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Solving the luxury fashion and sustainable development "oxymoron": A cross-cultural analysis of green luxury consumption enablers and disablers

Rocío Carranza[1] | Lamberto Zollo[2] | Estrella Díaz[3] | Monica Faraoni[4]

[1]Faculty of Management and Communication, Universidad Internacional de la Rioja, Logroño, Spain

[2]Department of Economics, Management and Quantitative Methods, University of Milan, Milan, Italy

[3]Department of Marketing, University of Castilla-La Mancha, Ciudad Real, Spain

[4]School of Economics and Management, University of Florence, Florence, Italy

Correspondence
Lamberto Zollo, Department of Economics, Management and Quantitative Methods, University of Milan, Via Conservatorio, 7, Milan, Italy.
Email: lamberto.zollo@unimi.it

Abstract

Green luxury is a promising stream in the environmental marketing and sustainable development literature. Yet, scholars are still investigating why green consumers show a positive attitude toward ethical consumption but then act inconsistently by preferring conventional products due to price or quality criteria, especially in the luxury sector. Building on Heider's balance theory, this study investigates the underlying mechanisms of green luxury consumption focusing on how consumers' psychological imbalance fosters their attitude–behavior gap. The authors used partial least squares structural equation modeling to assess the green enablers and disablers predicting consumers' purchase intention. Multigroup analysis is performed on a cross-cultural sample of 792 luxury consumers belonging to collectivistic (China) and individualistic (Italy) cultures. Moderation analysis shows how consumers' self-enhancement and self-transcendence impact the relationships between green enablers, disablers, and attitudes toward green luxury. An importance-performance map analysis is conducted to identify which aspects are most important in explaining consumers' intentions to purchase green luxury products.

KEYWORDS

ethical consumption, green consumerism, luxury, purchase intention, sustainable development

1 | INTRODUCTION

Luxury brands have started incorporating the values of sustainability into their product and branding processes under the pressure of growing ethical concerns in developed countries, especially among young consumers (Diallo et al., 2021; Scott, 2017). Although only one out of 10 executives surveyed sees sustainability as a growth opportunity of the fashion industry, still preferring investments in digital and technological innovation (Roberts-Islam, 2021), younger generations seem to contradict such a tendency. According to McKinsey and Company (2020), millennials—those born since 1980—and *Generation* Z—those born since 1996—are increasingly stating that they will pay more for sustainable, recycled, upcycled, pro-environmental, and circular fashion products. Because these digital natives and techno-savvy cohorts

Abbreviations: ATT, attitude toward green luxury; AVE, average variance extracted; CONTRAD, perceived contradiction; CR, composite reliability; f^2, effect size of path coefficient; GREEN, green identity; GRISK, perceived green risk; GWASH, perceived green washing; INT, intention toward green luxury; IPMA, Importance-Performance Map Analysis; PLS-SEM, partial least squares structural equation modeling; Q^2, predictive relevance/Stone-Geisser Q^2; R^2, coefficient of determinants; READ, perceived readiness; SEM, structural equation modeling; SKEPT, skepticism; VIF, variance inflation factor; ρ_A, Dijkstra-Henseler's rho.

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of consumers will represent approximately half of luxury buyers in the following years (Zollo et al., 2020), fashion marketers should increase their focus on the products' environmental impact, which needs to be perceived as "green" and sustainable by the market (Ali et al., 2019). Consistently, luxury brands must effectively exploit new online channels such as social media (i.e., Instagram) to communicate their ethically responsible consumption to young consumers (Leban et al., 2021).

According to research, including sustainable development in luxury businesses can improve brand uniqueness and a company's image (Kim & Ko, 2012; Osburg et al., 2021). Existing studies highlight that consumer do not directly perceive sustainability and luxury connections (Kapferer & Michaut-Denizeau, 2020). They tend to associate luxury with nonsustainable, unethical, and superfluous consumption. On the other hand, Davies et al. (2012) and other scholars (Bhattacharya & Sen, 2004; Ehrich & Irwin, 2005) argue that consumers who purchase luxury products do not place much importance on ethical considerations, which question the effectiveness of luxury brands' sustainability efforts. Hence, because consumers "vote with their dollars" (Zollo et al., 2018), if people do not appreciate luxury brands' sustainable activities, company investments may be seen as an extra expenditure endangering their bottom lines. Further, few researchers have focused on investigating the reasons why customers do or do not buy such products. One of the reasons could be that the concept of luxury and sustainability has been considered contradictory for many years (Ali et al., 2019). The analysis of consumers' intentions, purchasing behaviors, and attitudes toward sustainable products is becoming increasingly important (Yarimoglu & Binboga, 2019). Consumers are more and more aware of current environmental issues. Therefore, they feel that they can influence the environmental *status quo* through purchasing decisions and shape their attitudes and consumption behavior on that basis (Rizomyliotis et al., 2021). Consequently, it is crucial to better understand the emerging gap between green consumerism and luxury fashion. Likewise, consumers who are more concerned about the environmental impact of their consumption will also evaluate the consequences associated with their purchase. In this sense, if a consumer has a high environmental concern, he or she will be more likely to buy green products (Follows & Jobber, 2000). Given the importance of studying behavior toward "green" or environmentally friendly products and services, it is necessary to study the factors that work as barriers or facilitators of the adoption of green products by consumers (Nath et al., 2013).

To understand the factors that *enable* (i.e., foster) or *disable* (i.e., hinder) the consumption of sustainable luxury products, it would be useful to align with studies such as Han et al. (2017) drawn on Heider's (1958) balance theory. Heider's balance theory reveals how a state of psychological imbalance can lead to a behavioral gap between sustainable fashion attitude/intention and sustainable fashion products consumption behaviors. Notwithstanding the importance of Heider's theory to address consumers' cognitive balance, only few business strategy and ethics scholars have used such a model (see Angus-Leppan et al., 2010; Han et al., 2017).

Thus, drawing on Heider's balance theory applied to consumers' psychology of motivation, the current study aims to investigate the drivers/incentives and barriers/obstacles to green luxury consumption identified in the pertinent literature. First, to better unpack the underlying micromechanisms explaining the ethical consumer journey of luxury products, we focus on "green enablers" as the factors favoring ethical consumers' attitudes and purchase intentions of sustainable products, as well as "green disablers" as the cognitive dissonances that negatively interact in this process. Thus, the study's main research question is as follows: *What are the drivers (enablers) and barriers (disablers) that favor and prevent the consumption of sustainable luxury, respectively?*

Next, we adopt a cross-cultural approach, comparing Asian and Western consumers, because although consumers may have similar motivations to purchase luxury brands across cultures, the drivers and barriers of sustainable luxury may differ across different countries, such as the East (i.e., collectivistic countries) and the West (i.e., individualistic countries). Existing studies have focused on mainly a single country when investigating sustainable luxury, such as France (Kapferer & Michaut-Denizeau, 2014), China (Siu et al., 2016; Zhan & He, 2012), or the United Kingdom (Davies et al., 2012), with few exceptions (Kapferer & Valette-Florence, 2019). However, consumers have a different awareness of and concerns about environmental issues across different countries (Zollo et al., 2021). For instance, recent studies, such as the study of Ali et al. (2019), show how consumers in developed countries (e.g., Germany) are more informed and sensitive to environmental issues than customers in developing countries (e.g., China). Hence, a cross-cultural study would enable us to compare and eventually show the differences between luxury consumers and their perceptions of sustainable practices carried out by luxury brands. In this way, the results of this study advance the literature on sustainable luxury consumption and provide practical insights into the cross-cultural management of sustainable luxury marketing.

2 | LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 | Sustainable luxury and ethical consumption

The current discussion about sustainable luxury practices highlighted that the concepts of luxury and sustainability might not be compatible (Achabou & Dekhili, 2013; Davies & Streit, 2013; Henninger et al., 2017; Hu et al., 2018; Joy et al., 2012; Kapferer & Michaut-Denizeau, 2014; Ko & Megehee, 2012). The inconsistencies between luxury and sustainability are made clear by the fact that luxury consumption is traditionally associated with exclusive, ostentatious, and superfluous consumption (Moraes et al., 2017), as well as overproduction, indulgence, and personal enjoyment (Athwal et al., 2019), while sustainability consumption is generally coupled with ethical values, altruism, and inclusiveness (Carrington et al., 2010; Naderi & Strutton, 2015; Zollo, 2021). Moreover, luxury objects must be perceived as unique, and thus, luxury brands often sell products made

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from rare natural resources, which negatively impact biodiversity and animal welfare (Kapferer & Michaut-Denizeau, 2014). For instance, Hermès used white crocodile skin for their Himalayan crocodile Birkin bag (Vogue, 2014). As a result, millennials among all generations are those who more clearly see the contradictions between luxury and sustainability (Kapferer & Michaut-Denizeau, 2020), despite being one of the most potentially valuable and attractive target markets for luxury brands (Zollo et al., 2020).

Although luxury and sustainability seem to be distant concepts, there are points of convergence, especially in the feature of durability that characterizes luxury brands (Guercini & Ranfagni, 2013). Luxury brands are high-quality and generally long-lasting products that are more likely to have a second life in secondhand markets than other goods. The long-life cycle of luxury goods reduces waste, favoring reuse and preserving natural resources (Godart & Seong, 2014; Guercini & Ranfagni, 2013). Hence, some research views luxury as a possible driver of sustainable behavior based on high-quality products, superior durability, and deeper value (e.g., Hennigs et al., 2013; Shukla & Purani, 2012; Wiedmann et al., 2007, 2009). The link between luxury and timelessness (Venkatesh et al., 2010)—or the notion that luxury is not transient but long-lasting—implies several synergies with sustainability. Another connecting factor of sustainability and luxury might be the "rareness" of resources used for luxury products (Han et al., 2017; Janssen et al., 2014; Kapferer, 2015). Luxury product scarcity and high prices that restrain consumption and exclusive distribution methods are aspects that can inadvertently safeguard natural resources, resulting in more rational and responsible behavior.

2.2 | The "sustainable fashion paradox" in consumer behavior and balance theory

In terms of fashion product consumer behavior, McKinsey and Company's (2014) report reveals that people are developing a more environmentally friendly responsive conscience. Nevertheless, unexpectedly few of them are willing to pay a higher price for these products (Keller et al., 2014). Hence, a sort of "sustainable fashion paradox" seems to arise. Consumers care about fashion product sustainability and increasingly demand the adoption of company socially and environmentally responsible practices. Nevertheless, they do not correspond to a similar sustainable fashion product purchasing consumer behavior (Han et al., 2017). Scholars have conducted studies to determine why consumers are uninterested in sustainability when purchasing luxury goods. Consumers do not want to "be disturbed" when they make a luxury purchase (Davies et al., 2012), especially when they are eager to intensify the extent of enjoyment they obtain from the purchase itself. There may also be a *deliberate ignorance* (Ehrich & Irwin, 2005) in which consumers cautiously escape any bad information that would make them reconsider purchasing their preferred brand (Carrigan & Attalla, 2001). Furthermore, consumers assume there is an inherent conflict between luxury and sustainability, which is sometimes exacerbated by the issue of *greenwashing*—communicating false/misleading information about a company's environmental responsibility—leading to increased skepticism and purchase risk perception (Beckham & Voyer, 2014).

Consumers concerned about the sustainability of luxury items, on the other hand, are continually exploring the best environmentally friendly luxury companies and would like to know how sustainable the luxury goods they purchase are (Kapferer & Michaut-Denizeau, 2020). A recent body of research analyzes how the luxury industry's ethical consumption influence might be expanded (Osburg et al., 2021). Kapferer and Michaut-Denizeau (2020), for example, found numerous elements as contributing to a high level of sensitivity to the ethics of luxury brands and products: the high level of price and quality of luxury goods (which should imply that sustainability issues are included); the expectations set by luxury brands' narrative, which are supposed to be free of flaws and, as a result, to be ethical and sustainable; and the social reputation that luxury buying portrays on buyers. This latter motivation is referred to as "green conspicuousness" by Griskevicius et al. (2010). Consumers use a variety of methods to obtain sustainable accreditation. In certain circumstances, they follow "consumer citizenship" norms (Carrington et al., 2021; Gabriel & Lang, 2015), while in others, they narrow their product choices to include recycled, vintage (Ryding et al., 2018), or secondhand luxury goods (Kessous & Valette-Florence, 2019; Turunen et al., 2020).

Despite the various explanations related to the attitude–behavior gap (Carrington et al., 2010; Zollo, 2021), a convincing theoretical framework is still lacking in fashion luxury consumer behavior. Luxury consumption scholars (Han et al., 2017) applied Heider's (1958) balance theory to understand the luxury-sustainable "oxymoron". This theory suggests that "individuals generally seek to maintain internal harmony and order among their attitudes, values, and behaviors. Accordingly, if elements are imbalances, consumers are likely to change their attitudes and/or behaviors to appropriately restore the equilibrium" (Han et al., 2017, pp.163–164). These authors demonstrate that the sustainable fashion dilemma is a psychological imbalance in the consumer mind. Specifically, building on the indications proposed by Heider's (1958) theory to overtake the state of tension generated by this condition, they demonstrate that consumers can overcome the fashion paradox if they develop a more positive sustainable fashion product orientation (see also ElHaffar et al., 2020).

Heider's theory helps to understand the paradox of sustainable fashion attitude/intention and sustainable fashion products consumption behaviors. Fashion consumers perceive that sustainability and green fashion consumption are linked (McNeill & Moore, 2015). Moreover, sustainability and sustainable fashion products consumption show contradictory sentiments. Specifically, fashion consumers have positive feelings toward sustainability but simultaneously have negative feelings toward sustainable fashion products consumption due to their lack of commitment to sustainable fashion products consumption behaviors (Han et al., 2017). These considerations are the basis of the present research hypotheses, which, in an attempt to investigate the factors generating a "psychological imbalance" toward the luxury–sustainability relationship, identifies (1) the cognitive and

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perceptual factors that favor the relationship, interpreted as the "green enablers" which cause a gap reduction effect, and (2) factors that cause a gap widening effect of the psychological imbalance, interpreted as the "green disablers."

Before introducing and discussing in detail these factors, we present Table 1, which includes a literature review with the main contributions on the sustainable luxury consumption and related variables.

2.3 | Green enabling factors

Based on previous studies on consumer behavior toward organic products, several studies have identified factors that influence the positive perception of the purchase of organic products (Nath et al., 2013; Rojas-Mendez et al., 2015; Zollo et al., 2021). The detailed discussion on the enablers to green product adoption is as follows.

Giddens (1991) seminally argued that everyday consumption choices in today's world are increasing "decisions not only about how to act but who to be" (p. 81). According to Giddens' self-identity theory, consumption choices in today's world are increasingly decisions about whom we want to be. In line with this, Belk (1988) underlines the relevance of the relationship between one's sense of self and one's material possessions. He defines possession as an "extended self." More recently, Bendell and Kleanthous (2007) suggest that today, luxury consumers want brands to "reflect their concerns and aspirations for a better world" and give "convincing answers to

TABLE 1 Sustainable luxury products consumption

Authors	Study	Variables examined for sustainable luxury products consumption/purchase
Park et al. (2022)	The effect of perceived scarcity on strengthening the attitude–behavior relation for sustainable luxury products	Perceived scarcity, tendency toward socially responsible consumption, brand attitude, and consumer innovativeness.
Grazzini et al. (2021)	Solving the puzzle of sustainable fashion consumption: The role of consumers' implicit attitudes and perceived warmth	Perceived warmth (mediator) and sustainable product attributes (recycled materials).
Osburg et al. (2021)	Perspectives, opportunities, and tensions in ethical and sustainable luxury: Introduction to the thematic symposium	Compatibility of ethicality/sustainability and luxury examining a range of opportunities (durability, rarity, quality, and local embedment) and inherent tensions (excess, prestige, self-gratification, and uniqueness) in relation to improving the ethical/sustainable consumption practices within the luxury sector.
Amatulli et al. (2021)	The appeal of sustainability in luxury hospitality: An investigation on the role of perceived integrity	Willingness to book a room; consumers' perceptions about the hotel's integrity; consumers' dispositional environmental concern
Kapferer and Michaut-Denizeau (2020)	Are millennials really more sensitive to sustainable luxury? A cross-generational international comparison of sustainability consciousness when buying luxury	Luxury buyers' sensitivity to sustainability when buying luxury items, weigh the motivations for being sensitive (or totally insensitive) to sustainable actions when buying luxuries, disengagement, sensitivity toward sustainability, cultures, levels of economic development, and maturity of the luxury market.
Ali et al. (2019)	Customer motivations for sustainable consumption: Investigating the drivers of purchase behavior for a green-luxury car	Status motivation, cultural orientation, materialism, happiness, social recognition, and uniqueness.
Hu et al. (2018)	Challenging current fashion business models: Entrepreneurship through access based consumption in the second-hand luxury garment sector within a circular economy	Drivers of (non)participation in access-based consumption and the underpinning motives of becoming (or not) a micro-entrepreneur within the circular economy.
Han et al. (2017)	Staging luxury experiences for understanding sustainable fashion consumption: A balance theory application	Attitudes toward sustainability in fashion, unwillingness to purchase sustainable fashion products, staged experiences, and consumer orientation toward sustainable fashion product consumption.
Beckham and Voyer (2014)	Can sustainability be luxurious? A mixed-method investigation of implicit and explicit attitudes towards sustainable luxury consumption	Implicit attitudes, sustainable label, explicit attitudes, and commodity.
Cervellon and Shammas (2013)	The value of sustainable luxury in mature markets	Value of sustainable luxury: Socio-cultural values (conspicuousness, belonging and national identity), ego-centered values (guilt-free pleasures, health and youthfulness, hedonism, durable quality) and eco-centered values (doing good, not doing harm).
Davies et al. (2012)	Do consumers care about ethical-luxury?	Price differentials, lack of information, irregularity of purchase, lack of easy availability, and luxury goods' making less difference.

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questions of environmental and social responsibility" (p.5). They also suggest how a transition from *self-orientation* to *sustainable orientation* is now occurring; therefore, today, luxury consumption more greatly emphasizes sustainability rather than the extension of the self. Other studies sustain that at the basis of sustainable luxury consumption, there are other-oriented motives, such as those in favor of the environment and philanthropy in emerging countries where visibility and imitative behavior are the masters (Ramchandani & Coste, 2012). Consumers spend to show that they are "green" consumers (Cervellon & Carey, 2011; Dugan, 2008) and their concern for the environment and society in general (Cervellon & Shammas, 2013). According to Sirgy's (1986) self-congruity theory, individuals who perceive themselves as green consumers are more likely to consider purchasing sustainable products positively because pro-environmental items meet their self-definition needs and allow them to derive personal satisfaction from them. In this way, self-identity becomes a key predictor of consumer behavior (Sparks & Shepherd, 1992). This literature reveals the contrast between self-identity and consumption of sustainable luxury products: purchase of self-identity products is driven by status signaling and egoistic motives (pro-self) (Cervellon & Shammas, 2013), while the consumption of sustainable products is driven by pro-social motives (Griskevicius et al., 2010). Consumers may purchase sustainable luxury products to communicate a status other than ethical identity, such as altruism (Cervellon & Shammas, 2013; Davies et al., 2012). Luxury is usually associated with ego, power, and status in such a context, while sustainability is generally related to altruism. Based on the link between altruistic values and status, Griskevicius et al. (2010) examined the success factors of "green" products. As expressed by the "expense-reporting" theory, they asserted that altruism indicates that a person is prosocial but also expresses his or her position in society. Time, finances, and other resource availability allow them to afford to buy goods that do not damage the environment. This self-image motivation does not work when consumers do not sufficiently know the sustainable brand.

Consistently, the concept of perceived readiness is well rooted in the marketing ethics literature as an influential variable capable of predicting ethical behavioral change (Arli et al., 2018; Sharma, 2021). Perceived readiness is defined as a "condition in which consumers perceive themselves as 'ready' to engage in green consumption behavior" (Arli et al., 2018, p.392). Engaging in sustainable consumer behavior requires a behavior change in countries where being "green" is not yet perceived as a social norm. Furthermore, "this mood facilitates and accelerates the formation of the intention to act" (Arli et al., 2018, p. 392). To effectively transform their attitudes into environmentally friendly behaviors, consumers must endure personal sacrifices and lifestyle changes (Haller & Hadler, 2008). This becomes easier when consumers believe that their decisions can make a difference concerning environmental issues. The literature is rich in studies that establish a positive relationship between perceived consumer readiness/effectiveness (Straughan & Roberts, 1999) and green purchasing attitudes and behaviors (e.g., Roberts, 1996; Straughan & Roberts, 1999). In Carrigan et al. (2011), behavioral readiness is described by a five-stage model from (1) *precontemplation*, when individuals are yet reasoning about revising their behavior, through (2) *contemplation*, when individuals are truly evaluating to modify their behavior; (3) *preparation*, when people have attempted to change their attitudes and are intensely thinking to try once more shortly; (4) *action*, when behavioral shift happened in the last 6 months; and finally, (5) *maintenance*, in which new behavior has been retained for more than 6 months. The level of readiness in behavioral change will depend on what stage the individuals place themselves in, thus significantly impacting "ethically minded" consumer behavior (Sudbury-Riley & Kohlbacher, 2016). Moreover, in considering a community-based context, individual readiness can be evaluated as a part of a network readiness that can affect the shifting pace of social norms (Carrigan et al., 2011).

Building on the above, we attempt to understand the psychological imbalance by focusing on "green identity" and "perceived readiness" as the central green enabling factors for sustainable fashion consumer behavior. We specifically chose these drivers because of their role as "individual" and "social" psychological drivers of consumers' behavioral change (Zollo, 2021). This aligns with recent research stressing the need to consider both a psychological/inner perspective of consumers' ethical behavior and a sociological/relational perspective (see Islam, 2020). On the one hand, ethical consumers exploit sustainable consumption to express their "green identity," which results as a symbolic means through which communicating, expressing our inner moral beliefs, values, ideas, and concerns; overall, it reflects our identity (i.e., "*I buy ethical products because I want to be perceived as an ethical consumer and person*") (Niinimäki, 2010, 2015). Hence, "green identity" is the most important sub-dimension of the green enablers construct. On the other hand, perceived readiness is considered as the psychological linkage translating our identity into an attitude, so it makes our identity "dynamic" (Cherrier, 2007; He et al., 2019). As an ethical consumer, "*I need to perceive myself as ready to express my green identity*," so it makes sense to consider it as the "triggering" element turning our ideal ethical identity into something more concrete and real, such as green luxury consumption (Carrington et al., 2016; Shaw et al., 2016). Hence, we propose the following hypothesis:

> **H1.** Green enablers—such as green identity and perceived readiness—positively impact consumers' attitudes toward green luxury.

2.4 | Green disablers factors

Previous research has indicated a contradiction between luxury product values and sustainability since these two concepts are generally associated with radically different values: wasteful, carelessness, wealth, social status, and prestige from one side (Cervellon & Shammas, 2013; Janssen et al., 2014) and justice and connection to nature from the other side (Holmes, 2011). Kapferer and Michaut-Denizeau (2014) reveal that if individuals identify luxury as

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inconsistent, frivolous, and meaningless, they will perceive a discrepancy between the contents of luxury and sustainability. Researchers have also demonstrated that companies supporting incongruous social responsibility activities can negatively affect consumers' buying intentions (Becker-Olsen et al., 2006; Janssen et al., 2014; Torelli et al., 2012).

One of the main barriers to green product adoption identified in the academic literature is consumers' distrust toward the reliability of brands' environmental claims (Parguel et al., 2011). Accordingly, consumers have often been deceived by misleading brand communications, which somehow "confuse" them, leading to the notion of *green consumer confusion* (Chen & Chang, 2013, p.490). Hence, many consumers do not identify with such brands or trust their green marketing communications, often perceived as greenwashing (Nyilasy et al., 2014). Consumers perceived that company communications frequently pass on certain false data regarding the natural practices and ecological advantages of the items being promoted to them (Parguel et al., 2011). Assume a brand deludes its clients through greenwashing. All things considered, these practices might include negative word of mouth (WOM), which deters consumers from buying the company's items and, thus, decreases the overall buying intention (Chen et al., 2014; Leonidou & Skarmeas, 2017). Therefore, greenwashing feeds the suspicion of those who perceive it, particularly today thanks to the extensive closeness and impact of social media (Lim et al., 2013). Zhang et al. (2018) affirm how a decrease in greenwashing perception by consumers may correlate with an increase in purchase intention. The greenwashing phenomenon is often studied with green skepticism, which is considered "the consumers' tendency to doubt the environmental benefits or the environmental performance of a green product" (Leonidou & Skarmeas, 2017, p. 402).

When consumers lack conviction about the environmental values of green goods, they are inclined to consider them less positively (Chang, 2011); moreover, the idea of buying green products with the purpose of individual help to resolve environmental problems becomes remote (Mohr et al., 1998; Pagiaslis & Krontalis, 2014). Thus, when green skepticism exists, consumers express an aversion to buying green products, and research shows that this sentiment is negatively correlated with buying intentions (Leonidou & Skarmeas, 2017). Finally, perceived green risk could negatively influence the buying process (Chang & Chen, 2008; Mitchell, 1999). Reducing risk is essential in marketing communications because risk about environmental considerations is negatively associated with trust in green claims (Chang & Chen, 2008).

> **H2.** Green disablers—such as perceived contradiction, greenwashing, green skepticism, and risk—negatively impact consumers' attitudes toward green luxury.

2.5 | The role of attitude on intention to purchase

In several empirical studies, a positive relationship between attitude and intention to buy has been confirmed (e.g., Fitzmaurice, 2005; Pavlou & Fygenson, 2006). Salem and Chaichi (2018) focused on how consumers' self-identity, attitudes, and subjective norms might impact their future purchase intentions and how these, in turn, affect their satisfaction with luxury fashion products in Malaysia. In this vein, Jain and Mishra (2020) revealed that Indian generation Y consumers' attitudes and subjective norms were mediating variables explaining the link between conspicuousness and purchase intention of luxury products. Moreover, the authors found how such a relationship differs across consumers, showing a low/high need for status and a low/high need for uniqueness. More recently, Grazzini et al. (2021) propose that sustainability leads to higher consumers' purchase intentions and that this effect is explained by the activation of perceived warmth. Drawing from the social judgment theory, this work provides relevant theoretical implications by delineating the psychological mechanism (perceived warmth) underlying the relationship between sustainability and consumers' purchase intentions.

In the sustainability and luxury fashion product context, perceived brand initiatives toward sustainable activities increase consumers' attitudes toward the brand, thus favoring positive eWOM as well as purchase intentions (Filieri, 2015; Kong et al., 2021). Building on this, we propose the following:

> **H3.** Consumers' attitudes toward green luxury positively impact their intention to purchase green luxury products.

2.6 | Self-enhancement and self-transcendence values

According to Schwartz (1992), the self-enhancement value framework consists of values that privilege individual accomplishment, power, success, hedonism, supremacy over others, and gratification for oneself. It reflects a self-interested and egoistic value (Burroughs & Rindfleisch, 2002) often related to unethical behavior. In contrast, the self-transcendent concept highlights social and environmental concerns and societal interest. Luxury brands traditionally focus on values and communication that typically stress consumers' self-enhancement values (Hagtvedt & Patrick, 2009; Han et al., 2017), while sustainable views derive from self-transcendence values. The arising conflicts at the level of the luxury fashion consumer mind expose consumers to a sense of anxiety and dissonance, leading to a "motivational conflict" resulting in an adverse brand value perception (Torelli et al., 2012).

Starting from these considerations, we suppose that self-enhancement and self-transcendence can moderate the attitude to buying sustainable luxury fashion products.

> **H4.** Consumers' self-enhancement significantly moderates the green luxury consumption process. Specifically:
>
> **H4a.** Self-enhancement influences the effect of green enablers on attitudes toward green luxury.

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H4b. Self-enhancement influences the effect of green disablers on attitudes toward green luxury.

H5. Consumers' self-transcendence significantly moderates the relationship between green enablers and attitudes toward green luxury. Specifically:

H5a. Self-transcendence influences the effect of green enablers on attitudes toward green luxury.

H5b. Self-transcendence influences the effect of green disablers on attitudes toward green luxury.

2.7 | The role of culture

A final relevant topic for understanding this phenomenon concerns consumers' different cultural aspects. Scholars have traditionally recognized culture as a key variable to understand consumers' attitude, intention, and behavior. Recent research (Pratesi et al., 2021) shows how online purchase behavior differs across Asian and European markets, stressing the key role of culture as the main antecedent of consumers' intention to use and purchase online products. As a result, building on Hofstede's (2001) cultural dimensions theory, these authors found European consumers' individualism positively correlated with their intention to use online products, while no significant relation was found in the Chinese sample, which is a highly collectivistic country (Sivadas et al., 2008). Interestingly, consumers' uncertainty avoidance was strongly correlated with intention to use online products, while European consumers were not (Pratesi et al., 2021). Similarly, researchers found significant differences within individualistic countries, such as consumers' intention to purchase across European nations, namely, Italy and Spain (Zollo et al., 2021). The marketing literature agrees that such differences happen especially in the luxury field (Laroche et al., 2005), which is a burgeoning phenomenon internationally. According to a report by Statista (2021) on the market's share of the personal luxury goods worldwide, Europe accounted for 25% of the market and Asia accounted for 32%, with China being one of the most rising international markets accounting alone for 21%. According to luxury consumption researchers, "culture is an important variable in consumer behavior and will continue as a source of differentiation between markets. Even if consumers from different countries consume the same luxury product, this does not imply that motivation for consuming luxury products will be the same" (Teimourpour & Hanzaee, 2011, p.312). Because consumers' purchase decision of luxury products varies heterogeneously in relation to their cultural differences (Ford et al., 1995; Kotler, 1986), it becomes very important to better investigate how consumers of different cultures experience consumption.

Given that luxury consumption happens worldwide and that all luxury brands exist globally (Godey et al., 2013), consumers have developed a growing interest in luxury goods even in emerging markets (Athwal et al., 2019; Shukla & Purani, 2012; Yau & Davies, 2014). Monkhouse et al. (2012), for example, highlight how sustainability attitudes, behaviors, and perceptions are strongly influenced by social pressure and conduct studies that investigate the behavior of consumers belonging to collectivist cultures (i.e., Chinese consumers) and individualist cultures (i.e., European consumers). Rojas-Mendez et al.'s (2015) research shows how in the consumption of sustainable luxury, materialistic values are not relevant in Western countries, while the same seems to be enabling factors in emerging Eastern markets (Sharma, 2010). However, scant research addressed the cross-cultural differences of Asian and Western consumers' sustainable luxury consumption. Although a stream of literature has started exploring green consumerism in China—that is, circular economy (Shao, 2019)—few attention has been given to comparing this increasing Chinese phenomenon with its European counterpart in the luxury realm. Hence, it is crucial to understand the way consumers from different cultures respond to sustainable luxury to provide theoretical and practical suggestions to luxury brands marketers aiming at reaching international markets. Thus, we hypothesize the following:

H6. Asian and Western consumers differ in the green luxury purchase process. Specifically:

H6a. This difference is significant in the relationship between green enablers and attitudes toward green luxury.

H6b. This difference is significant in the relationship between green disablers and attitudes toward green luxury.

H6c. This difference is significant in the effect of attitude toward green luxury on purchase intention.

We present our hypothesized conceptual framework shown in Figure 1.

3 | METHODOLOGY

To empirically evaluate the hypothesized relationships and test the proposed framework (Figure 1), a survey-based approach was used. Previously, to avoid nonresponse bias, a pretest was conducted by checking that the statements included in the survey were concise, specific, and simple (Rogelberg & Stanton, 2007). Ten students enrolled in marketing courses of the University of Florence (Italy) were involved in the pretest, which aimed to ensure adequacy length, item clarity, and careful design to facilitate the completion of the questionnaire. Moreover, the items of the survey were checked by four professors of marketing and consumer behavior of the same university. After these pretests, no substantial changes were provided. The questionnaire guaranteed respondents' confidentiality, anonymity, and independence to address common

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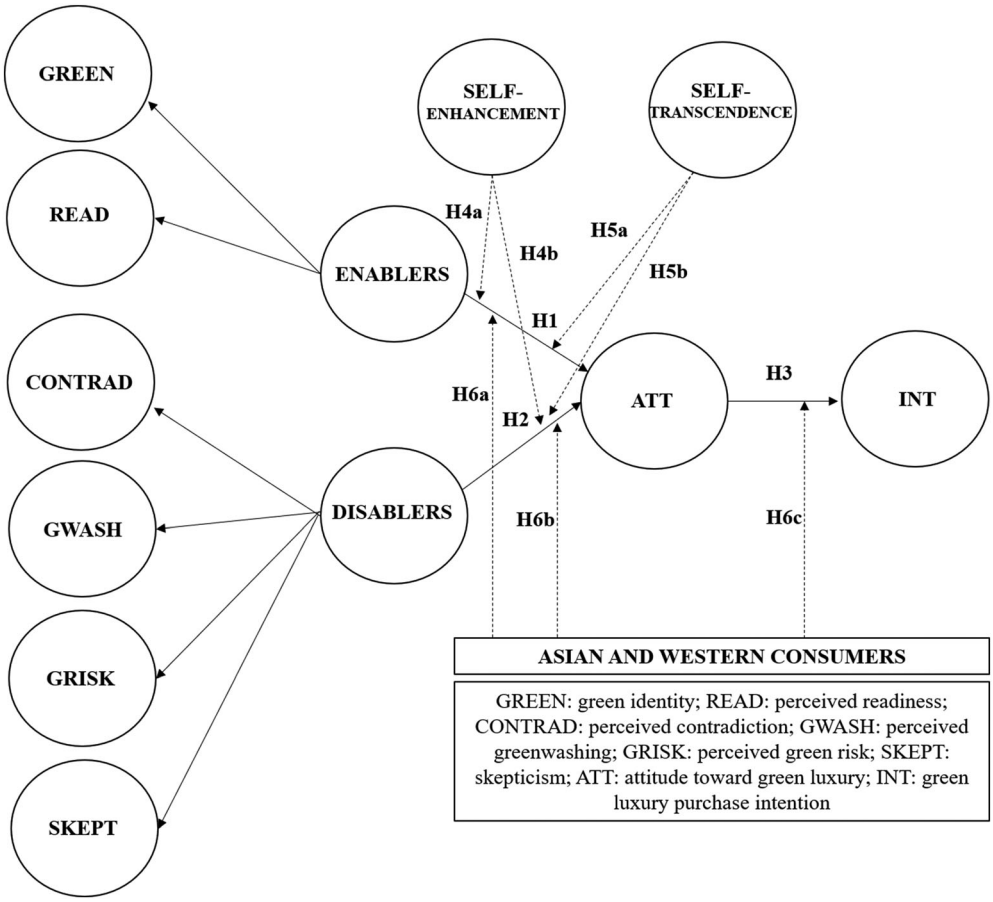

FIGURE 1 Research model

method bias[1] and social desirability bias.[2] The voluntary nature of participation, without any compensation, was also indicated. Additionally, survey questions measuring independent variables (i.e., enablers and disablers) were separated from items measuring dependent variables (i.e., green luxury purchase intention) (Knechel & Mintchik, 2022; Podsakoff et al., 2012).

3.1 | Latent constructs, indicators, and measurements

The final questionnaire consisted of 35 items taken from previously validated studies and adapted to our specific analysis context—green luxury consumption (see Table 2). In this study, all variables were considered reflective latent constructs (specifically, composite models estimated in Mode A). A seven-point Likert scale was used to rate all items.

Our hypothesized "enablers" green luxury variable is measured as a second-order construct composed of two first-order variables: *green identity*, a three-item scale initially developed by Sparks and Shepherd (1992) and recently adopted by Arli et al. (2018); and *perceived readiness*, a three-item scale from Arli et al. (2018).

Our hypothesized "disablers" green luxury variable is measured as a second-order construct composed of four first-order variables: *skepticism*, a four-item scale from Leonidou and Skarmeas (2017); *perceived greenwashing*, a five-item scale from Zhang et al. (2018); *perceived contradiction*, a two-item scale from Kapferer (2015); and *perceived green risk*, a five-item scale from Chen and Chang (2012).

We measured *attitude toward green luxury* with the three-item scale from Paul et al. (2016). Similarly, our dependent variable—*green luxury purchase intention*—was measured using a four-item scale validated by Bian and Forsythe (2012).

Finally, our moderation variables—*self-enhancement values* and *self-transcendence values*—were adapted from the three-item scales proposed by Stern et al. (1998).

3.2 | Sampling technique and sample size

We used Prolific to collect data from actual consumers of luxury fashion brands. Prolific has been used in many marketing studies (Rialti et al., 2017, 2019) and was deemed particularly appropriate for the present research since the platform offers several "demographic prescreening" options (i.e., filters) to select the right audience and

[1]Concern about common method bias may be justified when both dependent and independent variables reflect similar self-reported constructs or attitudes (Podsakoff et al., 2003; Podsakoff et al., 2012).

[2]Social desirability bias is generated by an individual who can affect survey responses and produce measurement errors (Podsakoff et al., 2003; Podsakoff et al., 2012).

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TABLE 2 Measurement of key concepts

Construct	Adapted items	Scale origin
GREEN IDENTY (GREND)	GREEN1: I think of myself as a green consumer. GREEN2: I think of myself as someone who is very concerned with green issues. GREEN3: Purchasing environmentally-friendly products reflects who I am.	Arli et al. (2018); Sparks and Shepherd (1992)
PERCEIVED READLINESS (READ)	READ1: I have sufficient knowledge about environmental issues to make decisions about green luxury products. READ2: I spend a lot of time learning about environmentally-friendly luxury products. READ3: At the moment, one of my main responsibilities is to think about environmentally-friendly luxury products.	Arli et al. (2018)
PERCEIVED CONTRADICTION (CONTRAD)	CONTRAD1: Luxury and sustainability are contradictory. CONTRAD2: Luxury has no future in a sustainable driven world.	Kapferer and Michaut-Denizeau (2020)
PERCEIVED GREENWASHING (GWASH)	GWASH1: The products mislead with words regarding their environmental features. GWASH2: The products mislead with visuals or graphics regarding their environmental features. GWASH3: The products are associated with green claims that are vague or seemingly unprovable. GWASH4: The products overstate or exaggerate what their green functionality actually is. GWASH5: The products leave out or mask important information, making the green claims sound better than they are.	Zhang et al. (2018)
PERCEIVED GREEN RISK (GRISK)	GRISK1: There is a chance that there will be something wrong with environmental performance of these products. GRISK2: There is a chance that these products will not work properly with respect to their environmental design. GRISK3: There is a chance that you would get environmental penalty or loss if you use these products. GRISK4: Using these products would damage your green reputation or image. GRISK5: There is a chance that using these products will negatively affect the environment.	Chen and Chang (2012)
SKEPTICISM (SKEPT)	SKEPT1: Do you think these are environmentally friendly products? SKEPT2: Do you think these are less damaging products for the environment? SKEPT3: Do you think these products meet high environmental standard? SKEPT4: Do you think these are better products for the natural environment?	Leonidou and Skarmeas (2017)
ATTITUDE TOWARD GREEN LUXURY (ATT)	ATT1: I like the idea of purchasing these green luxury products. ATT2: Purchasing these green luxury products is a good idea. ATT3: I have a favorable attitude toward purchasing the green version of a luxury product.	Paul et al. (2016)
GREEN LUXURY PURCHASE INTENTION (INT)	INT1: The probability I would consider buying this luxury brand is high. INT2: If I were going to purchase a green luxury product, I would consider buying this brand. INT3: If I were shopping for a luxury green brand, the likelihood I would purchase this luxury brand is high. INT4: My willingness to buy this luxury brand would be high if I were shopping for a green luxury brand.	Bian and Forsythe (2012)
SELF-ENHANCEMENT	SE1: Authority, the right to lead or command. SE2: Influential, having an impact on people and event. SE3: Wealth, material possessions, money.	Stern et al. (1998)
SELF-TRANSCENDENCE	ST1: Protecting the environment, preserving nature. ST2: A world at peace, free of war and conflicts. ST3: Social justice, correcting injustice.	Stern et al. (1998)

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TABLE 3 Measurement model evaluation (Mode A) (first-order)

Construct/associated items (Mode A)	Loading	Dijkstra–Henseler's rho (ρ_A)	CR	AVE
Green identity				
GREEN1	0.905***	0.902	0.930	0.817
GREEN2	0.899***			
GREEN3	0.907***			
Perceived readiness				
READ1	0.829***	0.936	0.927	0.810
READ2	0.935***			
READ3	0.933***			
Perceived contradiction				
CONTRAD1	0.863***	0.766	0.883	0.791
CONTRAD2	0.915***			
Perceived greenwashing				
GWASH1	0.812***	0.893	0.904	0.655
GWASH2	0.693***			
GWASH3	0.847***			
GWASH4	0.843***			
GWASH5	0.842***			
Perceived green risk				
GRISK1	0.795***	0.885	0.901	0.646
GRISK2	0.822***			
GRISK3	0.829***			
GRISK4	0.702***			
GRISK5	0.861***			
Skepticism				
SKEPT2	0.872***	0.848	0.905	0.762
SKEPT3	0.857***			
SKEPT4	0.889***			
Attitude toward green luxury				
ATT1	0.876***	0.844	0.904	0.759
ATT2	0.893***			
ATT3	0.843***			
Green luxury purchase intention				
INT2	0.911***	0.898	0.936	0.830
INT3	0.937***			
INT4	0.885***			

Note: $n = 5000$ subsample.
Abbreviations: AVE, average variance extracted; CR, composite reliability index.
***$p < 0.001$ (one-tailed t Student) $t(0.05; 4999) = 1.645$; $t(0.01; 4999) = 2.327$; $t(0.001; 4999) = 3.092$.

respondents, such as being or not an actual luxury consumer in the present study. Our survey was distributed from June to September 2019. We collected 328 usable responses from the collectivistic sample (Chinese) and 464 valid responses from the individualistic culture (Italian) for a total sample of 792 respondents.[3] The western sample was composed of 357 (77%) women and 107 (23%) men, mainly millennials aged 18–24 (42%) and aged 25–39 (34%), while the Asian sample was composed of 193 (59%) women and 135 (41%) men, primarily millennials aged 18–24 (34%) and 25–39 (54%).

3.3 | Research method

To test the research model (see Figure 1), this study used a variance-based structural equation modeling approach (Hair et al., 2017, 2017).

[3]The sample size of 792 observations is sufficient to perform the analysis. In this case, the statistical power value for this sample, using G*Power, is 0.95, higher than the established minimum of 0.8 (Cohen, 1988; Hair et al., 2019).

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Specifically, we used partial least squares structural equation modeling (PLS-SEM) with SmartPLS 3.2.9 software (Ringle et al., 2015). PLS-SEM represents a proper statistical technique for many reasons, such as (1) the proposed model uses composites (Mode A; Henseler, 2017); (2) our hypothesized research model presents complex relationships, such as indirect and moderating effects (Hair et al., 2019) and the levels of dimensionality (first-order and second-order constructs; Carranza et al., 2018; Chin, 2010); (3) the research includes latent variable scores for follow-up analyses (Hair et al., 2019); and (4) to perform a multigroup analysis, nonparametric SEM techniques are suitable (Rasoolimanesh et al., 2017). The model was estimated using a disjointed two-stage approach due to the multidimensional nature of enablers and disablers of green luxury variables (Sarstedt et al., 2019). Thus, before modeling the second-order construct, the aggregate scores of the first-order dimensions were assessed.

4 | RESULTS

4.1 | Evaluation of the measurement model

The measurement model was assessed before estimating the aggregate scores of the first-order dimensions, consistent with Hair et al.'s (2020) guidelines on confirmatory composite analysis (see Table 2). First, the items' individual reliability was confirmed because all items' outer loadings were higher than 0.708, except GWASH2, SKEPT1, and INT1. However, only SKEPT1 and INT1 were removed because their loadings were too low. Likewise, all the indicators are significant, with a 99.9% confidence level (Hair et al., 2019). Next, constructs' reliability was measured through composite reliability (CR) and Dijkstra–Henseler's rho (ρ_A). As shown in Table 2, all the constructs show values higher than 0.70 (Hair et al., 2019). Thus, a high level of internal consistency is observed. Furthermore, Table 3 presents the convergent validity of the constructs through the average variance extracted (AVE) of the variables. As reported, all the construct values are higher than 0.50 as required.

Finally, discriminant validity was measured according to the Fornell–Larcker criterion and the heterotrait–monotrait ratio of correlations (HTMT) (see Table 4). The Fornell–Larcker criterion indicates that discriminant validity is met when the square root of AVE is higher than the constructs' correlations (Hair et al., 2019). Henseler et al. (2015) established a threshold value of 0.90 for the HTMT criterion. The results show a satisfactory level of discriminant validity for all the latent variables.

4.2 | Evaluation of the structural model

After analyzing the psychometric properties of the model, the results of the hypothesized relationships are reported. First, collinearity is examined before assessing the structural relationships. Therefore, the authors verify that collinearity does not bias the regression results (Hair et al., 2019). The variance inflation factor (VIF) values for the

TABLE 4 Measurement model: Discriminant validity (first-order)

Fornell–Larcker criterion									HTMT							
	GREEN	READ	CONTRAD	GWASH	GRISK	SKEPT	ATT	INT		GREEN	READ	CONTRAD	GWASH	GRISK	SKEPT	ATT	INT
GREEN	**0.904**								GREEN								
READ	0.747	**0.900**							READ	0.841							
CONTRAD	0.093	0.120	**0.890**						CONTRAD	0.115	0.138						
GWASH	0.060	0.140	0.404	**0.809**					GWASH	0.078	0.165	0.513					
GRISK	0.026	0.108	0.447	0.685	**0.804**				GRISH	0.062	0.126	0.563	0.784				
SKEPT	0.097	0.229	0.340	0.523	0.471	**0.873**			SKEPT	0.112	0.263	0.425	0.628	0.550			
ATT	0.184	0.179	−0.241	−0.253	−0.217	−0.139	**0.871**		ATT	0.210	0.202	0.302	0.286	0.245	0.163		
INT	1.164	0.174	−0.195	−0.325	−0.254	−0.185	0.783	**0.911**	INT	0.181	0.193	0.236	0.361	0.281	0.211	0.900	

Notes: GREEN: green identity; READ: perceived readiness; CONTRAD: perceived contradiction; GWASH: perceived greenwashing; GRISK: perceived green risk; SKEPT: skepticism; ATT: attitude toward green luxury; INT: green luxury purchase intention. Fornell–Larcker criterion: diagonal elements (bold) are the square root of the variance shared between the constructs and their measures (average variance extracted). Off-diagonal elements should be larger than off-diagonal elements.
Abbreviation: AVE, average variance extracted.

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global, Asian and Western models were below the cutoff score of 3. Consecutively, f^2 = the effect size of the path coefficient, the blindfolding-based cross-validated redundancy measure Q^2, and the coefficient of determination (R^2) are evaluated (see Table 5). The R^2 values of the global structural model are 13.5% for attitudes toward green luxury and 61.3% for green luxury purchase intention, thus confirming the strong explanatory power of the proposed model. Table 4 shows this evaluation for the individual samples of Asian and Western populations.

Then, according to Hair et al. (2019), to assess the proposed structural relationships, it is necessary to examine the path coefficients and their significance levels (see Table 6). Thus, as proposed in *H1*, enablers positively and significantly influence attitudes toward green luxury ($\beta = +.238$; $p < .001$). On the other hand, disablers negatively and significantly influence attitudes toward green, confirming *H2* ($\beta = -.315$; $p < .001$). Finally, *H3* also found empirical support because attitudes toward green luxury significantly influenced green luxury purchase intention ($\beta = +.783$; $p < .001$).

TABLE 5 Structural model evaluation (global sample $N = 792$; Asian $N = 328$; Western $N = 464$)

Construct/structural path	f^2			R^2			Q^2			VIF		
	Global	Asian	Western	Global	Asian	Western	Global	Asian	Western	Global	Asian	Western
Enablers→attitude toward green luxury	0.064	0.155	0.022$^{(ns)}$							1.020	1.000	1.066
Disablers→attitude toward green luxury	0.113	0.183	0.075	0.135	0.249	0.076	0.100	0.183	0.052	1.020	1.000	1.066
Attitude toward green luxury→green luxury purchase intention	1.583	1.314	1.703	0.613	0.568	0.630	0.505	0.481	0.502	1.000	1.000	1.000

Notes: f^2 = effect size of path coefficient; R^2 = coefficient of determinants; Q^2 = predictive relevance/Stone–Geisser Q^2 (blindfolding procedure with omission distance of 7); VIF values should be close to 3 or lower.
Abbreviation: VIF, variance inflation factor.

TABLE 6 Results of hypothesis testing (global sample $N = 792$). One-tailed test

Hypothesis/structural path		β	*t* value	*p* value	Result
H1	Enablers→attitude toward green luxury	0.238***	7.234	0.000	**Accepted**
H2	Disablers→attitude toward green luxury	−0.315***	8.754	0.000	**Accepted**
H3	Attitude toward green luxury→green luxury purchase intention	0.783***	46.467	0.000	**Accepted**

Notes: $n = 5000$ subsample.
***$p < .001$ (one-tailed *t* Student) $t(0.05; 4999) = 1.645$; $t(0.01; 4999) = 2.327$; $t(0.001; 4999) = 3.092$.

TABLE 7 Moderating effects test (global sample $N = 792$); one-tailed test; orthogonalizing approach

Hypothesis/structural path		β	*t* value	*p* value	Result	f^2	Effect size
	Self-enhancement→ attitude toward green luxury	.168***	5.036	.000			
H4a	Moderating effect: Enablers→attitude toward green luxury	.073$^{(ns)}$	0.955	.170	**Rejected**		
H4b	Moderating effect: Disablers→attitude toward green luxury	.157**	2.744	.003	**Accepted**	0.034*	Small
	Self-transcendence→attitude toward green luxury	.058*	1.761	.039			
H5a	Moderating effect: Enablers→attitude toward green luxury	−.009$^{(ns)}$	0.149	.441	**Rejected**		
H5b	Moderating effect: Disablers→attitude toward green luxury	−.105***	3.242	.001	**Accepted**	0.012$^{(ns)}$	--

Notes: $n = 5000$ subsample; ns = non-significant (one-tailed *t* Student) $t(0.05; 4999) = 1.645$; $t(0.01; 4999) = 2.327$; $t(0.001; 4999) = 3.092$.
*$p < .05$. **$p < .01$. ***$p < .001$.

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4.3 | Moderation analyses: Self-enhancement and self-transcendence

The results of the orthogonalizing approach (Henseler & Fassott, 2010; Memon et al., 2019) (see Table 7) indicate that the self-enhancement variable positively and significantly moderates the relationship between disablers and attitudes toward green luxury ($\beta = +.157$; $p < .01$), with a small and significant moderation effect size (f^2). Similarly, the moderator variable self-enhancement directly and significantly affects the dependent variable attitude toward green luxury ($\beta = +.168$; $p < .001$). However, the moderating effect of self-enhancement on the relationship between enablers and attitudes toward green luxury is insignificant ($\beta = +.073$; $p > .05$). Therefore, *H4b* was confirmed, while *H4a* did not find statistical support from the analysis.

Likewise, H5a, which proposes the moderation of the variable self-transcendence between enablers and attitude toward green luxury, is not accepted since this relationship is insignificant ($\beta = -.009$; $p > .05$). However, despite having an insignificant effect size, self-transcendence negatively and significantly moderates the relationship between disablers and attitude toward green luxury, confirming Hypothesis *H5b* ($\beta = -.105$; $p < .001$). The direct relationship between the moderator variable (self-transcendence) and the dependent variable (attitude toward green luxury) is also significant

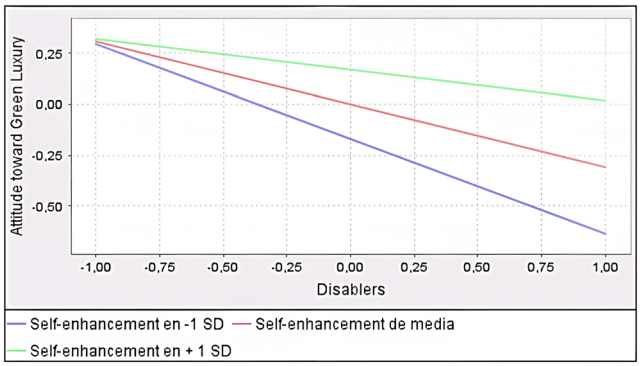

FIGURE 2 Simple slope analysis using orthogonalizing approach (Moderator variable 1_Selfenhancement)

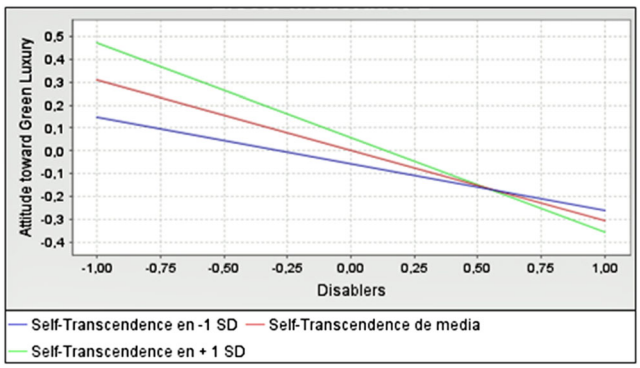

FIGURE 3 Simple slope analysis using orthogonalizing approach (Moderator variable 2_Selftranscendence)

TABLE 8 Results of invariance measurement testing using permutation

Constructs	Configural invariance (same algorithms for both groups)	Compositional invariance (correlation = 1)		Partial measurement invariance established	Equal mean assessment			Equal variance assessment			Full measurement invariance established
		C = 1	Confidence interval		Differences	Confidence interval	Equal	Differences	Confidence interval	Equal	
Enablers	Yes	0.996	[0.994; 1.000]	**Yes**	−0.290	[−0.144; 0.142]	No	0.021	[−0.176; 0.163]	Yes	**No**
Disablers	Yes	0.993	[0.983; 1.000]	**Yes**	0.101	[−0.143; 0.143]	Yes	−0.152	[−0.215; 0.196]	Yes	**Yes**
Attitude toward green luxury	Yes	1	[0.999; 1.000]	**Yes**	−0.300	[−0.142; 0.143]	No	−0.237	[−0.156; 0.146]	No	**No**
Green luxury purchase intention	Yes	1	[1.000; 1.000]	**Yes**	−0.339	[−0.144; 0.141]	No	−0.084	[−0.149; 0.140]	Yes	**No**

Notes: The equality of the composites' mean values and variances was not verified; hence, the measurement invariance was partial.

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($\beta = +.058$; $p < .05$). In addition, the presence of self-enhancement and self-transcendence as moderating variables in the relationship between disablers and attitude toward green luxury increases the R^2 value of attitude toward green luxury from 13.5% to 20.5%.

Finally, simple slope analysis is used to visualize the direction and strength of the moderating effect (Memon et al., 2019). In both cases, the existence of moderation is reflected for the moderating variables self-enhancement and self-transcendence in the relationship between disablers and attitude toward green luxury (see Figures 2 and 3).

4.4 | Multigroup analysis: Cross-cultural context differences

Finally, to evaluate Hypothesis *H6*, a multigroup analysis is conducted. This analysis tests the moderating potential of the cross-cultural context (Asian and Western) for green luxury purchase intention in the proposed relationships.

Following MICOM analysis (see Table 8), multigroup analysis was performed (Henseler et al., 2016). The results also indicated that *H6b* and *H6c* are not supported because the differences in *p values* are significant for only *H6a*. Therefore, there are no significant differences between Asian and Western consumers' green luxury purchase intentions but in the relationship between enablers and attitudes toward green luxury among both groups (see Table 9).

4.5 | Importance-performance map analysis (IPMA)

After assessing the measurement instrument and the structural model, IPMA is performed for the estimated green luxury purchase intention construct. The purpose is to identify the most important aspects in that dimension and how well they perform (Nitzl & Chin, 2017; Ringle & Sarstedt, 2016).

The IPMA for Asian consumers shows that attitude toward green luxury is the construct that most influences green luxury purchase intention (see Figure 4). Thus, a one-unity increase in green luxury purchase intention performance determines a total effect of 0.816. The importance of perceived contradiction on green luxury purchase intention is the lowest in the model (−0.097). However, green identity and perceived greenwashing show the highest performance on green luxury purchase intention (55.29 and 55.40, respectively). These values differ for Western consumers (see Figure 5), indicating that the importance and performance of perceived greenwashing are lower than for Asian consumers concerning green luxury purchase intention (−0.197; 50.25). Additionally, the performance is higher for green identity than for Asian consumers, with a value of 64.03. In both cases, skepticism is the dimension with the lowest performance on green luxury purchase intention (36.84 for Asian consumers, 36.05 for Western consumers).

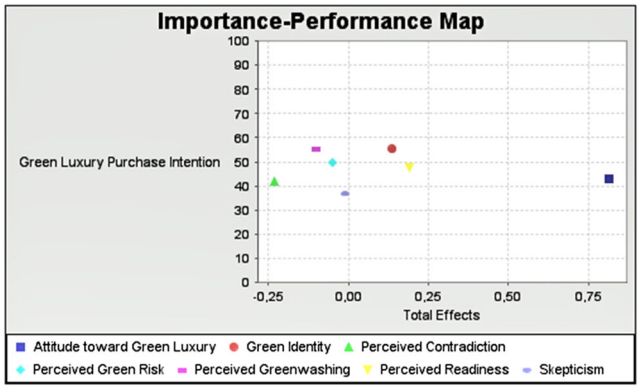

FIGURE 4 Importance-performance map analysis (IPMA) for green luxury purchase intention (Chinese consumers)

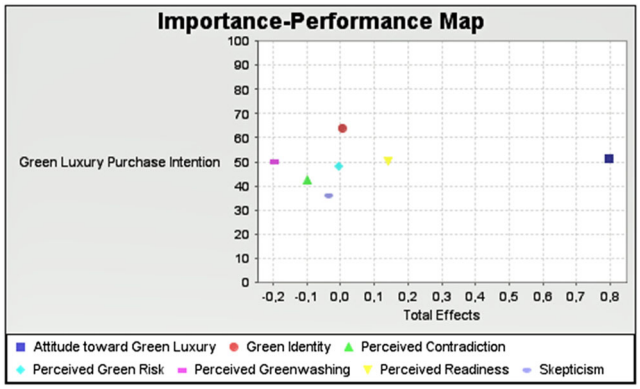

FIGURE 5 Importance-performance map analysis (IPMA) for green luxury purchase intention (Italian consumers)

TABLE 9 Results of hypothesis testing. Multigroup test based on 5000 permutations (two-tailed)

Hypothesis/structural path		Path coefficient				*p* value difference (two-tailed)	
		Asian	Western	Path coefficient difference	Confidence interval (95%)	Permutation test	Result
H6a	Enablers→attitude toward green luxury	0.342	0.148	0.194	[−0.137; 0.132]	.006	**Accepted**
H6b	Disablers→attitude toward green luxury	−0.370	−0.271	−0.099	[−0.147; 0.142]	.178	**Rejected**
H6c	Attitude toward green luxury→green luxury purchase intention	0.753	0.794	0.040	[−0.065; 0.066]	.243	**Rejected**

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5 | DISCUSSION AND CONCLUSION

The main objective of this study is to determine the enablers (formed by green identity and perceived readiness) and disablers (composed of perceived contradiction, perceived greenwashing, perceived green risk, and skepticism) of green luxury consumption. In addition, this study analyzes the moderating roles of self-enhancement and self-transcendence and determines significant differences based on consumers' cross-cultural context in green luxury purchase intention. The empirical findings of this study confirm the existence of a positive and significant relationship between enablers and attitudes toward green luxury. This study also shows how disablers significantly and negatively influence attitudes toward green luxury and, in turn, significantly and positively influence green luxury purchase intentions. Additionally, this research incorporates self-enhancement and self-transcendence as mediators between enablers, disablers, and attitudes toward green luxury. The findings indicate that self-enhancement and self-transcendence exert a moderating effect between disablers and green luxury attitudes, improving the proposed model. Thus, this work contributes to the literature by implementing these moderating effects in one holistic and integrated model. The proposed framework shows a strong predictive value of green luxury purchase intention (61.3%). Therefore, attitude toward green luxury is key to developing green luxury purchase intention.

Additionally, a PLS-SEM methodology was used to perform a multigroup analysis that determines significant relationships among Asian and Western consumers. The findings of the multigroup analysis show some significant differences in green luxury purchase intention for the two contexts. The relationship between enablers and attitudes toward green luxury shows significant differences between Asian and Western consumers. In this sense, enablers are more relevant to attitudes toward green luxury for Asian consumers than Western consumers. These results are consistent with some studies, such as McCarty and Shrum (2001), which show the positive impact of collectivism on consumers' beliefs and behavior regarding recycling. Likewise, Laroche et al. (2001) state that collectivist people (Asian consumers) tend to be more environmentally friendly compared to individualistic people (Western consumers). Ali et al. (2019) expose that collectivist consumers are more likely to adopt recycling behaviors because they place more importance on group goals than personal goals and tend to be more willing to help others than individualistic people. Overall, green enablers and disablers explain only 7.6% of the attitude toward green luxury for Western consumers and 24.9% for Asian consumers. However, the proposed model explains 63% of the green luxury purchase intention for Western consumers and 56.8% for Asian consumers.

Finally, another contribution of this study is IPMA. Due to the importance of enablers, disablers, and attitudes toward green luxury, analyzing how these variables increase green luxury purchase intention is critical. The results obtained by the IPMA show that attitude toward green luxury is the most crucial variable in defining green luxury purchase intention for both groups (Asian and Western consumers). The IPMA shows that perceived readiness is an essential enabler of green luxury purchase intention in both groups. However, the performance of perceived readiness is lower than that of green identity. For Western consumers, the importance of these enablers in green luxury purchase intention is lower than for Asian consumers, although they perform better. Regarding disablers, for Asian consumers, skepticism is the most important but least valued disabler. On the other hand, the perceived green risk for Western consumers is the most crucial disabler for green luxury purchase intention.

5.1 | Implications for ethical consumption and marketing research

Our research model depicted in Figure 1 represents one of the first attempts to investigate the micro-underlying mechanisms explaining ethical consumers' attitudes and intentions to purchase green luxury products. The pertinent literature produced scattered results on consumers' motivations to buy ethical products or preferences toward traditional nonethical products, especially in the luxury fashion scenario (see Achabou & Dekhili, 2013; Henninger et al., 2017; Kapferer, 2014; Ko & Megehee, 2012). Particularly, scant attention has been given to conceptualizing and proposing a holistic/integrated framework considering, on the one hand, both the positive (negative) drivers fostering (reducing) green attitudes and intentions toward sustainable luxury—what we call green enablers (disablers); and, on the other hand, the simultaneous effects of consumers' psychological inner mechanisms (self-identity) as well as relational/social ones (see Zollo et al., 2020, 2021). Marketing ethics scholars might apply our validated constructs of green enablers and disablers to new conceptual models investigating different and more complex relationships to better understand how ethical consumers react to luxury fashion products (Davies & Streit, 2013; Joy et al., 2012). Moreover, to effectively dive deeper into the paradox of the attitude–behavior gap (Carrington et al., 2012), our framework emphasizes the role of consumers' values of self-enhancement and self-transcendence as significant moderators of the enablers/disablers-attitude-intention relationship (Hagtvedt & Patrick, 2009).

Interestingly, our empirical results stress the need to better understand the role of culture in ethical consumption and luxury fashion (Athwal et al., 2019; Godey et al., 2013; Shukla & Purani, 2012; Yau & Davies, 2014). Our research found significant differences in predictors and antecedents of green luxury purchase among collectivistic and individualistic consumers. This empirical evidence stresses the need for more research on the main reasons why consumers' ethical decision-making differs across cultures, specifically concerning fashion and luxury products.

5.2 | Implications for managers

This research investigates the motivational levers that can mature and evolve consumer attitudes in concrete behaviors and choices to

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purchase sustainable luxury goods. Currently, society is more responsive to environmental and social issues, and luxury consumers are no exception. The communication of luxury brands should enhance perceived readiness to increase the attitude and intention of green consumers. Perceived readiness is the facilitator that contributes the most to increasing green luxury purchase intention and the lowest performer in both cross-cultural contexts. Direct, explicit, verbal, informative, and functional communication on the benefits and practical advantages of safeguarding the environment that the consumer can derive from the purchase would undoubtedly be effective. In this way, it could significantly help to improve their willingness to transform their attitudes into environmentally friendly attitudes (Arli et al., 2018). An example is the campaigns to strengthen perceived readiness made by the fashion brand Stella McCartney, a brand highly conscious of green luxury (Stella McCartney, 2021). Luxury companies should focus their efforts on improving their consumers' attitudes toward green luxury, as they have a direct and high impact on green luxury purchase intentions. Likewise, one should focus on expressions that enhance self-enhancement and self-transcendence, improving attitudes toward green luxury. The multigroup analysis results in this study show higher and significant importance of enablers in the attitude toward green luxury for Asian consumers than Western consumers. Thus, green luxury companies that market to Asian countries should develop green identity and perceived readiness in their communication.

On the other hand, disabling factors play an important role because they negatively affect attitude in both samples. Perceived green risk and perceived greenwashing are strongly related to disabler constructs and show high performance toward green luxury intention in both cultural contexts. The first consists of the expectation of negative environmental consequences associated with purchasing products defined as sustainable. This expectation is related to a lack of consumer confidence in the company's sustainability claims of the products. Reducing it would also reduce the other, significantly diminishing the overall effect and increasing attitudes and purchase intention. Faced with these considerations, we suggest that marketers make the information clearer; it is not enough to say that the materials used are sustainable and innovative. However, it is necessary to specify in detail which type of materials have been used and their specific advantages to safeguard the planet. It is also required to act on the perceived contradiction between luxury and sustainability in both cultural contexts. This can be carried out by integrating communication regarding motivational purchasing levers, with elements relating to environmental issues and how luxury and sustainability can go hand in hand. Finally, despite its low performance and valuation, skepticism is a crucial disabler to be considered by green luxury companies, specifically in the Asian context.

5.3 | Limitations and future research directions

Our work is not without limitations. First, the sample is not probabilistic, as it does not include all nationalities; in particular, only Italy is represented as an individualist country. Additionally, the sample was neither homogeneous nor composed of subjects belonging to the same social group and was stratified only by age, gender, and income because it was cross-sectional. Future research is invited to replicate the analysis, including other countries and more representative and balanced samples. Second, despite their significance, the results reveal that the green enablers of the second-degree construct do not represent an activator strong enough to raise consumers' purchase intention. Therefore, it is necessary to focus on other variables in addition to those considered, such as consumer effectiveness (Straughan & Roberts, 1999). The second construct that explains the attitude–behavior gap—skepticism—could also be expanded to deepen the understanding of this gap. Third, the results, despite anonymous self-compilation and neutralized administration via electronic devices, can be subject to certain levels of social desirability bias (desirability bias), especially those questions related to personal values that the respondents may be inclined to avoid, giving answers that are not desirable in their society. Future research is invited to replicate this study so that these biases can be minimized. For instance, quantitative analysis could be combined with qualitative analysis using a focus group to collect a broader range of information to understand the factors that facilitate and prevent the formation of attitudes and purchase intentions. This technique could be beneficial for identifying new quantitative variables on which to focus later through new quantitative research.

There are a large number of business practices linked to sustainability that luxury brands can implement and communicate to their consumers (e.g., less water or energy consumption in product manufacturing and use of sustainable components in product manufacturing), which could impact the perception and behavior of consumers. Thus, a promising area of research would be to analyze how different associations for different sustainable attributes might affect consumer behavior. Finally, several variables might be further considered to our model, so that it becomes more and more holistic and omni comprehensive. One of these important variables may be message and information credibility (Prakash, 2002). Consumers are increasingly demanding and skeptical of luxury brands, as many of them claim to protect the environment but fail to demonstrate this in their actions and results. Therefore, sustainability communication has not translated into favorable consumer attitudes and intentions. Depending on the perceived credibility of luxury businesses, consumer response may vary significantly.

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CONFLICT OF INTEREST

The authors declare that they have no conflicts of interest.

ORCID

Lamberto Zollo https://orcid.org/0000-0002-8162-8136

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