from another and/or to demonstrate the effect of one or more variables on another (Allen, 2017).

In line with this, this thesis first examined the direct effect of luxury values on sustainable luxury consumption using multiple regression. After that, the moderating effect of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between the five luxury values and sustainable luxury consumption, while controlling for demographics (i.e., gender, age and education), was examined using hierarchical regression. Following Jaccard et al. (1990) and Ndubisi (2011), a four-tier multiple regression was utilized as follows:

(1) Stage 1 introduces the control variables (age, gender, and education).

(2) Stage 2 introduces the independent variables (luxury value dimensions).

(3) Stage 3 introduces the moderating variables (environmental and social consciousness, and income).

(4) Stage 4 introduces the interaction terms (i.e., the product of the independent and moderating variables).

$$Y = b_0 + b_1X_1 + E \text{ -- (1)}$$

$$Y = b_0 + b_1X_1 + b_2X_2 + E \text{ --- (2)}$$

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + E \text{ ----------------------------------- (3)}$$

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_2X_3 + E \text{ ------------------------- (4)}$$

where Y represents sustainable luxury consumption

b_0 constant

b_1 strength of the confounding factors

X_1 confounding factors

b_2 strength of the independent variables

X_2 independent variables

b_3 strength of the moderating variables

X_3 moderating variables

b_4 strength of the interaction terms

$X_2 X_3$ interaction terms

E error term

Lastly, the stepwise discriminant analysis is an efficient and logical method of selecting the most discriminating variable (Klecka, 1980; Ndubisi & Chukwunonso, 2005). As such, the stepwise discriminant analysis of sustainable luxury consumers was conducted to discriminate between heavy consumers of sustainable luxury and light consumers of sustainable luxury. By using group centroids to compare between heavy and light consumers, discriminant analysis has the advantage of considering the interactions between each variable, as opposed to the t-test (Ndubisi & Chukwunonso,

2005). Therefore, to identify which value dimensions most discriminate between heavy consumers of sustainable luxury and light consumers of sustainable luxury, the stepwise discriminant analysis was carried out.

Chapter 4: Results and Discussion

The current chapter covers the results of the statistical analysis and discussion of the findings. It consists of four main sections: descriptive analysis, reliability analysis, regression analysis, discriminate analysis, and discussion. The descriptive analysis provides the frequencies and central tendency of the sample, including the respondents profile, luxury consumption habits, and average perceptions of the measured constructs. The reliability analysis evaluated the internal consistency of each variable. After that, the regression analysis tests the conceptual model and hypotheses under investigation, using hierarchical regression. Then, discriminant analysis identifies the most useful discriminating variables. Lastly, the findings of the study are discussed.

4.1 Descriptive Analysis

This section provides the descriptive statistics of the sample characteristics, luxury consumption habits, average perceptions, and normality. A total of 383 responses were collected, 35 of which were excluded as the respondents have not purchased a luxury item in the past two years. Therefore, 348 valid responses were analyzed in this study.

4.1.1 Profiles of the respondents. The demographic profiles of the respondents (i.e., gender, nationality, age, highest level of education, and monthly income) are summarized in Table 4. Among the respondents, 59.2% were female and 40.8% were male. Although the male-female ratio is bias towards females, previous studies show that females have a higher purchase intention of luxury products then men (O'Cass & McEwen, 2004; Stokburger-Sauer & Teichmann, 2013). With regards to the nationality of respondents, 64.7% were Qatari and 35.3% were non-Qatari. Further, the age groups were distributed as follows: 18-24 years (19%), 25-34 years (52.6%), 35-44 (20.7%), 45-54 (5.5%), and over 55 years (2.3%). Moreover, most of the participants held a

bachelor's degree (59.2%), followed by those who held a postgraduate degree (32.2%), and those who had a high school degree (8.6%). In terms of monthly income, 24.4% of the respondents earned less than QAR18,000, 40.2% earned between QAR18,001 to QAR36,000, 24.1% earned between QAR 36,001 to QAR54,000, 6% earned between QAR 54,001 to QAR72,000, 3.4% earned between QAR 72,001 to QAR91,000, and 1.7% earned more than QAR91,001.

Table 4. Characteristics of Respondents

	Frequency	Percent
Gender of respondent		
Male	142	40.8
Female	206	59.2
Total	348	100
Nationality of respondent		
Qatari	225	64.7
Non-Qatari	123	35.3
Total	348	100
Age of respondent		
18 – 24	66	19.0
25 – 34	183	52.6
35 – 44	72	20.7
45 – 54	19	5.5
55 and above	8	2.3
Total	348	100
Highest education level		
High school	20	8.6
Bachelor's degree	206	59.2
Masters and above	112	32.2
Total	348	100
Monthly income		
Less than QAR 18,000	85	24.4
QAR 18,001 – 36,000	140	40.2
QAR 36,001 – 54,000	84	24.1
QAR 54,001 – 72,000	21	6.0
QAR 72,001 – 91,000	12	3.4
QAR 91,001 and above	6	1.7
Total	348	100

4.1.2 Luxury consumption habits. The respondents included in the analysis (348) have all purchased luxury products within the past two years. According to Heine (2010), consumers who have acquired luxury products within the past two years are characterized as luxury consumers. Therefore, participants who indicated that they have not bought luxury products within the past two years, regardless of whether they were sustainable or not, were excluded from the study. Participants were then asked to identify the type of luxury product that they mostly buy, which were: clothing, footwear, handbags, jewelry, watches, and accessories (e.g., sunglasses, hats, wallets, belts, scarves, ties). They were also asked to indicate the type of luxury brand they have purchased from, as well as their level of luxury consumption. Table 5 presents respondents' luxury consumption habits.

Table 5. Luxury Consumption Habits

	Frequency	Percent
Product category		
Clothing	227	19.2
Footwear	211	17.8
Bags	231	19.5
Jewelry	153	12.5
Watches	140	11.8
Accessories (e.g., sunglasses, hats, wallets, belts, scarves, ties)	223	18.8
Total	348	100
Brand category		
Accessible brands	79	22.7
Intermediate brands	50	14.4
Inaccessible brands	219	62.9
Total	348	100
Consumption level		
Light luxury consumer	146	42.0
Regular luxury consumer	148	42.5
Heavy luxury consumer	54	15.5
Total	348	100

Respondents have purchased almost equal amounts of clothing, footwear, bags, and accessories items, with 19.2%, 17.8%, 19.5%, and 18.8% respectively. On the other hand, jewelry and watches were purchased less, 12.5% and 11.8% respectively. With regards to brand category, brands were classified into three categories: inaccessible, intermediate, and accessible brands (De Barnier et al., 2012). Intermediate and inaccessible luxury brands include Chanel, Cartier, Rolex, Louis Vuitton, Gucci, Givenchy, Alexander Wang, Stella McCartney, and Versace, while accessible luxury brands include Polo Ralph Lauren, Hugo Boss, Coach, and Calvin Klein. More than half of the respondents have mostly purchased from inaccessible brands (62.9%), followed by accessible brands (22.7%), and intermediate brands (14.4%).

The emergence of accessible luxury products has made it difficult to differentiate between non-luxury and luxury consumers alone as luxury consumers fall along a spectrum of occasional to daily luxury consumption. Heine (2010) identified three segments of luxury consumers based on their level of luxury consumption: light, regular, and heavy consumers of luxury. Light luxury consumers occasionally purchase accessible luxury goods; regular luxury consumers frequently purchase accessible, intermediate, and sometimes inaccessible luxury goods; and heavy luxury consumers extensively purchase accessible, intermediate, and inaccessible luxury products. In the current sample, 42% of the respondents were light luxury consumers, 42.5% were regular luxury consumers, and 15.5% were heavy luxury consumers.

4.1.3 Descriptive statistics of the constructs. The descriptive analysis on the examined constructs was performed to explore the average perception of the respondent for each construct. Table 6 shows the calculated mean and standard deviation values of the measured variables. The results show that the mean scores ranged from 3.43 to 3.92 and the standard deviation ranged from .86 to 1.14. This indicates the results of the

descriptive statistics are relatively similar when comparing the measured constructs, wherein the respondents generally agree to the proposed statements.

Table 6. Descriptive Statistics of the Measured Constructs

Variables	Mean	SD
Conspicuous value	3.661	1.009
Unique value	3.433	.893
Social value	3.858	.916
Emotional value	3.456	1.143
Quality value	3.776	.959
Environmental consciousness	3.800	.916
Social consciousness	3.552	.873
Sustainable luxury consumption	3.929	.866

For the first luxury value dimension, conspicuous value, the calculated mean value is 3.66, indicating that most of the respondents agree that the conspicuousness of a luxury product motives them to consume it. The standard deviation value of 1.01 is low, indicating that the participants share similar perceptions. The second luxury value, unique value, has a mean value of 3.43 (SD = 0.89). This signifies that most of the respondents hold similar perceptions and agree that the uniqueness of a luxury product motives them to purchase the product. For the third luxury value, social value, the mean amounts to 3.85, meaning that most of the respondents agree that they purchase luxury products for their social value. The standard deviation value of 0.92 is low, indicating that the participants share similar perceptions. The fourth luxury value, emotional value, has a mean value of 3.46 (SD = 1.14). This signifies that most of the respondents hold similar perceptions and agree that luxury products fulfill their emotional need. The fifth luxury value dimension, quality value, has a mean value of 3.78 (SD = 0.96). This shows that most of the respondents hold similar perceptions and agree that they purchase luxury products for their quality value.

For the environmental and social consciousness, the mean values amount to

3.80 (SD = 0.92) and 3.55 (SD = 0.87). This signifies that although the majority of respondent are environmentally and socially conscious, they are slightly more environmentally conscious. The low standard deviation values denote that the respondents have similar perceptions. Lastly, sustainable luxury consumption has a mean value of 3.93 (SD = 0.866). This means that the respondents have similar perceptions and mostly agree that they purchase luxury items that are timeless in style, durable, and sustainable.

4.2 Reliability Analysis

Prior to testing the proposed model and hypotheses in the current study, the reliability of the measurement scales was evaluated. The results are presented in Table 7. The most widely used measure of internal consistency is the Cronbach's alpha (coefficient α), whereby reliability is confirmed when Cronbach's α value is 0.7 or higher for all the examined constructs (Hair et al., 2010; Peterson, 1994). The reliability estimates of the examined variables presented in Table 7 show that the values ranged from 0.78 to 0.87, exceeding the minimum threshold of 0.7 in all instances. Specifically, the obtained Cronbach's alpha values were as follows: conspicuous value (0.859), unique value (0.783), social value (0.871), emotional value (0.847), quality value (0.855), environmental consciousness (0.810), social consciousness (0.797), and sustainable luxury consumption (0.783). Therefore, all measures have acceptable or high reliability, confirming internal consistency. As such, no items were excluded from any of the scales for reasons of low reliability.

Table 7. Results of Reliability Analysis

Variables	Cronbach's α	No. of Items	Analysis
Conspicuous value	.859	4	Highly reliable
Unique value	.783	3	Acceptable

Variables	Cronbach's α	No. of Items	Analysis
Social value	.871	4	Highly reliable
Emotional value	.847	3	Highly reliable
Quality value	.855	3	Highly reliable
Environmental consciousness	.810	4	Highly reliable
Social consciousness	.797	5	Acceptable
Sustainable luxury consumption	.783	3	Acceptable

4.3 Regression Analysis

Hierarchical regression was used in this study to test the conceptual model and hypotheses under investigation. The present section starts with Pearson's correlation test to evaluate the strength of the linear association between the examined constructs, followed by the multicollinearity test to assess the degree of correlation between the independent variables in the regression model. After that, the multiple regression test was carried out to examine the relationship between luxury value dimensions and sustainable luxury consumption. Lastly, the hierarchical regression test was conducted to examine the moderating effects of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between the five luxury values and sustainable luxury consumption.

4.3.1 Pearson's correlation test. This section examines the direction and strength of the relationship between each two constructs. The correlation coefficients presented in the correlation matrix range from 1 to -1, whereby a value of 1 indicates a total positive association between the two variable and -1 indicated a total negative association. A positive value suggests that a positive increase in one variable results in a positive increase in the other, while a negative value suggests that a positive increase in one variable results in a negative increase in the other. However, a value of 0 indicated that there is no association between the two variables. Further, a two-tailed test indicates whether this relationship is significant or not ($p < 0.05$).

Table 8 presents the results of correlation analysis, which examined the association among the following variables: conspicuous, unique, social, emotional, and quality values, as well as environmental and social consciousness, and sustainable luxury consumption. As seen from the correlation table, all the luxury values have a positive correlation and a two-tailed test showed that the correlation was significant ($p < 0.01$). Conspicuous and emotional value ($r = 0.683$) were the most strongly correlated variables. Further, sustainable luxury consumption has a significant positive correlation with all five luxury values and environmental and social consciousness ($p < 0.01$), with the strongest correlation being with unique value and sustainable luxury consumption ($r = 0.472$). In addition, environmental and social consciousness have a strong correlation ($r = 0.467$, $p < 0.01$). Although the correlations of environmental and social consciousness and the luxury values are positive, they are not significant, except for social consciousness and social value ($r = 0.112$, $p < 0.05$).

Table 8. Pearson's Correlation Matrix

		1	2	3	4	5	6	7	8
1	Conspicuous value	1							
2	Unique value	.538**	1						
3	Social value	.388**	.333**	1					
4	Emotional value	.683**	.509**	.384**	1				
5	Quality value	.397**	.430**	.384**	.473**	1			
6	Environmental consciousness	.059	.057	.101	.022	.055	1		
7	Social consciousness	.061	.036	.112*	.038	.091	.467**	1	
8	Sustainable luxury consumption	.332**	.472**	.367**	.276**	.455**	.170**	.163**	1

** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

4.3.2 Multicollinearity test. Multicollinearity occurs when there is correlation between the independent variables in a multiple regression model. If the degree of correlation between variables is high, the independent variables tend to change in unison, making it difficult to estimate the relationship between each individual independent variable and the outcome variable (Hair et al., 2010). Therefore, this test was carried out to confirm that each individual luxury value dimension contributes uniquely to explaining sustainable luxury consumption. The tolerance and Variance Inflation Factor (VIF) values were used to evaluate multicollinearity. Tolerance values below 0.2 and VIF values exceeding 4.0 indicate serious multicollinearity issues in a model (Hair et al., 2010). Table 9 shows that all tolerance values are above 0.46, while VIF values are low, ranging from 1.31 to 2.20. therefore, it is evident that there is low multicollinearity between the variables.

Table 9. Multicollinearity Test

Variables	Tolerance	VIF
Conspicuous value	.465	2.150
Unique value	.629	1.589
Social value	.765	1.307
Emotional value	.456	2.195
Quality value	.690	1.449

4.3.3 Regression test. Hierarchical regression was used in this study to test the conceptual model and hypotheses under investigation. Hierarchical regression is one of the regression methods included under multiple regression, a multivariate analysis technique. Thereby, multiple regression is used to explain the effect of multiple predictor variables on an outcome variable. Hierarchical regression, on the other hand, examines the independent variables' contributions on the dependent variable sequentially. Therefore, the direct effect of luxury values on sustainable luxury

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consumption was examined first, and then the moderating effect of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between the five luxury values and sustainable luxury consumption was examined.

4.3.4 Direct effects. The association between the luxury values and sustainable luxury consumption was tested. The results summarized in Table 10 suggest that approximately 48.5% of the variations in sustainable luxury consumption are explained by the five values of luxury (i.e., conspicuous, unique, social, emotional, and quality values; $F = 61.942$; p-value $< .001$).

As seen in Table 10, the results further indicate that all five variables are significant at a 5% significance level. These variables are conspicuous value ($\beta = 0.149$; $p = .011$), unique value ($\beta = 0.424$; $p < .001$), social value ($\beta = 0.182$; $p < .001$), emotional value ($\beta = -0.275$; $p < .001$), and quality value ($\beta = 0.350$; $p < .001$). The positive coefficients indicate positive influences, whereby the dependent variable increases as the independent variable increases. In contrast, the negative coefficients indicate negative influences, whereby the dependent variable decreases as the independent variable increases. Specifically, conspicuous, unique, social and quality values have a significant positive relationship with sustainable luxury consumption, while emotional value has a significant inverse relationship with sustainable luxury consumption. Therefore, the results firmly support all elements of hypothesis H1 (i.e., H1a, H1b, H1c, H1d, and H1e). Further, the unique value emerged with the highest β value, indicating that it is the most important determinant of sustainable luxury consumption.

Table 10. Association of Luxury Values with Sustainable Luxury Consumption

Variables	Beta coefficients	t-value (p-value)
Constant		8.478 (.000)
Conspicuous value	.149	2.567 (.011)
Unique value	.424	8.502 (.000)
Social value	.182	4.021 (.000)
Emotional value	-.275	-4.686 (.000)
Quality value	.350	7.350 (.000)
R		.696
R^2		.485
AR^2		.477
F(sig)		61.942 (.000)

4.3.5 Moderating effects. Moderating variables can either strengthen or weaken the relationship between predictor and outcome variables (Allen, 2017). The direction of this relationship can also be changed by moderating variables. Thus, examining moderating effects is useful as it provides additional information on the links between predictor and outcome variables by explaining what factors can make that association stronger, weaker, or even disappear. The hierarchical regression model was employed to examine the moderating roles of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between luxury values and sustainable luxury consumption.

The moderating effects of environmental and social consciousness were examined first, controlling for demographics (e.g., gender, age and education). Using a four-tier multiple regression (Jaccard et al., 1990; Ndubisi, 2011), wherein tier 1 introduced the control variables, tier 2 introduced the independent variables, tier 3 introduced the moderating variables, and tier 4 introduced the interaction terms, these effects were measured. The results presented in Table 11 show that the interaction of environmental and social consciousness with luxury values contribute significantly (F = 16.155; p-value < .001) and predict approximately 51% of the variations in sustainable luxury consumption. Environmental consciousness moderates one of the

relationships between luxury values and sustainable luxury consumption, providing partial support for hypothesis H2. Specifically, environmental consciousness significantly moderates the relationships between emotional value ($\beta = -0.765$; $p = .049$) and sustainable luxury consumption. Thus, the results firmly support H2d, but reject H2a, H2b, H2c, and H2e. Social consciousness on the other hand, does not moderate any of the relationships as none of the interaction terms are statistically significant at 5%. Therefore, H3 (including all elements of the hypothesis) is rejected.

With regards to consumer income, the moderating effect of consumer income in the relationship between luxury values and sustainable luxury consumption are examined in Table 12. Monthly income was first recoded into two categories: mid-low income (below QAR 18,000 – 36,000) and mid-high income (QAR 36,001 – 91,000). A hierarchical multiple regression was conducted by entering the five predictor variables (i.e., luxury values) in model 1, the moderating variable (i.e., monthly income) in model 2, and the interaction terms (i.e., the product of the predictor and moderating variables) in model 3. The results summarized in Table 12 indicate that the interaction of consumer income with luxury values contribute significantly ($F = 27.637$; p-value < .001) and predict approximately 48% of the variations in sustainable luxury consumption. However, at a 5% significance level, consumer income moderates only one of the relationships between luxury values and sustainable luxury consumption, providing partial support for hypothesis H4. Precisely, consumer income moderates the relationship between unique value ($\beta = 0.395$; $p = .050$) and sustainable luxury consumption. Thus, the results firmly support H4b, but reject H4a, H4c, H4d, and H4e.

Table 11. Moderating Effects of Environmental and Social Consciousness, Controlling for Gender, Age, and Education

Variables		Model 1			Model 2			Model 3			Model 4	
	B	t-value	Sig.	B	t-value	Sig.	B	t-value	Sig.	B	t-value	Sig.
Constant		44.464	.000		7.585	.000		4.602	.000		-.656	.512
Gender	-.043	-.787	.432	.001	.017	.986	.002	.045	.964	.021	.516	.606
Age	-.043	-.743	.458	-.053	-1.232	.219	-.054	-1.260	.209	-.063	-1.449	.148
Education	.029	.493	.623	.016	.366	.715	.017	.403	.687	.001	.018	.985
Conspicuous value				.118	1.992	.047	.115	1.954	.052	-.243	-.743	.458
Unique value				.415	8.141	.000	.411	8.110	.000	.214	.876	.382
Social value				.172	3.710	.000	.159	3.436	.000	.279	1.078	.282
Emotional value				-.236	-3.932	.000	-.229	-3.837	.000	.711	2.120	.035
Quality value				.354	7.277	.000	.347	7.177	.000	.507	1.867	.063
Environmental consciousness							.078	1.718	.087	.267	1.266	.206
Social consciousness							.049	1.073	.284	.354	1.151	.251
Conspicuous value × Environmental consciousness										.552	1.315	.189
Unique value × Environmental consciousness										.178	.581	.562
Social value × Environmental consciousness										-.028	-.079	.937

Variables	Model 1			Model 2			Model 3			Model 4		
	B	t-value	*Sig.*	B	t-value	*Sig.*	B	t-value	*Sig.*	B	t-value	*Sig.*
Emotional value × Environmental consciousness										-.765	-1.976	.049
Quality value × Environmental consciousness										.303	.926	.355
Conspicuous value × Social consciousness										-.106	-.298	.766
Unique value × Social consciousness										.102	.320	.750
Social value × Social consciousness										-.155	-.454	.650
Emotional value × Social consciousness										-.401	-1.191	.235
Quality value × Social consciousness										.058	.174	.862
R		0.061			0.684			0.692			0.710	
R^2		0.004			0.468			0.479			0.505	
AR^2		-0.005			0.455			0.463			0.474	
F(sig)		0.412 (.745)			32.128 (.000)			30.090 (.000)			16.155 (.000)	
R^2 changes		0.004			0.464			0.012			0.026	
F changes (sig.)		0.412 (.745)			57.349 (.000)			3.628 (.028)			1.635 (.096)	

Table 12. Moderating Effects of Consumer Income

Variables	Model 1 B	Model 1 t-value	Model 1 Sig.	Model 2 B	Model 2 t-value	Model 2 Sig.	Model 3 B	Model 3 t-value	Model 3 Sig.
Constant		7.745	.000		7.668	.000		6.608	.000
Conspicuous value	.108	1.854	.065	.105	1.810	.071	.040	.542	.588
Unique value	.433	8.611	.000	.432	8.595	.000	.355	5.585	.000
Social value	.205	4.507	.000	.205	4.504	.000	.241	4.243	.000
Emotional value	-.231	-3.935	.000	-.229	-3.883	.000	-.183	-2.568	.011
Quality value	.316	6.611	.000	.316	6.584	.000	.351	6.034	.000
Monthly income				.018	.438	.662	.137	.638	.524
Conspicuous value × Monthly income							.310	1.388	.166
Unique value × Monthly income							.395	1.970	.050
Social value × Monthly income							-.169	-.837	.403
Emotional value × Monthly income							-.234	-1.197	.232
Quality value × Monthly income							-.136	-.657	.512
R		0.685			0.685			0.695	
R^2		0.469			0.470			0.483	
AR^2		0.461			0.460			0.465	
F(sig)		58.730 (.000)			48.855 (.000)			27.637 (.000)	
R^2 changes		0.469			0.000			0.013	
F changes (sig.)		58.730 (.000)			.192 (.662)			1.623 (.153)	

4.4 Discriminant Analysis

The stepwise discriminant analysis is an efficient and logical method of selecting the most discriminating variables variable (Klecka, 1980; Ndubisi & Chukwunonso, 2005). As such, the stepwise discriminant analysis of sustainable luxury consumers was conducted to identify which value dimensions most discriminate between heavy consumers of sustainable luxury and light consumers of sustainable luxury. Following convention (see for example Ndubisi, 2014) consumers were classified into heavy and light groups by splitting at the median value of the dependent variable (sustainable luxury consumption), wherein values ≥ 4.00 were classified as heavy sustainable luxury consumers and values < 4.00 were classified as light sustainable luxury consumers.

According to Klecka (1980), the structure correlation, as opposed to the standardized coefficient, is generally regarded as more accurate in predicting each variable's relative discriminant power, considering that the variables could be correlated (Ndubisi & Chukwunonso, 2005). The loadings of ±0.30 were used to identify the significant discriminating variables as any variable exhibiting a loading of ±0.30 or higher is generally considered substantive (Hair et al., 2010).

The five luxury values were introduced to discriminate between heavy and light sustainable luxury consumers, namely conspicuous, unique, social, emotional, and quality values. Based on the structure correlation, Table 13 shows that all five luxury values are sufficient for discriminating between heavy and light sustainable luxury consumers. The results reveal that all five variables have structure correlation higher than ±0.30. Specifically, the variables are ranked in the following order based on their structure correlation: quality value (0.78), unique value (0.73), social value (0.54), conspicuous value (0.37), and emotional value (0.31). Therefore, all five luxury values discriminate between heavy and light sustainable luxury consumers, firmly supporting

hypothesis H5.

Table 13 also reveals the mean ratings for heavy and light sustainable luxury consumers. There is a considerable difference between the mean values of heavy and light sustainable luxury consumers on conspicuous value (3.83-3.35), unique value (3.66-3.01), social value (4.03-3.53), emotional value (3.58-3.22), and quality value (4.04-3.30), in favor of the heavy sustainable luxury consumers. Therefore, heavy sustainable luxury consumers differ from light sustainable luxury consumers based on their perceived luxury values, namely conspicuous, unique, social, emotional, and quality values.

Table 13. Luxury Values Structure Correlations and Mean Values

Discriminant variables	Value	Rank	Mean values		Dif.
			Heavy sustainable luxury consumer	Light sustainable luxury consumer	
Conspicuous value	.371*	4	3.830	3.350	0.480
Unique value	.729*	2	3.659	3.014	0.645
Social value	.535*	3	4.033	3.533	0.500
Emotional value	.306*	5	3.584	3.219	0.365
Quality value	.781*	1	4.035	3.298	0.737
Eigenvalue	.255				
Canonical correlation	.451				
Wilk's lambda	.797				
Chi-square	78.218				
Significance	0.000				

4.5 Discussion

The concept of sustainability and luxury has been considered a paradox for many years. Sustainability is associated with concern for the society and environment, while luxury is associated with waste and extravagance. Yet, scholars are discovering that the two concepts can actually complement one another (Cervellon & Shammas,

2013; Hennigs et al., 2013; Janssen et al., 2014; Ki & Kim, 2016; Wang et al., 2021). By examining five key interpersonal and personal perceived values in luxury products, the current study substantiates this notion. Interpersonal value perceptions focus on out-directed benefits that are related to conspicuous, unique, and social values (Sheth et al., 1991; Shukla & Purani, 2012; Shukla & Rosendo-Rios, 2021; Vigneron & Johnson, 1999, 2004). On the other hand, personal value perceptions focus on self-directed benefits that are related to emotional and quality values (Hennigs et al., 2012; Vigneron & Johnson, 1999, 2004; Wiedmann et al., 2007, 2009). The results of the regression analyses reveal that these five key values are in alignment with the concept of sustainable luxury in Qatar.

The results show that conspicuous value has a significant positive relationship with sustainable luxury consumption (H1a). Driven by the Veblen effect, conspicuous value reflects consumers' need to signal their wealth and status to others (Mason, 1992; Veblen, 1899; Vigneron & Johnson, 2004). Although some studies argue that sustainable luxury goods do not reflect high status, social power, and prestige (Beckham & Voyer, 2014), others posited that altruism functions as a "costly signal" related to status and prestige (Griskevicius et al., 2010). In their study, "going green to be seen," Griskevicius et al. (2010) reported that status motives increased consumers' desire for green products in public settings (but not private) and when luxurious green products cost more (but not less) than nongreen but more luxurious products. Similarly, Johnson et al. (2018) found that the need for status significantly motived the conspicuous consumption of pro-social products. Cervellon and Shammas (2013) also supported the idea that sustainable luxury products have a conspicuous value, wherein consumers can show off that the care about the environment. The findings of the current research indicate that the conspicuous value influences sustainable luxury consumption,

thereby corroborating the results of Griskevicius et al. (2010), Johnson et al. (2018), and Cervellon and Shammas (2013). This also supports the idea that conspicuous consumption has become a new form of demonstrating pro-environmental and pro-social behavior, wherein consumers favor sustainable practices in public context to make a good impression on others and confirm a social status of an environmentally conscious consumer.

Regarding the unique value, the results show that unique value has a significant positive relationship with sustainable luxury consumption (H1b). The unique value refers to consumers' value related to conveying one's identity and differentiating oneself from others (Tian et al., 2001). Thereby, the sustainability aspect of some luxury products can increase the perceived unique value as luxury products are inherently rare. Although Torelli et al. (2012) posited that perceived exclusivity decreases as the sustainability features of luxury products are highlighted, the current paper contradicts such negative association. Indeed, the findings align with previous studies that found that consumers seeking uniqueness look towards sustainable luxury products as they can be perceived as exclusive and different from other luxury products. For instance, Janssen et al. (2014) revealed that product scarcity increased the perceived fit between luxury and sustainability, thereby influencing consumers' attitudes toward such products. Similarly, Wang et al. (2021) found that the need for exclusivity had a positive impact on sustainable luxury purchase intentions in the UK. Ki & Kim (2016) highlighted that seeking personal style, which reflect consumers' personal taste over mainstream and popular items, is a significant driver of sustainable luxury consumption. Park et al. (2022) found that perceived exclusivity for sustainable luxury products positively moderated the relationship between attitude and willingness to pay for the product. Therefore, the results of the current research are in alignment with these

studies.

The results also revealed that social value has a significant positive relationship with sustainable luxury consumption (H1c). The social value that consumers place on luxury brands is linked to their quest to be perceived well in the society, leave a good impression, be accepted by others and seek social approval (Lee et al., 2019; Seegebarth et al., 2016). Thereby, driven by the desire to enhance one's self-concept and self-worth in the society, social value facilitates group affilation (Kastanakis & Balabanis, 2014; Neave et al., 2020; Vigneron & Johnson, 1999; Wiedmann et al., 2009). Regardless of their social class, consumers have become more concerned about environmental and social issues in recent years (Bendell & Kleanthous, 2007; Cvijanovich, 2011; Hennigs et al., 2013). Thereby, the purchase of sustainable luxury product can signal status and prestige (Griskevicius et al., 2010) as well as an opportunity for an elite experience derived from purchasing products produced in a responsible manner (Bendell & Kleanthous, 2007). Johnson et al. (2018) found that for fear of negative evaluation motivates people who conspicuously consume pro-social products for status. In line with this, the results of this study reveal that people consume luxury products with sustainable features to improve the way they are perceived by others in society. Further, Wang et al. (2021) showed that the need for conformity had a positive impact on sustainable luxury purchase intentions in a collective society such as China, but not in an individualistic society such as the UK. The results of the current study therefore provide further evidence that social value is a significant driver of sustainable luxury consumption in collective societies.

With regards to the emotional value, the results revealed that emotional value has a significant negative relationship with sustainable luxury consumption (H1d). Although consumers are driven by the desire to experience personal rewards and

fulfillment through luxury consumption (Kapferer & Laurent, 2016), it entails a psychological cost, wherein consumers tend to experience negative post-purchase emotions such as guilt (Wang et al., 2021). For instance, Cervellon and Shammas (2013) found that consumers in Italy and France felt more guilt when buying expensive products or wearing fur coats. While luxury brands that incorporate sustainable practices are expected to alleviate such negative post-purchase emotions (Khan et al., 2010; Wang et al., 2021), Cervellon and Shammas (2013) reported that luxury products with sustainable features lessened consumers' feeling of pleasure. The authors argue that there is a paradox in the relationship of emotional value with luxury consumption and sustainable luxury consumption, wherein emotional value drives up luxury consumption (i.e. positive association) and drives down (or diminishes) sustainable luxury consumption. Although Wang et al. (2021) found that hedonic needs were a significant driver of sustainable luxury purchase intentions, the current research has observed an inverse relationship between hedonic needs and actual sustainable luxury consumption behavior. Thus, the findings of this study align with the findings of Cervellon and Shammas (2013).

The results also revealed that quality value has a significant positive relationship with sustainable luxury consumption (H1e). This aligns with the findings of Cervellon and Shammas (2013), who showed that luxury values related to durable quality were significantly enhanced through sustainable luxury. Other studies provide further evidence that superior quality and durability increase the perceived fit between luxury and sustainability (Janssen et al., 2014; Kapferer & Michaut-Denizeau, 2015). Indeed, luxury products' inherit superior quality, durability, and timelessness could be the ideal foundation for products that preserve essential environmental and social values (Kapferer, 2010). In line with this, some studies reported that incorporating recycled

materials in luxury products led to greater purchase intentions (Grazzini et al., 2021) and that consumers associated significantly lower quality with negative CSR luxury brand image (Dekhili et al., 2019). In other words, when luxury brands engage in sustainable practices and offer products with sustainable features, it increases consumers' perceptions of quality associated with the brand or product, and in turn increases purchase intentions. Therefore, the perceived quality value motivates consumers to purchase sustainable luxury products.

Regarding discriminant variables, the results of the discriminant analysis identified the luxury values that most discriminate between heavy and light consumers of sustainable luxury. Determining the most useful discriminant value dimensions can help in understanding consumption patterns and the development of effective marketing strategy. Further, luxury values are often associated with sustainable luxury consumption (Cervellon & Shammas, 2013; Wang et al., 2021). Indeed, the result of the study confirms that all five luxury values discriminate between heavy and light sustainable luxury consumers. In other words, heavy sustainable luxury consumers differ from light sustainable luxury consumers based on their perceived luxury values, ranked in the following order: quality, unique, social, conspicuous, and emotional values. Hence, heavy consumers of sustainable luxury, more so than light consumers of sustainable luxury, have higher perceptions of luxury values.

With regards to the moderating roles of consumer characteristics, the results of the regression analyses reveal mixed results. For example, environmental consciousness significantly moderates the relationship between emotional value and sustainable luxury consumption negatively. This implies that lower environmental consciousness weakens the strength of this relationship. In other words, low environmentally conscious consumer groups feel even less pleasure from consuming

sustainable luxury products. This implies that sustainable luxury products do not fulfil the hedonic needs of low environmentally conscious consumers just because the product has sustainable features. However, environmental consciousness had an insignificant and negative moderating role in the relationship between social value and sustainable luxury consumption. The negative sign suggests that less environmentally conscious consumers may purchase sustainable luxury products to gain social approval. Furthermore, environmental consciousness has insignificant positive effects on the relationships between conspicuous value, unique value and quality value, and sustainable luxury consumption. The positive but non-significant moderating effects imply that albeit statistically non-significant, highly environmentally conscious consumers may purchase luxury products to demonstrate that they care about the environment, differentiate themselves from others, and have products of superior quality.

On the other hand, social consciousness did not significantly moderate any of the relationships between luxury values and sustainable luxury consumption. Social consciousness has insignificant negative moderating effects in the relationships between conspicuous, social, and emotional values and sustainable luxury consumption, and insignificant positive moderating effects in the relationships between unique and quality values and sustainable luxury consumption. The negative non-significant effects suggest that although statistically insignificant, the strength of the relationship between the independent variable and dependent variable may decrease as the moderator increases, while the positive effects suggest that the strength of the relationship may increase as the moderator increases. Thereby, higher socially conscious consumer groups may not be motivated by status, social, and hedonic needs to purchase sustainable luxury products. Superior quality and uniqueness of the product

may nonetheless motivate consumers with higher social consciousness to purchase sustainable luxury.

With regards to consumer income, there is a statistically significant positive moderating effect in the association of unique value with sustainable luxury consumption. This suggests that consumer with high income purchase sustainable luxury products to differentiate themselves from others, wherein these consumers can afford to buy expensive luxury products with sustainable features to feel unique. Further, consumer income positively moderates the relationship between conspicuous value and sustainable luxury consumption, albeit insignificant. Therefore, consumers with high income are motivated by status needs to purchase sustainable luxury products. On the other hand, consumer income has insignificant negative effects in the relationships between social, emotional, and quality values and sustainable luxury consumption. The negative sign of the relationship may imply that low-income consumers, more so than their high-income counterparts, may be motivated to purchase sustainable luxury products to feel accepted in society, fulfill hedonic needs, and for the superior quality of the product.

Chapter 5: Conclusions, Implications, Limitations, and Recommendations

Finally, chapter five concludes the research, provides theoretical and practical implications of the study, discusses the research limitations, and finally presents recommendations for future research.

5.1 Research Conclusions

This thesis has explored the role of luxury values and consumer characteristics on sustainable luxury consumption. Grounded in the luxury-seeking consumer behavior model (Vigneron & Johnson, 1999) and the theory of mindfulness (Langer, 1989), the study has examined the direct effect of luxury values on sustainable luxury consumption, and the moderating effects of consumer characteristics such as environmental and social consciousness, and consumer income in the relationship between all five luxury values and sustainable luxury consumption. Additionally, the study has identified which value dimensions discriminate between heavy and light consumers of sustainable luxury.

The results of the research findings suggest that all five hypothesized direct effects of luxury values contribute significantly to sustainable luxury consumption in Qatar. Precisely, conspicuous, unique, social, and quality values have a significant positive impact on consumers' sustainable luxury consumption behaviors, while emotional value has a significant negative impact. This implies that consumer values associated with status and wealth, differentiation, social acceptance, and expectation of superior quality drive up sustainable luxury consumption. On the other hand, the emotional value drives down (or diminishes) sustainable luxury consumption, wherein consumers' feeling of pleasure lessen with sustainable luxury products. Moreover, all five luxury values discriminate between heavy and light sustainable luxury consumers. Hence, consumers with higher perceptions of luxury values are more likely to be heavy consumers of sustainable luxury rather than light consumers of sustainable luxury.

Regarding the moderating effects of consumer characteristics, the study revealed mixed results. For example, environmental consciousness significantly moderates the relationship between emotional value and sustainable luxury consumption negatively. Herein, consumers with lower environmental consciousness feel even less pleasure from consuming sustainable luxury products. On the other hand, social consciousness does not significantly moderate any of the relationships between luxury values and sustainable luxury consumption. This indicates that luxury values have constant effects on sustainable luxury purchasing behaviors, regardless of consumers' awareness of social issues. Additionally, consumer income has a significant positive moderating effect in the relationship between unique value and sustainable luxury consumption. Herein, consumers with high income purchase sustainable luxury products to differentiate themselves from others, wherein these consumers can afford to buy expensive luxury products with sustainable features to feel unique. Therefore, by examining the aforementioned direct and moderating effects, the study contributes to the limited literature on sustainably luxury.

5.2 Theoretical and Practical Implications

Despite the heightened scholarly interest in sustainable luxury research, very few studies have explored the compatibility between luxury and sustainability (Athwal et al., 2019). By examining value perceptions pertaining to sustainable luxury consumption, this study extends on the limited existing knowledge regarding the compatibility between sustainability and luxury, and sustainability-related motives of luxury consumer. Another important aspect of the study is the role of psychographic, demographic, and behavioral characteristics of sustainable luxury consumers. These are very useful perspectives and help in gaining a deeper understanding of consumer behavior in general, consumption pattern, consumer values, and value segmentation. For example, consumer studies have categorized consumers as light, medium and heavy

users based on their usage behaviors (Hoyer et al., 2018; Kerin & Hartley, 2017). By providing a deeper understanding of heavy and light sustainable luxury consumers and their values through the psychographic, behavioral, and demographic angles, the study makes important theoretical and practical contributions to the limited body of knowledge and marketing practice in the Middle East in particular and the developing countries in general.

      5.2.1 Theoretical Implications. First, this study enriches the extant literature on the relatively new concept of sustainable luxury. Researchers have paid little attention to understanding the sustainability-related motives of luxury consumers, how and why they engage in sustainable consumption as the debate has been mostly on whether sustainability can even be compatible with luxury. Although a recent study by Wang et al. (2021), tried to shed some light on the impact of luxury value perceptions on luxury products with sustainable features, it only focuses on three value dimensions (e.g., exclusivity, conformity, and hedonism needs), ignoring other value dimensions. As such, this thesis is the first empirical study to incorporate all five commonly held luxury values (i.e., conspicuous, unique, social, emotional, and quality values) and measure their influence on sustainable luxury purchase behaviors. Further, by examining the moderating role of consumer characteristics such as environmental and social consciousness, and consumer income a more advanced understanding of sustainable luxury can be gained. Hence, this research offers significant contributions to the literature. Herein, the research advances existing knowledge of consumer value perceptions related to purchasing behavior of sustainable luxury. It also deepens scholarly understanding of the compatibility between sustainability and luxury, and answers calls for further empirical testing of luxury value perception (Hennigs et al., 2012; Shukla, 2012; Tynan et al., 2010). As a result of the current research, a thorough

empirical testing of perceived values is contributed to the reliability of the existing literature and theories regarding luxury purchasing behaviors.

The thesis also enriches the limited literature on sustainability and luxury in the context of an emerging Middle Eastern market. With increasing globalization, it is imperative to explore research across different markets as a single brand can reflect different meanings and values for different nationalities. There are differences in not only culture, history, geography, and language, but also in the ways consumers perceive brands and products (O'Cass & McEwen, 2004). Accordingly, researchers have highlighted the differences in luxury consumption among developed and emerging markets (Dekhili et al., 2019; Shukla, 2012; Shukla & Purani, 2012; Wang et al., 2021). However, research on luxury consumption has been mostly restricted to Western countries, with a paucity of studies in Eastern countries, particularly Middle Eastern countries (O'Cass et al., 2013). Even less studies on sustainable luxury have been conducted in emerging markets (Athwal et al., 2019). Therefore, the results make significant contributions to the growing sustainable luxury literature, as well as the broader sustainability, branding, and marketing literature.

While individuals across different cultures may be driven to consume luxury by similar motivations, a study by Wang et al. (2021) revealed that drivers of sustainable luxury in particular are different across the West and East. In their cross-cultural research in the UK and China, the authors reported that while sustainable luxury purchase intentions are positively influenced by the need for conformity in China, they are negatively influenced in the UK. On the other hand, the need for exclusivity has a negative impact in China, but a positive impact in the UK. Therefore, conducting this study among a sample of Middle Eastern consumers based in a transitional economy within the Arabian sub-continent-Qatar is of great significance.

The study revealed that the five commonly held luxury values (i.e., conspicuous, unique, social, emotional, and quality values) are important drivers of sustainable luxury consumption behavior. On the one hand, one's value related to wealth and status, differentiation from others, social approval, and expectation of superior quality drive up sustainable luxury consumption. On the other hand, one's value related to sensory pleasure drives down sustainable luxury consumption. This shows that individuals who are more susceptible to interpersonal effects (i.e., conspicuous, unique, and social values) exhibit a higher likelihood to purchase sustainable luxury products. Moreover, these values discriminate between heavy and light sustainable luxury consumers. Herein, the current study substantiates the notion that sustainability and luxury are in fact compatible, thereby corroborating the results of previous studies (Cervellon & Shammas, 2013; Hennigs et al., 2013; Janssen et al., 2014; Ki & Kim, 2016; Wang et al., 2021). Additionally, this study contributes and advances the luxury-seeking consumer behavior model (Vigneron & Johnson, 1999) with regards to luxury products with sustainable features. Thereby, the luxury-seeking consumer behavior model is a relevant and applicable model in the context of sustainable luxury fashion products, wherein it is a suitable theoretical lens that helps in exploring the role luxury values play in sustainable luxury consumption.

Further, consumer characteristics such as environmental consciousness, social consciousness, and consumer income significantly moderate some of the relationships between luxury values and sustainable luxury consumption. Precisely, environmental consciousness significantly moderates the relationship between emotional value and sustainable luxury consumption negatively. This implies that consumers with lower environmental consciousness find even less hedonic value in consuming sustainable luxury products. However, conspicuous, unique, social, and quality values are likely to

motivate both higher and lower environmentally conscious consumers to purchase sustainable luxury equally. Moreover, social consciousness does not significantly moderate any of the relationships between luxury values and sustainable luxury consumption. This indicates that luxury values have constant effects on sustainable luxury purchasing behaviors, regardless of consumers' awareness of social issues. Further, consumer income has a significant positive moderating effect in the association of unique value with sustainable luxury purchasing behavior. This suggests that consumers with high income find more uniqueness in sustainable luxury products. Consumers' values related to status, social approval, pleasure, and quality may equally motivate consumers with both high and low income to purchase sustainable luxury. By examining the role of income in the relationship between perceived luxury values and sustainable luxury consumption, the study answers the calls of Jain (2019). Additionally, by using mindfulness (Langer, 1989) as the underlying theory for these hypothesized relationships, the study also extends the application and relevance of the theory in the context of sustainable luxury consumption behaviors.

5.2.2 Practical Implications. By determining to what extent luxury values motivate sustainable luxury consumption, the study provides important practical contributions to marketing practitioners. The main practical utility of the study resides specifically in its capacity to inform the development of effective strategies and tactics for acquiring new sustainable luxury consumers, and for retaining existing ones and strengthening relationship with them. Firms can also use the findings of this research to identify heavy and light sustainable luxury consumers and the specific factors that are most important in driving their purchase decisions. Thus, the results of this study provide practical insights for understanding the link between luxury and sustainability, as well as promoting sustainable luxury in emerging markets.

First, this research highlights that consumers are eager to purchase sustainable luxury. Marketers therefore have the responsibility to communicate the brand's sustainability efforts, especially novel and unfamiliar ones, to allow consumers to make informed decisions. Moreover, the study reveals that luxury consumers buy sustainable luxury for their conspicuous, unique, social, and quality values, but not emotional value. In order to fulfill these consumer need, managers must find ways of marketing sustainable luxury products in a way that attracts attention and signals wealth, status, and prestige. Managers should also highlight the uniqueness of such products, wherein they should employ rarity marketing tactics such as capsule collections and limited editions. Further, by creating and leveraging new social norms, manager could show how sustainable luxury can improve the way an individual is perceived in society and bring them social approval and acceptance. Marketers should also emphasize the exceptional quality of sustainable luxury products and demonstrate that such products match, if not exceed, the superior quality associated with general luxury products. Moreover, considering that consumers do not feel as much pleasure by purchasing luxury products with sustainable features, managers should focus on alleviating feelings of guilt instead.

Second, these five values discriminate between heavy and light sustainable luxury consumers. Heavy consumers of sustainable luxury, more so than light consumers of sustainable luxury, have higher perceptions of luxury values, ranked in the following order: quality, unique, social, conspicuous, and emotional values. Herein, looking at consumer values and consumption patterns of sustainable luxury consumers can help managers with market segmentation strategies to better understand their ideal consumers and target audiences. By dividing consumers into groups based on shared psychographic and behavioral characteristics, managers can cater to specific consumer

needs and create messages to communicate and reach these consumers more efficiently.

Lastly, consumer characteristics such as environmental consciousness, social consciousness, and consumer income further helps with market segmentation. The study reveals that the negative impact of emotional value on sustainable luxury consumption is statistically greater for consumers with lower environmental consciousness. Thus, managers should create specific marketing plans for highly environmentally conscious consumers in order to show them how sustainable luxury can bring feelings of pleasure and excitement, as well as provide subjective and intangible benefits. Further, luxury products are usually very expensive, and their consumption rate relies heavily on the consumer's income (Kapferer & Bastien, 2009). The study shows that the impact of unique value on sustainable luxury consumption is statistically greater for consumers with high-income. Consumer income nonetheless does not significantly moderate the relationships between the other four values and sustainable luxury consumption. Hence, managers should aim to communicate more exclusive messages for high-income consumers as they can afford to buy more expensive luxury products with sustainable features to feel unique.

5.3 Limitations

This research has certain limitation, one of which is social desirability bias. In a survey approach, respondents could answer in line with what is perceived to be socially appropriate (Auger & Devinney, 2007; J. Chung & Monroe, 2003; Randall & Fernandes, 1991). Selection bias may be another limitation, wherein ethical and environmentally conscious individuals are highly expected to partake in research pertaining to sustainability (Chung & Poon, 1994; Wang et al., 2021). Indeed, most of the respondents that participated in this study are environmentally and socially conscious. This also limited the moderating effects of environmental and social consciousness in the relationship between luxury values and sustainable luxury

consumption. Additionally, the employed sampling technique in this research, convenience sampling, substantiates selection bias, whereby most of the respondents are millennials and hold a bachelor's degree. This further limits the generalizability of the research findings. Although such biases were minimized by using a self-administered survey, posting survey invitations online, and ensuring anonymity, the results of this study must be interpreted with appropriate caution.

Another limitation of the study is that it focuses on only luxury fashion products. Therefore, other luxury product categories such as cosmetics and automobiles might yield different results. Further, the data was collected amidst a global pandemic that imposed serious repercussions on the luxury industry. Consequently, the personal luxury goods have fallen for the first time since 2009 by 23% (€217 billion) during COVID-19. According to D'Arpizio et al. (2021), aside from a decline during the economic recession in 2008 to 2009, the luxury sector has experienced steady growth of 6% from 1996 to 2019. The luxury sector is therefore expected to recover by 2022 or early 2023 (D'Arpizio et al., 2021), indicating the resilience of the sector and relevance of the research findings.

The language utilized in the survey (English) could be another limitation of the study. Although the official language in Qatar is Arabic, English is the second most used language and was used to avoid translation-related issues. However, non-native English speakers may not have been able to fully comprehend all the questions in the survey. Additionally, this limited participation in the study, especially from older generations as mostly millennials participated in the survey. Therefore, an Arabic version of the survey might have reduced selection bias. Lastly, this research is limited to luxury consumers in Qatar, an emerging luxury market within the Middle East. Hence, care should be taken in interpreting the findings.

5.4 Future Research Recommendations

The proposed conceptual framework in this research could benefit from further empirical testing with large, representative samples across vastly different cultures to support its validity and reliability. Further, a cross-culture research could shed some light on how culture can shape consumer behavior and allow luxury brand manages to devise unique marketing plans for each market. Integrating other moderating effects may also provide additional information and strengthen the sustainability-luxury link, such as psychographic factors, affective commitment, religiosity, and the degree of luxury associated with a brand. Moreover, a mixed method approach could also provide a broader perspective on the topic, whereby elicitation techniques could draw out more meaningful and honest responses. Conducting a longitudinal study to understand changes in sustainable luxury consumption behavior over an extended period of time could also be useful.

Additionally, this research does not focus on a particular luxury brand, but rather a broader category of luxury brands. Therefore, centering future research around specific luxury brands, especially ones that are clearly oriented towards sustainability, could be beneficial. Lastly, the current research focused only on luxury fashion products. Therefore, other luxury product categories such as cosmetics and automobiles could help in understanding how the model performs across different sectors and advance knowledge on sustainable luxury consumption behavior.

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Appendix A: Questionnaire

Section 1: Luxury items are defined, for the purpose of this study, as designer items, characterized by their price, quality, aesthetics, rarity, extraordinariness, and symbolic meaning.

Have you purchased a luxury fashion item in the past 2 years?

o Yes   o No

Please indicate the types of luxury fashion items you have purchased (select all that apply):

o Clothing   o Footwear   o Bags   o Jewelry

o Watches   o Accessories (e.g. sunglasses, hats, wallets, belts, scarves, ties)

Please indicate the luxury band you have purchased:

o Inaccessible brands (Hermés, Cartier, Rolex, Chanel, Louis Vuitton, Dior, Gucci, Prada, etc.)

o Intermediate brands (Givenchy, Alexander Wang, Moschino, Versace, Max Mara, Stella McCartney, Kenzo, Carolina Herrera, etc.)

o Accessible brands (Hugo Boss, Polo Ralph Lauren, Tory Burch, Coach, Calvin Klein, Michael Kors, Lacoste, Levi's, Swarovski, Lululemon, etc.)

Please indicate your level of luxury consumption:

o Light luxury consumer (purchase mainly from accessible luxury brands)

o Regular luxury consumer (frequently purchase from accessible and sometimes also exceptional luxury brands)

o Heavy luxury consumer (extensively consumer from accessible and inaccessible luxury brands)

Section 2: Please answer each question to indicate the extent to which you agree or disagree with the following statements.

Statement	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Conspicuous value					
1. Shopping for luxury items indicates a symbol of achievement.					
2. Shopping for luxury items indicates a symbol of wealth.					
3. Shopping for luxury items indicates a symbol of prestige.					
4. Shopping for luxury items attracts attention.					
Unique value					
1. Luxury items cannot be mass-produced.					
2. Luxury items are owned by few people.					
3. People who buy luxury items try to differentiate themselves from others.					
Social value					
1. Buying luxury items improves the way I am perceived.					
2. Buying luxury items makes a good impression on other people.					
3. Buying luxury items helps me to feel accepted by others.					
4. Buying luxury items brings me social approval.					
Emotional value					
1. Buying luxury items gives me a lot of pleasure.					
2. Buying luxury items provides deeper meaning in my life.					

Statement	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
3. Buying luxury items enhances the quality of my life.					
Quality value					
1. The superior quality is my major reason for buying luxury items.					
2. I place emphasis on quality assurance over prestige when buying luxury items.					
3. I am inclined to evaluate the substantive attributes and performance of luxury items rather than listening to the opinions of others.					
Environmental Consciousness					
1. I am concerned about the environment.					
2. The condition of the environment affects the quality of my life.					
3. I am willing to make sacrifices to protect the environment.					
4. My actions impact the environment.					
Social Consciousness					
1. When shopping, I consider the ethical reputation of the company.					
2. I deliberately avoid buying products on the basis of a company's unethical behavior.					
3. When shopping, I deliberately buy clothes from manufacturers who provide fair working conditions.					
4. I avoid buying a product that uses deceptive advertising.					

Statement	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
5. I try to purchase products from companies who make donations to charity.					
Sustainable Luxury Consumption:					
1. I buy luxury items that are timeless in style.					
2. I buy luxury items that have long-lasting quality.					
3. I buy luxury items that are sustainable.					

Section 4:

Please indicate your gender

o Male   o Female

Please indicate your nationality

o Qatari   o Non-Qatari

Please indicate your age-group

o 18 - 24   o 25 – 34   o 35 – 44

o 45 – 54   o 55 and above

Please indicate your highest level of education

o High school   o Bachelor   o Master's and above

Please indicate your monthly income

o Below QAR 18,000   o QAR 18,000 – 36,000   o QAR 36,000 – 54,000

o QAR 54,001 – 72,000   o QAR 72,001 – 91,000   o QAR 91,001 and above

Appendix B: Qatar University Institutional Review Board Ethics Approval

Qatar University Institutional Review Board **QU-IRB**

QU-IRB Registration: IRB-QU-2020-006, QU-IRB, Assurance: IRB-A-QU-2019-0009

DATE: January 19, 2022

TO: Sara Alghanim
FROM: Qatar University Institutional Review Board (QU-IRB)

PROJECT TITLE: 1839680-1The Paradox of Sustainability and Luxury Consumption: The
                          Role of Values, Social and Environmental Consciousness
QU-IRB REFERENCE #:   QU-IRB 1653-E/22
SUBMISSION TYPE: New Project

ACTION: DETERMINATION OF EXEMPT STATUS
DECISION DATE: January 19, 2022
REVIEW CATEGORY: Exemption category # 2

Thank you for your submission of New Project materials for this project. The Qatar University Institutional Review Board (QU-IRB) has determined this project is EXEMPT FROM IRB REVIEW according to Qatar Ministry of Public Health regulations. Please note that exempted proposals do not require renewals however, any changes/modifications to the original submitted protocol should be reported to the committee to seek approval prior to continuation.

We will retain a copy of this correspondence within our records.

Documents Reviewed:

- Application Form - QU-IRB Check List.pdf (UPLOADED: 11/18/2021)
- Consent Form - Consent Form- Sara Alghanim.pdf (UPLOADED: 12/14/2021)
- Data Collection - Questionnaire - Sara Alghanim.pdf (UPLOADED: 11/18/2021)
- Qatar University - IRB Application - Qatar University - IRB Application (UPLOADED: 12/14/2021)

If you have any questions, please contact QU-IRB at 4403 5307 or qu-irb@qu.edu.qa. Please include your project title and reference number in all correspondence with this committee.

Best wishes,

Dr. Mohamed Emara
Chairperson, QU-IRB

Institutional Review Board
(IRB)
Office Of Academic Research

This letter has been issued in accordance with all applicable regulations, and a copy is retained within Qatar University's records.

- 1 -   Generated on IRBNet

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