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Reshaping Affordable Luxury Fashion: the Green Shift

How does the type of sustainability attribute impact young generations' consumer behaviour?

Anne Sofie Heggem and Ingrid Reistad

Supervisor: Siv E. Rosendahl Skard

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NORWEGIAN SCHOOL OF ECONOMICS

Preface

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Preface

Abstract

Luxury fashion consumers are increasingly becoming more environmentally concerned and consequently demand brands to meet their needs with responsible, yet luxurious products. This trend is especially evident in Millennials and Generation Z, who are steadily becoming a key consumer group for luxury brands. This thesis explores the way in which sustainable products influence these young generations' product attitude and purchase intention in an emerging segment of the luxury fashion industry, namely Affordable Luxury. Further, we aim to establish whether the type of sustainability attribute, either related to the product itself or not, cause distinctive reactions in the abovementioned parameters. Finally, the potential impact of the product's ephemeral or durable nature is to be examined.

An online experiment was conducted to explore sustainable consumer behaviour in this segment. Respondents were exposed to one of six variations of an affordable luxury product, of either durable or ephemeral nature and with a product sustainability attribute that was either product-related or non-product-related or alternatively, a conventional product. Perceptions of the product's quality and social value were consequently measured, followed by an assessment of their product attitude and purchase intention.

Findings indicate that young consumers have positive attitudes toward sustainable, affordable luxury products. This effect only extends to purchase intention in certain contexts. Even still, respondents perceived sustainable products to have a higher social value and product quality than conventional ones, which in turn led to more positive attitudes and higher purchase intentions. Differences between the type of sustainability attributes were established, and respondents displayed a more favourable reaction to products with product-related sustainability attributes over those that are non-product-related. The category the product belongs to does not impact the attributes' effect on perceived product quality.

This thesis contributes to the field of sustainable luxury consumer behaviour by providing insights into an emerging segment and a new consumer group. Managers of affordable luxury brands should focus on introducing sustainable products with product-related sustainability attributes to reap the benefits of heightened perceptions of quality and social value, which in turn leads to more positive product attitudes and higher purchase intentions.

Acknowledgements

Anne Sofie Heggem   Ingrid Reistad

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1. Introduction

1.1 Background

Over the last few decades, the environmental crisis has evolved into being one of the most significant global threats humanity has to face. The World Economic Forum went as far as defining climate breakdown as the single, most dominating threat to the humankind at this time in their most recent Risk Report (World Economic Forum, 2020). From not being considered among the top five threat in terms of neither likelihood nor impact in 2007, the environmental crisis has rapidly escalated and is now dominating these rankings in 2020. For the first time in the history of the Global Risks Perception Survey, environmental concerns are now dominating the list of top long-term risks by likelihood (World Economic Forum, 2020). Limiting climate change and its detrimental impacts play a crucial part in the meeting of the United Nations Sustainability Development Goals (UNEP, 2019) and both industry players and consumers are urged to put in a greater effort to find better solutions and reduce pollution, biodiversity loss and in turn, slow down the rapid climate change.

The fashion industry is a significant source to the globally increasing greenhouse gas emissions. Per 2018, the fashion industry cumulatively produced approximately 20% of the global wastewater, while 85% of all textiles ended up in landfills or were burned, even though the majority could have been re-used and re-designed (UNCCC, 2018). Despite this, fashion consumption has been continuously increasing across the globe over the last few years (Iran & Schrader, 2017). To keep up with the rapidly changing trends and consumer preferences, brands are continuously producing new designs. This has caused a fast fashion trend to appear, which generates social and environmental hazards (Claudio, 2007; Iran & Schrader, 2017), enlarged clothing turnover and a greater amount of clothing waste (DEFRA, 2011; Iran & Schrader, 2017). The fast fashion trend is increasingly present among more high-end luxury fashion brands. Combined with the fast fashion and middle-class brands, these brands are producing multiple collections each year in order to engage their customers and keep up with current trends.

Already at the beginning of 2020, fashion leaders were not looking forward to the year ahead as the need for a new fashion industry model has increased immensely (Amed, Berg,

Balchandani, Hedrich, Rölkens, Young, & Poojara, 2020). Major industry players have slowly started to adapt and recognise the need for change, and when the COVID-19 pandemic hit at the beginning of this year, the change process became expedited. While it is too early to quantify the total effect of the pandemic on the luxury industry, the global COVID-19 outbreak has hit the industry hard and shaken some of the fundamental beliefs and values that define luxury fashion (Achille & Zipser, 2020). At first, fashion executives and business leaders immediately started crisis management and contingency planning. However, in the wake of the initial shock, the focus shifted to rewiring the fashion system as a whole (Amed, Berg, Balchandani, Hedrich, Rölkens, Young, & Jensen Ekeløf, 2020). Amid the pandemic, a survey among fashion consumers suggested that it has become even more important to limit environmental impact (Granskog, Lee, Magnus, & Sawers, 2020). Of the surveyed consumers, 67 per cent stated that they considered the use of sustainable materials in fashion production to be an "important purchasing factor", and 63 per cent considered brands' "promotion of sustainability measures" in the same way. Further, 65 per cent of the respondents stated that they were planning to purchase "more durable fashion items" as a result of the COVID-19 outbreak (Granskog et al., 2020). It is clear that the pandemic is bringing values around sustainability into sharp focus (Amed et al., 2020) and has initiated a green shift in the luxury fashion industry. However, consumers hit hard by a global recession like the current pandemic might be more cost-conscious and consider sustainability in their purchasing decisions less than before (Amed et al., 2020).

Both before and during the pandemic, the luxury fashion industry has been subject to change. In addition to the need for renewing the overall industry model, a new sub-market and dominant consumer group has emerged in the luxury fashion industry. A market for affordable luxuries has arisen with the goal of attracting a broader customer group to the luxury market. Industry players in this market consist of both new true affordable luxury brands and established traditional luxury brands who have decided to launch collections or products at a lower price than their traditional selection. As the luxury market becomes more available, younger generations such as Generation Z has started to enter this market to a greater extent. Previously, the Millennial generation has been the most dominant consumer group in the affordable luxury segment (Achille, Nathalie, & Marchessou, 2018) by accounting for 35% of all luxury consumption in 2019 (D'Arpizio, Levato, Prete, & Gault, 2020). However, Generation Z is the generation that is predicted to reshape this industry and ensure future

growth. This generation is also defined as the generation who is the most concerned about environmental issues (Deloitte, 2019).

As brands' environmental responsibility becomes increasingly important for consumers, it is essential for industry players in the affordable luxury market to assess which type of sustainability measures that are the most effective and that will allow them to meet consumer needs. In other words, there is a need for affordable luxury fashion brands to better understand their consumers and in what way different types of sustainability measures may affect the underlying causes of their attitudes, intentions and actions. By further investigating attitudes and intentions in regard to sustainable luxury fashion, affordable luxury brands will be able to map out which products and sustainability attributes are the most effective and desired among their target consumers. Thus, brands have a need to understand how to meet consumer needs regarding sustainability while at the same time monetising the green shift in the industry.

1.2 Purpose

The purpose of this thesis is to explore whether the product attitude and purchase intentions of Generation Z and Millennial consumers of affordable luxury products changes as a result of different sustainability attributes, and whether this effect depends on the type of luxury fashion product. Due to the current change the fashion industry is facing, industry leaders need to be flexible, agile and able to adjust according to consumer preferences (Amed, Berg, Balchandani, Hedrich, Rölkens, Young, Jensen Ekeløf, et al., 2020). We aim to investigate in what way sustainability attributes affect consumers' perception of the quality and social value of the product, and in turn, how this affects the respondents' attitude towards the product and their purchase intention. Finally, we want to explore whether this effect is different depending on the type of affordable luxury product the respondent is exposed to.

Several studies have examined the relationship between sustainability and consumer behaviour in the past. However, the luxury fashion industry has been an object to change in recent years. Both established luxury brands and new luxury brands are launching affordable collections, thereby creating an affordable luxury segment that is available to middle-class consumers who have not been able to adapt to the luxury lifestyle before this change. Younger generations are claiming their spot as essential sources of growth in the industry (D'Arpizio

et al., 2020), and are bringing an increased focus on sustainability and social justice with them (Amed et al., 2020). This has led to a change in the definition of luxury fashion as we know it and in turn, a need for updated research regarding this new, growing luxury segment. By conducting this research, we wish to contribute to theory on consumer behaviour, especially regarding the soon-to-be dominant consumer group that is Millennials and Generation Z, as well as to provide further insight into the emerging and rapidly growing affordable luxury segment.

1.3 Structure

The thesis begins by introducing the background for, as well as the purpose of the present study. In section 2, we provide a literature review of previous research conducted in fields we consider relevant to the purpose of the thesis. Furthermore, this section presents an explanation for several important terms and phenomena that are highly relevant to the thesis. Section 3 presents our research methodology and hypotheses. First, we present our hypotheses which are supported by previous literature and theories presented in the literature review. Then, we describe our research design and which choices we have made in order to conduct our study most appropriate to the topic we want to explore. Lastly, we present the construction of our research model and the final conceptual model used in the thesis. Further, a description of the specific method used to conduct the experiment will be presented. Thus, section 4 includes information regarding population and sample, stimuli, questionnaire and measurement, and describes in detail how data was collected in order to conduct our analysis and achieve relevant results. In section 5, we describe which analyses we have chosen to conduct in order to examine our results, how we have conducted them and why we have selected these specific analyses for our study. This section discusses the analyses chosen to test assumptions, control variables, direct effects, mediation and finally, moderated mediation. The results of these analyses are presented in section 6, which follows the same structure as section 5. Results from additional analyses are also included in this section. Section 7 includes a short summary of each finding before a discussion based on the results is presented, so as to provide complementary understandings and explanations for the findings in this study. Further, in section 8, we present a general discussion, theoretical and managerial implications, as well as suggestions for future research. Finally, a conclusion of the thesis is presented.

The terms "sustainable" and "green" are used interchangeably throughout the thesis without intending any variations in meaning, as both are cited in relevant literature under the same definition.

2. Literature Review

2.1 Developments in the luxury fashion industry

The luxury fashion industry is currently evolving, and several changes have appeared in the market over the last years. Because of this, the luxury term is not defined by the same values as before and the market has become more available to a broader consumer group. In the following section, we will present research on some of the most prominent changes the industry has faced, which will form the basis of our thesis. This includes the emergent term "sustainable luxury", the fairly new affordable luxury market, and the entrance of younger and soon-to-become dominant luxury consumer groups, such as Generation Z and Millennials.

2.1.1 Sustainable Luxury

Consumer preferences are changing, and an increasing number of consumers are demanding sustainable, high-quality products. Consumer insights from BCG show that 59% of traditional luxury consumers' purchasing behaviour is influenced by sustainability and that environmental and social concerns are redefining the values of luxury (BCG, 2019). Despite of this, industry players in the luxury fashion market have been slow to incorporate sustainability as a key element in their business models (Jain, 2019).

The idea of sustainable fashion emerged in the 1960s as consumers became aware of how the clothing manufacturing affected the environment, which led them to demand the fashion industry to change its practices (Jung & Jin, 2014). This movement was negatively perceived in the first few decades, but gained more supporters as the interest for ethical clothing re-emerged in the late 1990s (C. E. Henninger, Alevizou, & Oates, 2016). In this context, ethical fashion implies fair working conditions (Jung & Jin, 2014), environmentally-friendly and organic materials (Johnston, 2012), traceability (C. Henninger, 2015) and a sustainable business model (Joergens, 2006). Sustainable fashion has become a part of the slow fashion movement, which is based on various ethical and responsible values, such as a focus on reducing environmental destruction, maintaining good working conditions (e.g. Pookulangara

& Shephard, 2013) and purchasing quality over quantity clothing (Ertekin & Atik, 2014; Fletcher, 2010).

The majority of research confirms that consumers in all social classes are increasingly concerned about social and environmental issues, both in the commodity, middle-class and luxury market (e. g. Bendell & Kleanthous, 2007; Cone, 2009; Janssen, Vanhamme, Lindgreen, & Lefebvre, 2014). Still, some studies state that consumers' propensity to consider ethics is lower when purchasing luxury products than commoditised goods (Davies, Lee, & Ahonkhai, 2012). The arguments for this statement are that the focus on price and image exceeds the ethical concern among luxury consumers, in addition to few available ethical luxury options and lack of information in the traditional luxury market (Davies et al., 2012). In an attempt to fill this information gap, several companies engage in greenwashing, defined as "misleading advertising of green credentials" (Delmas & Burbano, 2011). This means that a fashion brand knowingly has an environmental performance that is inadequate but still communicates positively about it (X. Du, 2015). When the brand's green claims and sustainability statements cannot be confirmed, it creates mistrust among the consumers (Chen & Chang, 2013). A consequence of greenwashing may therefore be suspicion towards any brand that promotes environmental or social credentials (C. E. Henninger et al., 2016), which makes it even more complicated for brands who engage in sustainable measures to be trusted.

Luxury is related to superficiality, ostentation and pleasantness (Achabou & Dekhili, 2013). In contrast, sustainability is associated with moderation, ethics and altruism (Kong, Witmaier, & Ko, 2020). However, the focus on sustainability in this particular market seems to rise as Generation Z and Millennials have begun to occupy a larger share of the luxury consumer group. These generations have proven to have a more significant concern for the environment, sustainability, animal welfare and ethical standards than generations before them (Deloitte, 2019) and are bringing these values into their purchase behaviour. Due to the increasing number of younger generations in the luxury fashion market, this sustainability focus will most likely rise even further in the wake of the current pandemic, as the pandemic is intensifying the discussion about materialism, over-consumption and irresponsible business practices (Amed, Berg, Balchandani, Hedrich, Rölkens, Young, & Jensen Ekeløf, 2020). In addition to the effects caused by influence from younger generations, previous research argue that "luxury product manufacturers can no longer rely uniquely on their brand name and the intrinsic quality or rarity of their products; they must now convey humane and environmental

values in order to establish a lasting relationship with consumers" (A. J. Kim & Ko, 2012). Similarly, the fashion industry is currently experiencing improved attention to prevent the adverse effects that occur from greenwashing and make sure consumers have complete information about what they are buying. Stricter requirements have been set for transparency regarding the production of the clothes (Dahl, 2010), meaning that sustainable fashion producers need to clearly emphasise what makes their products "sustainable" in order to avoid accusations of greenwashing (C. E. Henninger et al., 2016).

Despite the increased emphasis on sustainability and ethical manufacturing in the fashion industry, previous studies have debated whether all sustainability measures are appreciated among luxury consumers (e.g. Achabou & Dekhili, 2013; Kong et al., 2020). The research conducted regarding the distinction between product-related and non-product-related sustainability attributes, or internal and external CSR, will be further reviewed in section 2.2.

2.1.2 Affordable Luxury

With an annual growth around 10-15 per cent since the beginning of the 1990s, the luxury market has become one of the fastest-growing industries in the world (Mundel, Huddleston, & Vodermeier, 2017). Several factors have affected this growth, such as the emergence of affluent societies in developing countries, lower production costs, women's increased buying power due to improved working conditions, and socio-cultural factors like enhanced media attention towards luxury products and brands (Mundel et al., 2017). Because of the reduced production costs, several luxury brands have launched products at a more affordable price to attract both middle-class consumers and younger generations who wish to adopt the lifestyle of wealthier classes, or buy luxuries based on self-reward (Truong, McColl, & Kitchen, 2009). Thus, the luxury segment, which traditionally has been associated with being exclusive, highly-priced and only available to the wealthiest people, has seen itself subjected to change in recent years (Mundel et al., 2017). Emerging from this evolution is a market and products defined as "affordable luxuries".

Despite being different markets, the market for luxuries and affordable luxuries, also referred to as "masstige" in previous literature, have some similarities which can make it difficult to distinguish between the two. Previous research has shown that consumers typically demand

the same product quality from both luxury and affordable luxury products (Mundel et al., 2017). Even though affordable luxury products are sold at a price similar to middle-class products, they still receive a reasonable level of prestige because of these quality expectations. As superior product quality constitutes a decisive selection criterion in the consumer's decision-making process regarding the purchase of luxury products (Achabou & Dekhili, 2013), product quality is an important explanatory factor for why affordable luxury products have become prestigious among consumers. In addition, middle-class consumers are increasingly willing to buy expensive luxury goods occasionally (Meyers, 2004). Consumers in the traditional luxury market are also trading down to the affordable luxury market (Achille et al., 2018), causing the "luxury" term to be more floating between the two markets than before (Mundel et al., 2017).

Although the affordable luxury market has some similarities to the already established luxury and middle-class market, it has been defined as a separate market due to several reasons. Firstly, affordable luxuries separate from middle-range products by being sold at a slightly higher price. However, these are still low enough to reach a broader target than the niches of traditional luxury products and brands (Truong et al., 2009). The affordable luxury market contains both lower-priced collections from established luxury brands and new affordable luxury brands who only focus on affordable luxury products. Prior research has confirmed that new luxury brands, such as Calvin Klein and Ralph Lauren, are perceived by consumers to be much closer to the level of prestige of traditional luxury brands than of middle-range brands (Truong et al., 2009). This despite the fact that the brands' prices are much closer to middle-range brands. In this study, we have chosen to limit our research to brands who only offer affordable luxury products and not include affordable luxury collections launched by traditional luxury brands.

Together with middle-class consumers, studies have shown that younger generations have had an increased interest in luxury products and are now a vital consumer group for affordable luxury fashion brands (e.g. K. H. Kim, Ko, Xu, & Han, 2012). According to prior research conducted on the subject, established luxury brands try to develop bridging lines between these generations and themselves by launching fashionable designs to affordable prices, as younger generations possess significantly potential future purchasing power (K. H. Kim et al., 2012). This study further argue that Generation Z try various brands to discover the ones that reflect their self-image (K. H. Kim et al., 2012). Due to their young age, this generation is more

willing to experiment with new brands and fashion products, and are therefore taking up a large part of the affordable luxury consumer group (Achille et al., 2018). By appealing to younger generation, both in terms of design and prices, the industry players in the affordable luxury market capture and engage a consumer group which most likely will experience an increase in purchasing power over the next ten years. Thus, it seems reasonable to believe that the growth seen in the affordable luxury market in the last five years will continue to be consistent in the future (Achille et al., 2018).

2.1.3 Generation Z and Millennials

The consumers in the luxury and affordable luxury market are together with the industry players contributing to form trends regarding both demanded product types, designs and business values. The nature of the luxury consumers is evolving fast as new and younger generations such as Generation Z and Millennials are entering the market (D'Arpizio, Levato, Prete, & Gault, 2020), leading to a change in luxury trends. Generation Z already represents a growing portion of luxury consumers in Asian markets and are predicted to become the new frontier of tomorrow's international luxury market (D'Arpizio et al., 2020).

Millennials are characterised as a young, tech-savvy, affluent and educated group who are inclined to a positive social behaviour (Howe & Strauss, 2009). This generation is the first to be connected globally through the internet, already from a very young age. Thus, they have developed into more sophisticated consumers relative to previous generations (Mundel et al., 2017). This constant access and connection to people and information across the globe serves as an advanced and primary resource for information for the Millennials, leading them to not only purchase goods for their intended purpose, but to seek status through their consumption (Nowak, Thach, & Olsen, 2006). Millennials tend to form strong connections and feelings towards their preferred brands and stay brand loyal (Pitta, 2012). As status serves as a driver for consumption among the Millennials, this generation tends to spend money rather than save it in order to keep up with their peers and stay fashionable (Morton, 2002). Millennials' need to signal status and fashion consciousness, in addition to their tendency to spend money, are making them attractive consumers for the luxury fashion market (Mundel et al., 2017).

Generation Z is demonstrating highly differentiated preferences from prior generations (D'Arpizio, Levato, Prete, Del Fabbro, & De Montgolfier, 2019). This generation is looking for items that express their personality and are more logo-driven, even though they demonstrate low brand loyalty (D'Arpizio et al., 2019). In addition, Generation Z is more set to shop in physical stores instead of online shopping while still expecting "a digitally enhanced experience" (D'Arpizio et al., 2019). Already when entering the luxury and affordable luxury market, these young consumers displayed a behaviour distinguishable from previous generations, even the Millennials. Even though Millennials were the first to be connected to the internet from a young age, Generation Z consumes more digital content than any other generation, spending nearly 11 hours each day liking and sharing material across their devices (Digital Europe, 2018). This exposure has led them to prefer communication through images, in contrast to previous generations who communicated through text and looks, even when searching for innovative content (PrakashYadav & Rai, 2017). Generation Z is also associated with materialism (Flurry & Swimberghe, 2016) and a desire to see and achieve instant results (Djafarova & Bowes, 2020).

Together with the Millennials, Generation Z is the most concerned generation in regard to the environment, sustainability, animal welfare and ethical standards (Deloitte, 2019). A study conducted in 2015 shows that 72 per cent of the Generation Z responders were willing to pay more for a product that was launched by a brand that was committed to having a positive environmental and social impact (Nielsen Catalina Solutions & Tapinfluence, 2015). Historically, younger generations have had a significant role as fashion innovators (Beaudoin, Moore, & Goldsmith, 1998; Giovannini, Xu, & Thomas, 2015; Gutman & Mills, 1982) and the increased sustainability focus in the luxury market is an example of an innovation caused mainly by Generation Z and Millennials. These generations will keep bringing disruptive changes to the luxury fashion market, making them the dominant consumer group in both the affordable luxury and luxury market in a few years (D'Arpizio et al., 2020). When growing into dominant consumers in the market, these young generations will be "the primary engine of growth" (D'Arpizio et al., 2019) the upcoming years, and contribute to approximately 130% of market growth between 2020 and 2025. As these environmentally concerned generations become dominant in the market, social commitment will be a crucial consumer priority. This will make social responsibility and CSR evolve from being a must-have to be the norm to transform the industry (D'Arpizio et al., 2020).

2.2 Product sustainability attributes

To our knowledge, scant research has been carried out on the impact of specific sustainability attributes, particularly concerning those that are product-related and non-product-related. This applies to both the context of the luxury fashion industry and other industries. Previous research defines product-related sustainability attributes as those that directly affect the product itself (i.e., choice of materials) and determines the product's performance (Keller, 1998). Non-product-related sustainability attributes are the sustainability measures that the company take, which do not directly affect the product (e.g., sustainable production and philanthropic initiatives), but may, however, affect the consumption or purchase experience. One could further divide non-product-related sustainability attributes into those that affect or do not affect the company's business model. Consequently, initiatives such as adopting sustainable production methods would affect the business model, whereas adopting philanthropic initiatives would not.

Despite the general lack of research in this field, a recent study has been carried out in the context of consumer goods (Skard, Jørgensen, & Pedersen, 2020). In broad terms, the study investigated in what way product-related versus non-product-related sustainability attributes affected consumers' inferences regarding the product's relative functional quality[1]. Findings suggest that sustainable attributes can lead to either negative or positive inferences about the product's relative functional quality, and that this effect depends on the nature of the product's category and in part on the type of sustainability attribute.

In the context of luxury fashion, several studies have investigated the effect of luxury brands' internal versus external corporate social responsibility (CSR) measures and their effect on purchase intention and brand image (Amatulli, De Angelis, Korschun, & Romani, 2018; Chang, Jang, Lee, & Nam, 2019; Donato, De Angelis, & Amatulli, 2019; Ho, Awan, & Ullah Khan, 2016). Although not entirely transferable to the specific context of this study, the research may provide a deeper understanding of the mechanisms at play in the ways in which a brand's sustainability measures impact consumer behaviour. The definition of internal and external CSR initiatives have been derived from the four-dimensional model of CSR by

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[1] The authors referred to the products as having either *core* or *peripheral* green attributes in the article. This distinction is in line with Keller's (1998) definition, and broadly refers to the same divergence as product-related and non-product-related attributes.

Carroll (1991), which divides responsibilities into those of an economic, legal, ethical and philanthropic nature. Economic responsibility refers to the expectation that the company operates at a profit, while legal responsibilities entail that the company complies with laws and regulations. Further, a company's ethical responsibilities include acting within the principles of justice and fairness, and finally, philanthropic responsibility is the expectation that companies engage in voluntary actions (Carroll, 1979, 1991).

The field of research on internal and external CSR initiatives is based on the idea that the initiatives are of varying visibility to the consumer (Burke & Logsdon, 1996; Torres, Bijmolt, Tribó, & Verhoef, 2012). In the context of luxury fashion for example, a company's failure to comply with laws regarding working conditions at their production sites (legal responsibility) is likely to gain more attention from consumers than their failure to operate profitably for a period of time (economical responsibility) (Pino, Amatulli, De Angelis, & Peluso, 2016). Amatulli et al. (2018) followingly argue that philanthropic and legal initiatives should be defined as external CSR measures, as they are likely to be more visible to consumers. Economic and ethical initiatives, on the other hand, should be defined as internal CSR measures as they are less visible to the consumers and are more likely to influence the company internally.

Although it may seem that philanthropic and ethical CSR initiatives are similar and thus that the same influence should be assumed, Pino et al. (2016) argue otherwise. The two types of initiatives substantially differ in their relation to the company's business model and their core operations. While the ethical dimension concerns whether the company run their core business operations in compliance with ethical principles, the philanthropic dimension refers to the company's initiatives to solve problems beyond their business model and operations (Pino et al., 2016). Further, as ethical principles are not regulated by law, Pino et al., (2016) suggest that such initiatives are less likely to reach the attention of the consumer to the same degree as a philanthropic may. Thus, by dividing these definitions by initiatives that do or do not affect the business model, new distinctions can be made. External CSR measures could, as with non-product-related attributes, be divided into two types; those that do affect the business model (legal initiatives) and those that do not (philanthropic initiatives). Internal CSR measures are however connected to measures that affect the business model in its entirety (both economic and ethical initiatives).

Studies examining the impact of internal versus external CSR measures have found that overall CSR measures have a significant influence on the purchase intention of luxury goods (Ho et al., 2016). However, the preference for external over internal measures has shown to depend upon the specific purchase motivations of each consumer (Amatulli et al., 2018; Donato et al., 2019) and their level of power (Chang et al., 2019). Even still, some studies conclude that external measures are generally more effective than internal, through increased perceived luxuriousness of the brand and purchase intention (Amatulli et al., 2018).

2.3 Product Ephemerality and Durability

With the complexity of the luxury fashion industry and its vast number of various segments (Deloitte, 2019), the impact product type can have on luxury consumer behaviour has attained growing attention in academic research in recent years. Specifically, prior research has investigated the effect of the nature of the product itself; namely, whether it can be deemed as ephemeral or durable (e.g. De Angelis, Adıgüzel, & Amatulli, 2016; Halwani, 2019; Janssen et al., 2014). Ephemeral products, by definition, tend to go quickly in and out of trend and can be viewed as having a short-term orientation. Durable products, on the other hand, are seen to be more enduring and long-lasting. They are typically intended for use over several seasons and are by definition the opposite of ephemeral products (De Angelis et al., 2016; Janssen et al., 2014).

To our knowledge, three previous studies have been conducted on the topic of product ephemerality and its relationship with sustainable products in the luxury fashion industry. The degree of product ephemerality in relation to sustainability or CSR has been found to affect luxury consumer behaviour in some way (De Angelis et al., 2016; Halwani, 2019; Janssen et al., 2014). However, the focus and consequently findings of these studies are varied, making it difficult to draw conclusions in this particular field.

The first study in this specific field had a focus on product scarcity, fit with CSR and in what way this affected product attitude (Janssen et al., 2014). The authors found that when luxury products are scarce, e.g., haute couture or containing rare materials, a durable product is seen as more socially responsible than an ephemeral one, which leads to a better perceived fit with CSR and followingly, more positive attitudes toward the durable product. Moreover, a scarce

product of ephemeral nature showed a total lack of fit with CSR and consequently triggered less positive attitudes. For less scarce products (e.g. ready-to-wear), however, there were no significant difference between durable and ephemeral products with respect to perceived fit with CSR (Janssen et al., 2014).

De Angelis et al. (2016) investigated the effect of design similarity in the introduction of new, green luxury products (NGLP), where the design was either similar to the brand's traditional style or similar to those of existing green brands. Moderating effects included the degree of product ephemerality and brand awareness. It was found that overall, ephemeral products have a greater positive effect on the purchase intention of NGLP than durable products. This was regardless of the product's design similarity to that of its brand's traditional style or that of green brands', suggesting that ephemeral, green luxury products in general result in higher purchase intentions than durable green luxury products. Finally, new research in this field has found that luxury consumers identify high-quality craftsmanship as a key characteristic of durable luxury products (Halwani, 2019).

Finally, in another context, the previously mentioned study by Skard et al. (2020) found that the impact of sustainable product attributes on quality perceptions depended on the nature of the product's category. For products that were dependent on their relative strength (e.g. drain openers) there were negative effects of both product-related and non-product-related green attributes on perceived functional quality. On the other hand, for products that are dependent on their gentleness (e.g. body lotion) only a product-related green attribute led to positive inferences on its functional quality (Skard et al., 2020). This suggests that the relative category a product lies within can have an impact on sustainable consumer behaviour.

The findings of De Angelis et al. (2016) are slightly contrasting to those of Janssen et al. (2014). While Janssen et al. (2014) found ephemeral products to lead to more negative product attitudes when scarce compared to durable products, and no significant difference when not scarce, De Angelis et al. (2016) found that there is a general preference for sustainable luxury products that are ephemeral. However, the scarcity element inhibits the direct comparison of these findings, as De Angelis et al. (2016) do not clarify the level of scarcity of the products in their study. Thus, one cannot conclude, on the basis of these findings, whether ephemeral products yield more favourable consumer behaviour than durable products in the context of

sustainable luxury. Nonetheless, research in other industries has suggested that product category can have an impact on sustainable consumer behaviour (Skard et al., 2020).

2.4 Product Quality Perceptions

As previously mentioned, consumers hold high-quality expectations to products and brands in both the traditional and affordable luxury market (Mundel et al., 2017). In order to be perceived as high-quality products, the quality of the design, the materials and the tailoring should all be superior to products in lower-class markets (Hilton, Choi, & Chen, 2004). Previous research has considered product quality to be of great importance as this is one of the essential dimensions used to measure perceived brand value (e.g. Phau & Prendergast, 2000; Vigneron & Johnson, 1999; Yoo & Donthu, 2001). Namely, consumers seem to contemplate perceived quality as the primary type of brand value, as perceived quality refers to a consumer's subjective conclusion regarding a brand's total superiority (Zeithaml, 1988).

There is a distinction between perceived and objective quality when discussing the product quality of luxury fashion items. Objective quality is the aggregated performance of all vector product attributes, that is those attributes for which consumers prefer either a higher or lower magnitude (Mitra & Golder, 2006). Objective quality does not include intangible attributes as aesthetics, or extrinsic attributes as brand image. Perceived quality, conversely, is the overall subjective judgement of quality relative to the expectation of quality (Mitra & Golder, 2006). These expectations are based on various sources including price, advertising, brand reputation, and one's own and others' experiences (Boulding, Kalra, Staelin, & Zeithaml, 1993; Johnson & Anderson, 1995). In our study, we focus on how consumers experience the product quality based on provided information about the brand, its current collection, materials and possible sustainability measures, among other factors. Hence, we refer to the term "perceived quality" whenever product quality is mentioned and define this term as the perception of the consumer.

Even though a recent survey show that 67 per cent of the respondents considered the use of sustainable materials in general fashion production to be an "important purchasing factor" (Granskog et al., 2020), the majority of research on the subject have shown a common belief among consumers that sustainable products have lower overall performance than conventional alternatives (e.g. Bonini & Oppenheim, 2008). Luxury consumers, in particular, are expressing

scepticism about the quality of sustainable products and collections launched by luxury brands, which makes the common negative belief towards quality of sustainable products enlarged in the luxury context (De Angelis et al., 2016). According to previous research, such products might be perceived as lower quality compared to the other products of the luxury brand (e.g. Achabou & Dekhili, 2013; Griskevicius et al., 2010). As this phenomenon is significantly heightened in a luxury context, it is reasonable to believe that luxury consumers prioritise quality above sustainability (Steenkamp, Van Heerde, & Geyskens, 2010). However, these consumers appear to be more influenced by the external CSR initiatives as these activities seem to be congruent with "core business goals to maintain brand evolutions and reputations" (Bhattacharya, Sen, & Korschun, 2011). Previous studies of luxury fashion products manufactured by recycled materials, in our study referred to as product-related sustainability attribute, have even found that consumers may similarly negatively evaluate sustainability efforts (Achabou & Dekhili, 2013). Despite some dissension in previous research, the majority of findings are agreeing that collections from luxury or affordable luxury brands marked as sustainable are perceived to be of lower quality than those who are produced without the intention of being green.

2.5 Social Value

Attitudes and the way in which they influence consumer behaviour is a well-developed field in academic research (e.g. DeBono, 1987; Katz, 1960). An attitude can be defined as a predisposition to evaluate for example an object in either a favourable or unfavourable manner (Katz, 1960; Shao, Grace, & Ross, 2019). Functional theories of attitudes have been developed to explain as to why consumers hold their particular attitudes and in what way these relate to their behaviour (DeBono, 1987; Katz, 1960; Shao et al., 2019).

Functions such as the knowledge function and ego defence function have been identified (Katz, 1960), yet prior research in the field of luxury fashion suggest that the social functions of an attitude are of particular importance in explaining luxury consumer behaviour (Bian & Forsythe, 2012; Shao et al., 2019; Wilcox, Kim, & Sen, 2009). The social functions can be divided into the value-expressive function and the social-adjustive function, and these have been shown to influence the consumption of luxury brands (Bian & Forsythe, 2012). The value-expressive function allows consumers to express their beliefs, attitudes and values to

others through their consumption (Katz, 1960; Wilcox et al., 2009). The social-adjustive function, however, allows consumers to maintain relationships and gain others' approval in social situations (DeBono, 1987; Wilcox et al., 2009). A consumer's attitude towards luxury brands may serve a social-adjustive function, value-expressive function or a mixture of both (Shavitt, 1989).

The consumption of luxury goods has previously been tied to the desire to "display wealth (Chan, To, & Chu, 2015; Han, Nunes, & Drèze, 2010), acquire social status (Kastanakis & Balabanis, 2014; McEwen & O'Cass, 2004; Ordabayeva & Chandon, 2011), and seek uniqueness (Gentina, Shrum, & Lowrey, 2016; Zhan & He, 2012)" (Shao et al., 2019). These desires can be linked to the social functions of consumers' attitudes and followingly explain their behaviour. With the rise of "masstige" and affordable luxury brands, however, luxury goods have become more readily available. As a result, it has been argued that luxury goods' traditional ability to signal prestige has decreased (Han et al., 2010; Roper, Caruana, Medway, & Murphy, 2013). Moreover, the introduction of green luxury products has further complicated this field of study. Although luxury goods no longer have the same signalling effect as before in terms of prestige, some are consuming green goods to signal their environmental concern (Griskevicius et al., 2010). Research has shown that activating status motives led people to choose luxurious green products over more luxurious non-green products (Griskevicius et al., 2010). Further, status motives increased desire for green products when shopping in public (Griskevicius et al., 2010).

One of the most acknowledged theories in the study of consumer behaviour today is the Theory of Planned Behaviour (TPB), developed by Ajzen (1985, 1987, 1991). Originally based on the Theory of Reasoned Action (Fishbein & Ajzen, 1975), TPB aims to predict the intention to perform behaviours on the basis of several factors, including subjective norms. In the TPB framework, subjective norm is defined as how one perceives the social pressure to either perform or not perform a behaviour (Ajzen, 1991), and is therefore comparable to the social value factor we are investigating in this study. Research that has applied the TPB to explain luxury consumers' purchase behaviour and intention, proved that subjective norms had significant, positive effects on the purchase intention of luxury goods (Torbati, Asadi, & Mohammadzadeh, 2017). As the definition of subjective norm slightly differs from social value, these findings are not directly transferable to our study, but can provide interesting and useful insights to our research.

As such, the underlying attitudes a luxury consumer has and the social functions they serve can significantly affect their behaviour toward a particular good or brand. There are various attitudes and followingly social functions at play, e.g. to signal wealth or eco-consciousness, and these are important for each consumer to create their personal and social identities (Shao et al., 2019).

3. Research methodology and hypotheses

In the next section, our research model will be presented, in addition to the hypotheses explaining the effects in the model. Furthermore, we will present the research design of the experiment.

3.1 Research model

The foundation for the thesis is a model with various sustainability attributes as independent variables, and purchase intention and product attitude as dependent variables. We have included two mediating variables, in addition to a moderating variable which is expected to moderate the effect between the independent variable and one of the mediators. As our final research model consists of three dependent variables, we have chosen to illustrate this in three different models. The conceptual models are attached below.
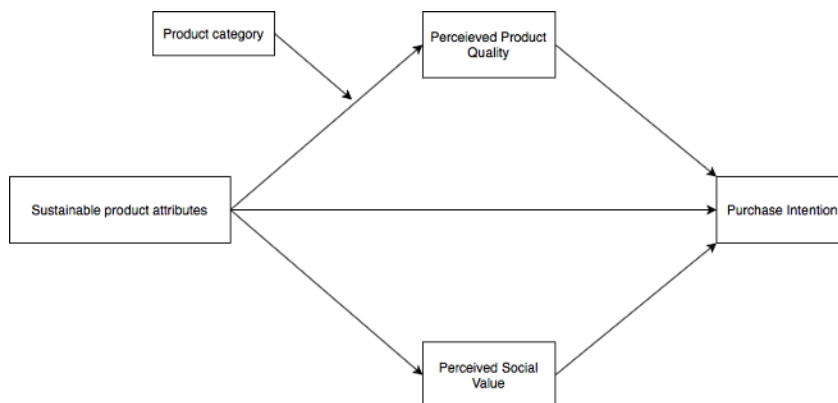
Figure 1 - Final research model with purchase intention as dependent variable.
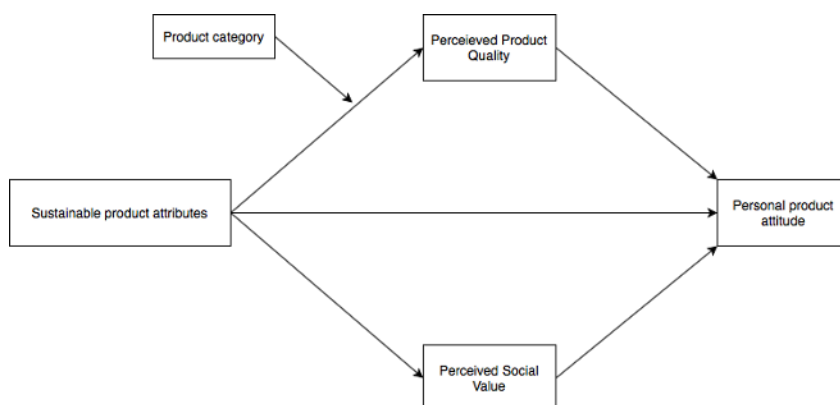
Figure 2 - Final research model with personal product attitude as dependent variable.
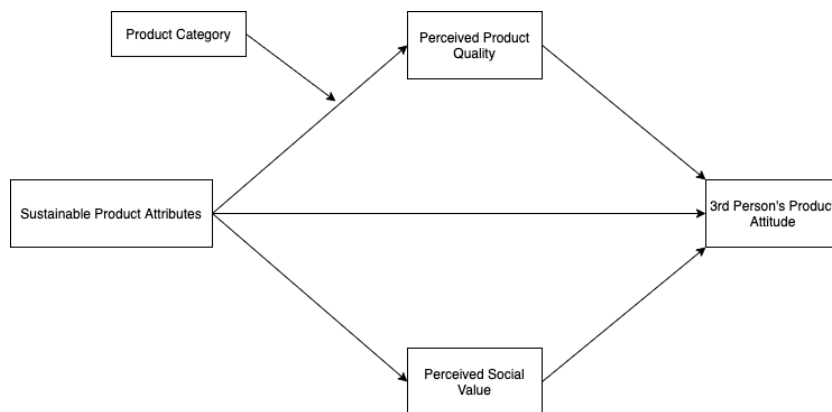
Figure 3 - Final research model with 3rd person's product attitude as dependent variable.

Figure 1 through 3 illustrates the research model used in this study, including both mediating and moderating variables. Simple and multiple mediator analyses with a multicategorical independent variable will be used in order to analyse the different factors that can explain why the various attributes affect consumers' purchase intention and product attitude, both personally and from a 3rd person perspective. In addition, the degree of product ephemerality (W) is expected to be a moderating variable on perceived product quality (M1).

3.2 Hypotheses Development

As previously stated in the literature review, prior research has found that consumers find CSR and luxury to be conflicting concepts and that sustainability is not a driver for luxury purchase intention (Achabou & Dekhili, 2013; Davies, Lee, & Ahonkhai, 2012; Griskevicius, Tybur, & Van den Bergh, 2010). In recent years, however, consumer and industry developments may suggest that there is a need for new insights into the relationship between sustainable luxury and consumer behaviour. Sustainability has proven to become an increasingly important factor in decision-making regarding fashion consumption. As new consumer groups with substantial environmental concerns enter the industry, this trend is perceived to be of growing importance. These consumer groups are perceived to be either Millennials or Generation Z, who followingly represent a critical consumer group in the emerging affordable luxury segment. Thus, the relationship between luxury fashion, sustainability and consumer behaviour has undergone major changes and is rapidly evolving, leading existing research to not necessarily provide an accurate description of today's situation.

On the basis of these developments and current changes, we perceive sustainability to have an impact on the consumer behaviour of these consumer groups in the affordable luxury segment, particularly in the parameters of purchase intention and product attitude. These parameters were chosen to capture a wide scope and understanding of the consumers' reaction to sustainability attributes, as we speculate that purchase intention alone may capture spurious effects related to participants' financial ability in the context of luxury fashion.

We therefore suggest the following hypothesis:

> *H1: Sustainability attributes (versus no sustainability attributes) in affordable luxury products will have a positive effect on a) purchase intention and b) product attitude.*

Although scant research has been conducted with regard to a product's specific sustainability attributes (or lack thereof) in the field of luxury fashion consumer behaviour, research in the consumer goods industry suggests that this has an impact on sustainable consumer behaviour (Skard et al., 2020). In the context of luxury fashion, however, studies have found that overall CSR measures have a significant influence on purchase intention, but that the preference for external over internal measures depends upon the specific purchase motivations of each consumer and their level of power.

In this thesis, we have chosen to define our product-related and non-product-related sustainability attributes (from here on referred to as PRSA and NPRSA) based on the previous research on internal and external CSR. As we will further elaborate in section 4.2, this includes the use of sustainable materials (PRSA) and regular donations to an organisation that takes an active part in reducing the use of plastic in the luxury fashion industry (NPRSA). Research has shown that external philanthropic initiatives, i.e. those that do not affect the company's business model, are likely to increase consumers' purchase intention (Amatulli et al., 2018). The NPRSA used in this study can as such be defined as an external, philanthropic initiative. These external initiatives have proven to have a more positive effect on purchase intention compared to internal initiatives, due to their alignment with the brand's status-signalling position (S. Du, Bhattacharya, & Sen, 2007) which increases the consumers' perception of the brand's luxuriousness (Amatulli et al., 2018). The feeling of luxury and the wish to adopt a luxurious lifestyle is one of the main reasons why younger generations have moved from the

middle-class market to affordable luxury (Truong et al., 2009). The increased luxuriousness external initiatives evoke may therefore be a strong argument as to why our NPRSA is more likely to increase purchase intention and product attitude than the PRSA.

As sustainability has become more important to the consumers, both internal and external initiaives are now being promoted to a greater extent than before. However, philanthropic initiatives have proven to be more visible to the consumers than internal attributes (Amatulli et al., 2018). Prior research argues that sustainability measures which are observable to the consumers are more likely to increase willingness to buy (Amatulli et al., 2018). These initiatives trigger consumer favour as they represent a better fit with the basic characteristics regarding the social orientations that define luxury products. As mentioned in section 2.4, sustainability has proved to be an important part of consumers' decision-making process in regard to general fashion purchases (Granskog et al., 2020). Observable sustainability initiatives may therefore increase the consumers' purchase intention by making them gain knowledge about the brand's sustainability actions.

The effects mentioned in this section have proved to be especially significant in terms of status-oriented consumers (Amatulli et al., 2018). Research has found that young consumers who purchase luxury products tend to choose products from the affordable luxury market in order to prove their status (Ünal, Deniz, & Akin, 2018). As the sample in our thesis consists of Generation Z and young Millennials, it is reasonable to assume that this statement will apply for our sample as well.

On the basis of all the above-mentioned similarities in this section, we view it reasonable to base our hypothesis on findings from the field of internal and external CSR. Followingly, as external CSR measures seem to be preferred and yield higher perceived luxuriousness and purchase intentions, we suggest the following hypothesis:

> *H2: The effects predicted by H1a-b will be stronger when the sustainability attribute is non-product-related (vs product-related).*

Previous research has studied the motives behind purchasing green luxury products and found that activating status motives led people to choose luxurious green products over more luxurious, non-green products (Griskevicius et al., 2010). It is further argued that some are

consuming green goods in order to express their environmental concern. Additionally, several social functions and values, such as signalling wealth, have proved to be important for each consumer when purchasing luxury goods and help them in creating their personal and social identities (Shao et al., 2019). Given these influences, it is reasonable to assume that the perceived social value of the product will be affected by the presence of sustainability attributes (or lack thereof). As Generation Z and Millennials become more dominant in the luxury market, sustainability attributes might enhance the perceived social value of the majority of the affordable luxury consumers as this generation is characteristically concerned for the environment. We suggest that a sustainable, affordable luxury fashion product will be perceived as of higher value as it will enable them to express their values and gain acknowledgement from their peers. Since the young generations are known to be more concerned about sustainability in general, including matters of the environment, animal welfare and ethical standards (Deloitte, 2019), we assume that the effect on social value from both the PRSA and NPRSA will be equal.

Prior research has found that consumer attitudes toward luxury consumption serve two important social functions by allowing self-expression (value-expressive function) and facilitating self-presentation (social-adjustive function) (Wilcox et al., 2009), and that these influence the consumption of luxury brands (Bian & Forsythe, 2012). Furthermore, it has been confirmed that many consumers seek luxury products to fulfil the need for status (Han et al., 2010). Both of these findings suggest that the consumer's perceived social value affect their attitude towards the product and purchase intention, as they are seeking to purchase products that can satisfy their need for self-expression or self-presentation, or alternatively a combination both. A study conducted in 2016 showed that perceived social value directly influenced purchase intention in the Chinese market (Sun et al., 2016). Even though this is a different customer segment than our sample in terms of geographics, we assume that some of the effects and results from the study can provide important insights about the Norwegian market and be relevant for the hypotheses development in our study.

Thus, we assume products with sustainability attributes to have a more positive effect on social value than products without said attributes, as previous research suggests that green products may fulfil consumers' need for status (Griskevicius et al., 2010) and presumably will be more in line with the values of these young generations. A higher social value will in turn lead to

higher purchase intention and a more positive product attitude. Based on this, we propose the following hypothesis:

H3: There is a positive indirect effect through perceived social value on the effect between both sustainable product attributes and a) purchase intention and b) product attitude.

Based on prior research, we suggest that different sustainability attributes in affordable luxury fashion products will create variations in consumers' perceptions of product quality, which in turn causes variations in purchase intention and product attitude. As mentioned in section 2.4, several studies have shown a common belief among consumers that green products have a lower overall performance than conventional alternatives (e.g. Bonini & Oppenheim, 2008). Some studies have even shown that consumers may negatively evaluate sustainability efforts (Achabou & Dekhili, 2013). This suggests that consumers do not yet have enough confidence in the development of sustainable materials to consider them as equal to the non-sustainable options. Furthermore, even though new consumer insights suggest that the use of sustainable materials in fashion products has become an important purchasing factor among fashion consumers (Granskog et al., 2020), we do not believe this to be true in the luxury segment. Product quality is, as mentioned, known to be one of the key drivers for luxury fashion consumption (e.g. Phau & Prendergast, 2000; Vigneron & Johnson, 1999; Yoo & Donthu, 2001). We therefore propose that luxury fashion consumers will be more reluctant to accept the potential trade-off between sustainability and quality compared to the rest of the fashion industry, as prior research on this topic suggests.

Since sustainable materials have proven to evoke scepticism among luxury fashion consumers, there is reason to believe that they value and prioritise quality above sustainability (Steenkamp et al., 2010) when forming an attitude towards the product and assessing their purchase intention. Indeed, prior research has found that by ensuring the consumers that the luxury product in question is of high quality, their risk perception is reduced, which leads to higher purchase intention and attitude towards the brand (Yu, Cauberghe, & Hudders, 2018). This can be a result of the probabilistic consistency strategy (Dick, Chakravarti, & Biehal, 1990; Skard et al., 2020). The probabilistic consistency strategy means that consumers assume a causal relationship between the unknown and known attribute (Dick et al., 1990). In our thesis, this implies that the respondents may expect a causal relationship between the quality of the

product (unknown attribute) and the PRSA (known attribute). Their lack of insight into the new technologies behind sustainable clothing, already established prejudices toward green products and learned associations regarding the relationship between materials and quality, is therefore expected to shape respondents' quality perceptions. We therefore expect to witness a negative quality assumption effect with regard to the PRSA.

In the dimensions of NPRSA, prior research in the context of external CSR suggest that such measures may evoke positive associations in the consumer (Bhattacharya et al., 2011). We do not, however, believe that these associations will affect consumers' perceptions of quality. This is due to the fact that the NPRSA is not directly linked to the production of the product and will therefore not affect the quality. Thus, we do not expect the NPRSA to have the same effect on perceived product quality as the PRSA but provide similar quality perceptions as the products without sustainability attributes. Research shows that consumers expect and demand the same product quality from traditional luxury products and affordable luxury products (Mundel et al., 2017). We therefore expect the probabilistic consistency strategy to work in the opposite direction for NPRSA and no attribute. The respondents are given information regarding the brand, their products and their rivals in the market, which most likely will lead them to assume a causal relationship between this information and the quality of the product. As the NPRSA is not directly linked to the production of the product, we expect the information regarding the brand to be even more prominent (compared to a product with PRSA) when assessing the product quality. Thus, we assume to observe a positive quality assumption effect in regard of the NPRSA and the control group.

Therefore, we propose that the products with PRSA will be perceived to differ in quality from both products with NPRSA and those in the control group. Further, we assume perceived product quality to serve as a mediator in the relationship between product attributes, purchase intention and product attitude, and will have an indirect effect on both of the dependent variables. Accordingly, we hypothesise that:

> *H4: There is an indirect effect through perceived product quality on the effect between both product attributes and a) purchase intention or b) product attitude.*

As mentioned in section 2.3, very scant research has been conducted on the relationship between green products, purchase intention and product attitude, and the degree of product

ephemerality. Research in the consumer goods industry suggest that product category has an impact on product preference in the context of sustainability attributes (Skard et al., 2020). In the luxury fashion industry however, insights are lacking, and the existing findings are slightly conflicting. While one study found that durable scarce products are seen as more socially responsible than ephemeral scarce products and will therefore induce more positive attitudes toward a durable product (Janssen et al., 2014), another found that ephemeral products are favoured in the introduction of NGLP (De Angelis et al., 2016). However, we do not focus on the degree of scarcity in our study and do therefore not assume the findings in the study from 2014 to be transferable to our thesis. Nonetheless, this study may provide some useful insights into the different effects of sustainability attributes on ephemeral versus durable products in the affordable luxury fashion industry.

On the basis of these findings, we expect the degree of ephemerality to have a moderating effect on the relationship between the sustainability attributes and the consumers' perception of quality. The reasoning behind this is based on previous literature regarding sustainability measures' effect on perceived quality, in addition to studies examining ephemeral and durable products. As durable products are seen as more enduring and long-lasting (De Angelis et al., 2016; Janssen et al., 2014), we expect consumers to be particularly critical regarding the quality of these products. Consumers purchase durable products with the intention of using them many for seasons to come. To able to do this, the product needs to be of a certain quality. Previous research has shown that various sustainability measures with regard to the materials of the product, such as recycled materials, might be negatively evaluated by the consumer (Achabou & Dekhili, 2013). We therefore argue that PRSA in a durable product will create scepticism regarding the ability to be long-lasting, and in turn cause negative product quality perceptions. Such negative quality perceptions will lead to lower purchase intention and more negative product attitude.

Ephemeral products, on the other hand, have a short-term orientation as they tend to go quickly in and out of fashion (De Angelis et al., 2016; Janssen et al., 2014). In this category, the consumers purchase the products in order to keep up with current trends and their peers and are usually not expecting the garment to be worn for several seasons. Similar to the durable products, we expect the PRSA to bring forth negative quality associations toward ephemeral products. Despite the garment being intended for one specific season, superior product quality will still be an important factor as to why the consumer chooses an affordable luxury product

and will therefore be of great importance for the ephemeral products as well. However, as the consumers know that the ephemeral products are short-term oriented by nature, we do not expect the negative perceived quality effect to be as prominent as for the durable products. Thus, we predict the perceived product quality to be affected by the degree of ephemerality of the product in question. As the consumer already know that the product is categorised as long-lasting (short-term oriented), we expect the negative perceived quality effect to be greater (lesser) for durable products (ephemeral products).

As the two studies conducted on this topic in the luxury market study slightly different concepts (that is CSR and sustainability) and the study from 2014 focuses on scarcity, we will mainly base our hypothesis on the study of De Angelis et al. (2016) in order to further investigate the relationship between ephemeral and durable products, purchase intention and product attitude.

Thus, we expect the degree of product ephemerality to moderate the relationship between product attributes and perceived product quality, where a durable product will lead to lower purchase intention and more negative product attitude compared to an ephemeral product:

> *H5: The indirect effects predicted by H4 will be moderated by product category in the following way: the indirect effect will be stronger for durable than for ephemeral products.*

3.3 Research Design

In this study, we will employ a quantitative research design in the form of an online experiment. The purpose of this study is to explain the relationship between sustainability attributes and purchase intention and product attitude in the affordable luxury fashion industry. Thus, we will apply an explanatory research design in order to analyse our hypotheses. Explanatory studies aim to analyse a situation or problem to explain the relationship between the variables at hand (Saunders, Lewis, & Thornhill, 2016). We will conduct an experiment to capture the effects of sustainability attributes on purchase intention and product attitude, both directly and indirectly through perceived quality and social value. The experiment was designed as a survey and was executed online, as this was the most appropriate form of data

collection due to our limited resources of time (Finley & Penningroth, 2015), and the ongoing COVID-19 pandemic.

This experiment will use a between-subject design, where each respondent only gets exposed to one condition (Charness, Gneezy, & Kuhn, 2012). Further, the experiment will be multifactorial with more than one independent variable. This design has proven to be effective and can be used to study both main effects and interaction effects between variables (Saunders et al., 2016). Four of the experimental groups will be informed about either a PRSA or NPRSA included in the brand's recent collection before answering questions regarding their perception and attitude toward the product. The remaining two are control groups and will go through the same process, but without being exposed to any sustainability attributes. This type of design is considered to be the most appropriate for our research, as we aim to study the effect of manipulating various sustainability attributes on purchase intention and product attitude. According to Charness et al. (2012), being asked to make a choice between A and B will influence your answer is you are asked to make the same choice again. A between-subject design was therefore considered fitting to ensure accurate manipulation. All questions in the survey are adapted from established measurement scales.

Our independent variables are PRSA, NPRSA and the control group. Further explanation about the stimuli and manipulation of these independent variables will be given in section 4.2. The dependent variables in the study are purchase intention and product attitude, wherein product attitude is twofold and consists of personal product attitude and one's perception of others' product attitude. In addition, we have included two mediating variables and one moderating variable. Perceived quality and perceived social value are predicted to have a mediating effect on the relationship between the independent and dependent variables, causing our research to include both direct and indirect effects on purchase intention and product attitude. Our moderating variable is the product's durable or ephemeral nature.

As mentioned in the literature review, some studies have already been conducted regarding consumer behaviour, attitudes and sustainability in the luxury fashion industry. In addition, affordable luxury has been researched in terms of marketing and masstige strategies. However, scant research has been provided regarding how different sustainability initiatives triggers various forms of consumer behaviour in the emerging affordable luxury market. Furthermore, our research emphasises Generation Z and Millennials to a greater extent than previous

research as, especially Generation Z , has been predicted to be the new frontier of the luxury market (D'Arpizio et al., 2020). Our moderating variable, product category, has to our knowledge only been researched in conjunction with sustainability in the luxury market in three previous studies. By including this moderating variable, together with focusing on an emerging and highly relevant section within the luxury market and a rapidly growing consumer group, we expect this thesis to be a useful contribution. Additionally, our study was executed in Norway, where scant research on this particular topic has been conducted. We therefore aim to provide better insight into the sustainable consumer behaviour of younger generations in Norway.

3.3.1 Pre-test

We conducted a pre-test with 29 respondents from October 28 – November 4, 2020, in order to test the perceived product category of the products the respondents were presented to. The sample in this test was chosen to match the population we planned to distribute the main experiment to, Generation Z and Millennials. Moreover, we conducted the pre-test on students outside NHH to prevent them from taking both the pre-test and the main survey as the latter was distributed to all students at NHH through their student e-mail. An anonymous Qualtrics-link was distributed through Facebook Messenger to the respondents of the pre-test. This was generated solely for the purpose of the pre-test, and the data we collected from the respondents was not stored.

Inputs from the pre-test proved that the manipulation of product category was successful, and no alterations of the pictures or information used to describe the products in question were necessary. However, we chose to separate the product information from the information regarding the different sustainability attributes in the main experiment, in order to put even more emphasis on this aspect of the survey. See Appendix P for the original pre-test.

4. Method for Online Experiment

The purpose of our study was to examine if and how different sustainability attributes affected consumers' purchase intention towards products from affordable luxury brands. The different attributes used in this study where categorised as PRSA and NPRSA. The mediating variables we expected to explain the indirect effect sustainability attributes might have on purchase intention and product attitude were proposed to be perceived product quality and perceived social value. However, we expected the product's ephemeral or durable nature to moderate the indirect effect of perceived quality, as well as the direct effect of the sustainability attribute on purchase intention.

4.1 Population and sample

As we wanted to research how the younger generations perceive sustainability measures in the fashion industry, we limited our population to young adults between the ages of 16-30. That is, those categorised as either Generation Z or Millennials. We did not demand that the respondents to be regular customers in the affordable luxury market, nor to have any prior knowledge of established brands or products from this market. Hence, our preferred population included the majority of students at the Norwegian School of Economics (NHH). Our primary distribution channel was therefore the student e-mail, where we sent out a survey link to 3317 students. Out of these, 348 students (10,5%) completed the survey. The email that was sent out to the students is attached in Appendix N. To further expand our range, we both posted the survey link on both LinkedIn and Facebook, where many in our personal network are within the two mentioned generations.

There was a total of 678 who started the survey, of which 527 completed it (78%). However, one of the 527 respondents did not give his or her consent in the first question and was therefore removed from the dataset. Thus, the final sample consisted of 526 respondents in total, of which 348 of the respondents (66,1%) were students at NHH, 134 respondents (25,5%) from a link published on Facebook and 44 respondents (8,4%) from a link published on LinkedIn. The sample consisted of 256 respondents aged 16-23 years (48,7%), Generation Z, and 270 respondents aged 24-30 years (51,3%), Millennials. Furthermore, the final sample consisted of 231 men (43,8%) and 295 women (56,1%).

4.2 Stimuli

In the first part of our experiment, the respondents were exposed to information about the brand which the survey was about. They were told that the brand already was a well-established brand in the affordable luxury market and that their competitors included GANNI, Ralph Lauren, Calvin Klein, Holzweiler and Filippa K, among others. Because we wanted to map out their attitudes towards the different aspects of the survey without personal associations to the brand, we told them that we did not want to expose the brand's real name or collections.

Further, the respondents got randomised into six groups. These groups consisted respectively of 82 (15,6%), 92 (17,5%), 90 (17,1%), 89 (17,0%), 90 (17,1%) and 83 (15,7%) respondents. The first three groups were exposed to a collage of a collection that consisted of ephemeral products, in addition to a text describing the products. In the text, it was clearly stated that this collection included many of this season's "must-have" items and that many influencers and other famous personalities had been seen wearing these items. Here, we used blouses and shirts in different patterns and prints to enhance the feeling of fleeting trendiness. The fourth through sixth group were exposed to a describing text and a collage of a collection that consisted of durable products. In this text, we wrote that the products had a simple and timeless design, making them reusable for years and years to come. We used purses and bags in neutral colours and shapes to make the products seem as practical and enduring as possible. Both the images and texts used in this section was pre-tested and proved to give the associations we wished to create.

After being exposed to the products in the collections, each of the six groups received information regarding the materials used in the products they just saw. Here, four of the groups also got information regarding the brand's sustainability initiatives. The first and the fourth group were told that the entire collection was made out of sustainable materials, meaning a PRSA. The second and the fifth group were told that brand donated 10% of the profit from the collection to Ellen Macarthur Plastic Commitment in order to fight the problem with excessive plastic in the fashion industry (NPRSA). The third and sixth group were control groups within the either the durable or the ephemeral product category.

4.3 Questionnaire and measurement

Qualtrics was used to both create and distribute the survey, as well as to record data. The questionnaire was created in Norwegian, as this was the native language for our participants, and are therefore translated for the purpose of this discussion and further analysis. Thus, the original survey is attached in Appendix O. Every measurement scale used in the survey were adapted from formerly established scales. When opening the link to the survey, the respondents were presented a text telling them that engagement in the survey was voluntary and anonymous (Q1). To continue to the survey, they had to confirm that they had read the information carefully and give their consent by choosing "Yes" to the question "Please press Yes in order to consent to participate and continue to the survey". We also gave the respondents the ability to press "No", which consequently ended the survey.

After the consent page, the respondents were randomised into one of the six experimental groups before being exposed to the stimuli explained in section 4.2. This information was divided into three different pages in order to ensure that the respondents managed to get all the information needed to complete the survey. First, they got presented with general information about the brand (Q2). Second, a collage of either the ephemeral or durable collection with accompanying text (Q3). On the third page, information about the collection's name and materials were given, together with either the PRSA, NPRSA or no sustainability attribute (Q4).

After receiving all the necessary information, the first question in the survey was presented and the respondents were asked to "state to what extent they thought the products in the collection were of high quality" (Q5). This question included three items and the respondents were asked to rate each item on a 7-point Likert scale, anchored by "strongly disagree" and "strongly agree". The items were respectively "the products in the collection are of high quality", "the materials the products are made of is of high quality" and "the products' details, like seems and lining, are of high quality". We did not find any scale that fitted our purpose in previous literature, but adapted three scales from Hult, Morgeson III, Morgan, Mithas & Fornell (Hult, Morgeson, Morgan, Mithas, & Fornell, 2017), Habel, Schons, Alavi & Wieseke (Habel, Schons, Alavi, & Wieseke, 2016) and Darke, Brady, Benedicktus & Wilson (Darke,

Brady, Benedicktus, & Wilson, 2016). The question was created to measure perceived product quality, which is one of two mediating variables in our research model.

Question 6 was constructed to measure perceived social value, our second mediating variable. The measurement scale was adapted from the Value-Expressive Function and Social-Adjustive Function scales by Wilcox, Kim & Sen (Wilcox et al., 2009), found in Shao, Grace & Ross' research (Shao et al., 2019). Respondents were asked to rate their attitude towards the statements listed in the question. The first two statements, "To what extent is this collection typically you?" and "To what extent would you say that this collection is in line with your values?", represented the value-expressive function. Attitudes serving a value-expressive function help people communicate their central beliefs, attitudes and values to others (Katz, 1960; Wilcox et al., 2009). When consumers hold a value-expressive attitude towards a product, they are motivated to consume it as a form of self-expression (Snyder, 1974; Wilcox et al., 2009). We therefore adapted this scale to our needs in order to map potential internal motivation to buy a product from the collection. In addition to internal motivation, we wanted to reveal purchase motivation driven by status. The last two statements in Q6, that is "To what extent would buying this product help you show others what you stand for?" and "To what extent would you like other people to know that you buy these products?", therefore represented the social-adjustive function. When consumers have social-adjustive attitudes toward products, they are motivated to consume it in order to gain approval in social situations (Wilcox et al., 2009). They consider the purchase of the garment to be a form of self-presentation. We wanted to include both as previous research has shown that consumers' attitudes towards luxury brands may serve either one of the two functions or both (e.g. Shavitt, 1989; Wilcox et al., 2009). Thus, our respondents might want to purchase an item from the sustainable collection because it reflects his or her personality (self-expression) or because it is a symbol of status (self-presentation), or a combination of both. All four items were to be answered on a 7-point Likert scale, anchored by "very small extent" and "very large extent".

The dependent variables, purchase intention and product attitude, was measured in Question 7 (purchase intention), 8 and 9 (product attitude). In Question 7, the respondents were asked to imagine that they were looking to buy a product in the affordable luxury segment and assess the probability that they would by a product from the collection they had just seen on a 7-point Likert-scale, anchored by "very unlikely" and "very likely". This question was adapted from the three-item measurement scale in the study of De Angelis et al. (De Angelis et al., 2016),

which in turn was adapted from the Willingness to Buy Scale by Dodds, Monroe and Grewal (Dodds, Monroe, & Grewal, 1991). In Question 8 and 9, we adapted and divided Spears & Singh's measurement scale for "Attitude Toward the Brand" (Spears & Singh, 2004). We decided to divide the scale into two questions with a single item, rather than one question with several items as in the original scale. The reason for this was that we wanted to enhance the focus on each item and avoid several items in one question which might seem similar to the respondents. Both questions asked the respondent to base their answers solely on the information they had been given in the survey. Question 8 asked the respondent to "Rate their impression of the collection" on a 7-point Likert scale (1 = negative, 7 = positive). Question 9 asked them to "Rate their attitude toward the products in the collection" on a 7-point Likert scale (1 = do not like, 7 = like).

Product attitude was included in the study to capture effects and attitudes toward the collection among respondents who either do not have any interest in buying affordable luxury products or do not have the purchasing power to buy products similar to the ones in the survey. Also, we wanted to eliminate the effect of a social desirability bias, which will be further discussed in section 7.1.1. In order to achieve this, we included a product attitude question where the respondents had to answer from a third-person perspective (Q10). We asked the respondents not to take their own meanings and attitudes into consideration, but to focus on other consumers within their generation who were looking to buy an affordable luxury fashion product. We then asked them to "rate the likelihood that these consumers would choose a product from the presented collection" on a 7-point Likert scale, anchored in "very unlikely" and "very likely". A similar projective measurement approach was used by Skard, Jørgensen & Pedersen (Skard et al., 2020), where they asked the respondents to rate the likelihood that each alternative presented in the study would be a success in the market. This was in turn adapted from Luchs, Naylor, Irwin & Raghunathan (Luchs, Naylor, Irwin, & Raghunathan, 2010).

Lastly, we included two demographic variables (Q11 and 12) and four control variables (Q13, 14, 15 and 16). The demographic variables, gender and age, were added to gather some additional information about our sample. The other four variables were added to map out different habits and attitudes toward affordable luxury. Question 13 asked the respondents to rate their "attitude toward affordable luxury brands such as GANNI, Ralph Lauren, Calvin Klein, Holzweiler and Filippa K" on a 7-point Likert scale (1 = very negative, 7 = very

positive). As for Question 8 and 9, we adapted Spears & Singh's measurement scale for "Attitude toward the brand" (Spears & Singh, 2004) for Question 13, but with a more direct approach. With Question 14 and 15, we wanted to know if our respondents were interested in and were frequent buyers of affordable luxury products. They were asked to enter their "interest to purchase affordable luxury products" on a 7-point Likert scale, anchored by "not interested at all" and "very interested" (Q14), and specify how often they "purchased products from brands in the affordable luxury market" (Q15). In question 15, we gave the respondents five alternative answers: "never", "rarely", "sometimes", "often" and "very often". Both Question 14 and 15 are adapted from De Angelis et al. study (De Angelis et al., 2016). The last control variable we included was a question with two items regarding environmental concern (Q16). These two items were adapted from Toti & Moulins' measurement scale of ethical consumption behaviour (Toti & Moulins, 2016). This scale consists of adaptions from four different acknowledged and established scales, in an attempt to fill the theory gaps these four have individually. In Question 16 the respondents were first asked to specify if they "prefer to buy eco-labelled products" and then if they limit their consumption of food, electricity, clothes and so on to what is truly necessary due to environmental concern.

As previously mentioned, the survey was distributed through student e-mails at NHH, Facebook and LinkedIn. To give potential respondents an incentive to participate, they were told that one of the respondents who completed the entire survey would win a pair of AirPods Pro. When we saw that the number of daily respondents sank, and consequently sent out a reminder to those who had not responded at NHH through their student e-mail. When the number of new responses got significantly less a second time and after distributing it on our social network platforms, we stopped the survey in Qualtrics and extracted the dataset. We analysed the data in SPSS and will present the analyses we used to study the different hypotheses in the next chapter.

5. Data analysis

5.1 Test of assumptions

Several statistical techniques are used in or study in order to analyse our data. This includes reliability analyses, correlation analyses, factor analyses, t-tests, ANOVAs, simple mediation analyses and finally, moderated mediation analyses. In this section, we will provide a brief explanation and discussion of some important assumptions these statistical techniques need to satisfy.

5.1.1 Level of measurement

When conducting t-tests, analyses of variance and other various parametric techniques, it is required to use a dependent variable that is continuous for t-tests and ANOVA (Pallant, 2007). Based in this, we have made use of continuous, rather than categorical, measures of our dependent variables in order to achieve a wider range of possible techniques when analysing our data (Pallant, 2007). Thus, the dependents variables meet the assumption of level of measurement.

5.1.2 Independence of observation

To meet the assumption of independence and thus ensure that individual observations are not subject to interdependence, it is important to ensure that each observation is completely independent of the others (Pallant, 2007). As the observations in this study were collected via an online experiment, there is a low risk of interdependence between the observations.

5.1.3 Normal distribution

Skewness and kurtosis are measured to test the assumption of normal distribution (Pallant, 2007). Skewness is tested in order to confirm symmetry in the distribution. Negative skewness values indicate that the collected data is clustered at high values, while positive skewness value indicates data clustered at low values. To indicate whether dispersion is high or low in the data set, kurtosis is measured. High dispersion is indicated by a negative kurtosis value, whilst a positive kurtosis implies low dispersion. Both skewness and kurtosis should be within -1 and

1, which indicates a normal distribution of variables. Though uncommon, a score of 0 on skewness and kurtosis illustrates a perfectly normal distribution of variables. However, it is reasonable to assume that data is close to normally distributed when skewness and kurtosis are within -2 and +2 (Khan, 2014).

The descriptive statistics attached in Appendix A, show that the majority of the variables in the study are between -1 and +1 on both skewness and kurtosis. The exceptions are age group and gender (kurtosis, both close to -2), and channel (skewness 1,2) which are still assumed to be normally distributed at the values are within the interval of -2 to +2. However, all three variables can be explained due to the use of distribution channels and the population sample.

5.1.4 Homogeneity of variance

To meet the assumption of homogeneity of variance, samples should be obtained from populations of equal variances (Pallant, 2007). Thus, the variability of scores for each group should be similar. Levene's test for equality of variances was applied in all relevant analyses, so as to establish whether it is reasonable to assume equal variances of a variable between the two groups. All the Levene's test for equality of variances were passed.

5.2 Control Variables

As part of our data collection, we measured several variables which may or may not affect the impact on the dependent variables. These were presented in detail in section 4.3 and mainly concerned the participant's demographics and attitude toward affordable luxury. To test whether these variables were directly correlated to the dependent variables, a Spearman's Rho correlation analysis was conducted. The analysis produced the following results, which can be viewed in Table 1 and Appendix B.

Control Variable	Dependent variable		
	Purchase intention	Personal product attitude	Perception of others' product attitude
Gender	.085	.016	.118**
Age group	-.022	.018	-.057
Attitude toward Affordable Luxury Brands 1	.203**	.184**	.096*
Attitude toward Affordable Luxury Brands 2	.231**	.181**	.022
Frequency of purchase affordable luxury products	.167**	.075	.009
Environmental concern 1	.057	.137**	.191**
Environmental concern 2	-.026	.086**	.133**
Distribution channel	-049	.040	.069

Table 1 - Spearman Rho's correlation analysis.

As there are several significant correlations, all analyses will be controlled for the relevant significant control variables. For example, all purchase intention analyses will be controlled for attitude toward affordable luxury brands (both 1 and 2) and frequency of purchase affordable luxury products.

5.3 Total effects

To test the potential total effects proposed in hypothesis H1a and b, a combination of independent sample t-tests and one-way variance analysis (ANOVA) were conducted. Independent sample t-tests allow the establishment of potentially significant differences in the mean score, on a continuous variable, of different groups (Pallant, 2007). In this study, the aim

is to compare the means of the different product attributes concerning purchase intention (H1a), product attitude (H1b) and perceived social value (H3). As these hypotheses relate to the comparison of products with sustainable attributes in general compared those without (the control group), we divided the data into two groups. The first group consisted of those who were exposed to products with a sustainability attribute of some form, and the second of those who were exposed to a product without any sustainability attributes. Eta squared was also used to estimate the effect sizes. Effect size measured by eta squared is characterised as small, medium or large given a value of .01, 0.6 or .14, respectively (Cohen, 1988). Finally, an ANOVA, which will be defined and discussed in detail in the following paragraph, was conducted to control for the significant control variables mentioned in the previous section. This was performed to remove any potential confounding effects the control variables can cause.

Further, ANOVAs were conducted to answer the hypotheses concerning a comparison of mean scores on a dependent variable for more than two groups (Pallant, 2007). In this case, that concerns the proposed effects in hypotheses H2. The response data was followingly divided into three groups; those exposed to products with a PRSA, those exposed to a NPRSA and those in the control group without sustainability attributes. Reliability tests were conducted on each measure in every scale, to ensure that each conceptual variable had similar variances and could be computed into a single variable. A Cronbach's alpha over 0.7 was used as an acceptance threshold, and total variables for perceived quality, social value and personal product attitude were computed and used in the analyses as they all surpassed the threshold. Further, to shine light where the potential differences lay between the groups in more detail, a Post Hoc comparison was conducted, specifically using Tukey HSD. Additional ANOVAs were also conducted to control for the relevant, significant control variables.

5.4 Mediation analyses

To test the suggested mediating effects in hypothesis H3 and H4, simple mediation analyses were conducted using the PROCESS macro in SPSS by Hayes (2018).
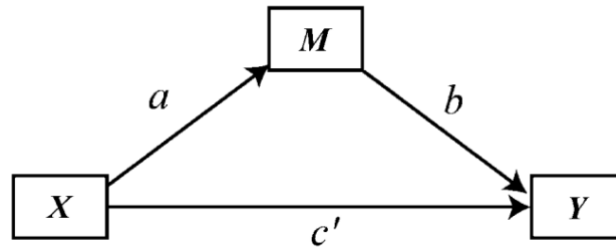
Figure 4 - Simple Mediation Model (Hayes, 2009).

Figure 4 illustrates how X, which represents the sustainability attribute, will affect the value of Y, which represents purchase intention and product attitude. In this model we do expect to experience mediation effects through M. A simple mediation model, which illustrates the simplest form of mediation, will cause X to affect Y both through a direct effect and an indirect effect (through M). This means that X can both have an effect on and be used to explain M, which in turn will affect Y.

In addition to a simple mediation model, we expect multiple mediators to occur. As Figure 5 illustrates, X will have an indirect effect on Y through both M and W. In addition to the direct effect from X to Y (c'), there will be an indirect effect on Y. The total effect on Y is therefore equal to the direct effect of X on Y plus the sum of the indirect effect through M and the indirect effect through W (Hayes, 2009). The equation will therefore be $c = c' + a_1b_1 + a_2b_2$.
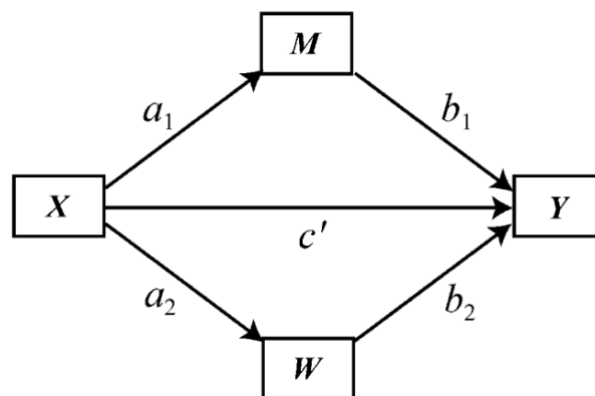
Figure 5 - Single-Step Multiple Mediator Model (Hayes, 2009)

 As our hypotheses concern whether the product attribute (X) exerts its influence on either purchase intention (Y1) or product attitude (Y2) directly or/and in parallel through perceived product quality (M1) and social value (M2), conducting mediation analyses with multiple mediators was a suitable choice.
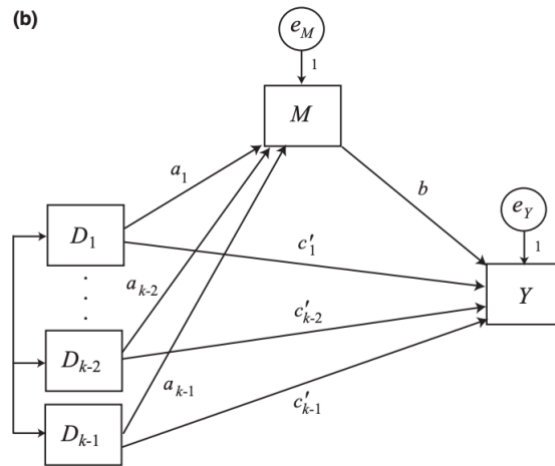
Figure 6 - Simple Mediator Model with Multicategorical Independent Variables (Hayes & Preacher, 2014).

As previously mentioned, the independent variable X will be multicategorical. Instead of containing one variable, the independent variable X consists of several categories (Hayes & Preacher, 2014), which in this study are product sustainability attributes and one control group. Figure 6 illustrates a simple mediation model with multicategorical independent variables. Thus, the basis of our research model is a combination of the simple mediation model with multicategorical independent variables and a single-step multiple mediation model.

For the purpose of our study, we chose to convert product attributes, the multicategorical, independent variable consisting of three levels, into a dichotomous variable. The three levels in question are, as previously mentioned, products with either PRSA, NPRSA or without sustainability attributes. PRSA was compared with NPRSA and coded with the values 1 and 2 and named P_NP (for product_ non-product). PRSA and the control group were coded with the values 1 and 2 and named P_c (for product_control). Finally, NPRSA and the control group were coded with the values 1 and 2 and named NP_c (for non-product_control). No values are mean-centred, and all regression coefficients are unstandardised. This applies to all analyses conducted with PROCESS.

For each proposed mediation, we therefore conducted separate analyses to determine the potential direct and indirect effects by comparing two and two groups against each other, each time excluding the final group. A seed with the value "031216" was used in all analyses to allow for accurate reproductions of these findings. Finally, the same analyses were conducted

using the relevant, significant control variables as covariates, to account for any confounding effects.

5.5 Moderation mediation

The concept of moderation concerns the scenario if "the effect of X on some variable Y is moderated by W if its size, sign or strength depends on or can be predicted by W" (Hayes, 2018). To put it in another way, the independent variable X interacts with the moderator W in their influence on Y. The independent variable, X, is in figure 7 simplified to one variable, but will in our experiment be multicategorical with different sustainability attributes analysed against the control group. X1 is PRSA compared with the control group and X2 is NPRSA compared with the control group.
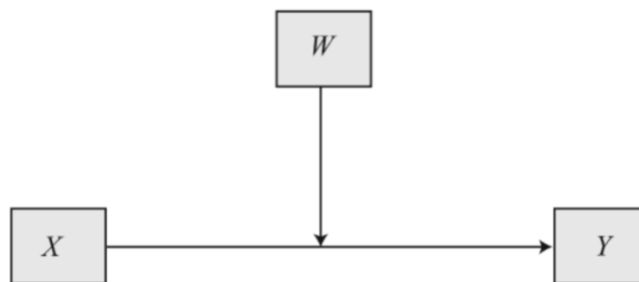
Figure 7 - Model with moderator (Hayes, 2013).

Our final hypothesis proposes a moderated mediation by product category on the indirect effect of product attribute through perceived product quality on purchase intention and product attitude. This forms a conditional process analysis, which is used to understand the conditional nature of the effects from one variable to another (Hayes, 2018). In this study, it is used to deepen our understanding of the effects of product attribute on purchase intention and product attitude directly or indirectly through perceived product quality, whilst allowing these effects to be contingent on the product's relative ephemerality or durability.

Separate analyses were carried out using the PROCESS macro in SPSS to compare all groups and the indirect effect on our three dependent variables (purchase intention, personal product attitude and 3rd person's product attitude). The same groupings were used as in previous analyses using PROCESS, where two and two attributes are compared against each other.

6. Results

6.1 Total effects

6.1.1 Total effects on purchase intention and product attitude

T-tests were conducted to answer the following hypothesis:

> *H1: Sustainability attributes (versus no sustainability attributes) in affordable luxury*
> *products will have a positive effect on a) purchase intention and b) product attitude.*

The tests compared the probability of purchase intention as well as the effect on product attitude given a participant's exposure to a product with PRSA or NPRSA, compared to no sustainability attributes. Please see Appendix C for results.

Purchase intention

The effect on purchase intention between products with sustainability attributes (M = 3.95, SD = 1.622) and without sustainability attributes (M = 3.67, SD = 1.570) was nearly significantly different at a 5% significance level (t (524) = 1.888, p = .06). Equal variances between the groups were assumed as the Levene's test produced a high p-value (Sig. = .871). The magnitude of the difference in means was relatively small (Mean difference = .281, 95% CI - 0.011 to 0,574) with an eta squared of .007. An ANOVA analysis was conducted to control for the significant control variables in their relation to purchase intention, which produced no change in significance levels. The findings therefore suggest that respondents' purchase intention is not significantly affected by the presence or lack of sustainability attributes in an affordable luxury product. Thus, the results do not support hypothesis H1a.

Personal product attitude

In the measure of personal product attitude however, participants exposed to products with sustainability attributes (M = 4.5581, SD = 1.16599) showed significantly more positive product attitudes (t (524) = 6.459, p < .001) than those exposed to products without

sustainability attributes (M = 3.8873, SD = 1.01601). Equal variances were assumed as the Levene's test was passed. The magnitude of the difference in means was medium sized (Mean difference = 0.67079, 95% CI .46678 to .87480, eta squared = .074). Controlling for the significant control variables related to personal product attitude in an ANOVA did not alter the significance levels. Hence, the findings suggest that hypothesis H1b is supported in relation to personal product attitude.

3rd person's product attitude

As in the analysis of the effect on purchase intention, lack of significant difference also applies for the effect on 3rd person's product attitude (t (524) = .665, p = .506) given either a product with sustainability attributes (M = 5.02, SD = 1.125) or without (M = 4.95, SD = 1.099). Equal variances were assumed as the Levene's test was passed. Here, the mean difference is very small (Mean difference = .069, 95% CI -.135 to .273, eta squared = .0008). Controlling for relevant control variables with an ANOVA with covariates did not affect the outcome. Hypothesis H1b is therefore not supported in relation to 3rd person's product attitude.

All in all, hypothesis H1a is not supported while H1b is partly supported.

6.1.2 Sustainability attribute differences

To test hypothesis H2, planned comparisons in ANOVAS were conducted. The hypothesis reads as follows:

> H2: The effects predicted by H1a-b will be stronger when the sustainability attribute is non-product-related (vs product-related).

The tests are therefore aimed at determining whether products with NPRSA have a greater positive effect on purchase intention and product attitude than products with PRSA have. This is given that sustainability attributes, in general, generate a more positive effect than no sustainability attributes. The tests were conducted with two planned comparisons: one comparing sustainability attributes jointly with the control group, and one comparing the two types of sustainability attributes and their relative effect. Please see Appendix D for results.

Purchase intention

As established in the analysis of hypothesis H1, no significant difference was identified between sustainable and conventional products in their effect on purchase intention. However, the planned comparison is nearly significant at a 5% significance level (t (523) = 1.915, p = .056), suggesting that it may have an impact. Nonetheless, our prerequisite for hypothesis H2 is not supported. The planned comparison of PRSA and NPRSA did not yield significant differences either (t (523) = 1.410, p = .159). To further explore the potential effect of sustainability attributes on purchase intention, a post-hoc comparison using a Tukey HSD test was conducted. The results suggest that participants exposed to products with PRSA have a nearly significantly higher purchase intention (Mean difference = .406, p = .051) than those in the control group.

Personal product attitude

For personal product attitude however, the planned comparison confirms the findings in hypothesis H1b by illustrating a significant difference in the comparison of sustainability attributes versus without (t (523) = 6.533, p < .001). Further, the sustainability attributes displayed a significantly different personal product attitude (t (523) = 2.445, p = .015). To further explore these effects, a post hoc comparison Tukey HSD test was conducted. It revealed that all groups scored statistically different from each other. Participants exposed to products with PRSA displayed a significantly more positive product attitude than those exposed to NPRSA (Mean Difference = .2900, p = .039) and conventional products (Mean Difference = .08203, p < .001) respectively. Further, there was a significant difference between those exposed to products with NPRSA and conventional ones (Mean Difference = .5303, p < .001). Even when controlling for all significant control variables in an ANOVA test, the effect remained significant (Please see Appendix D for detailed results).

3rd person's product attitude

There was no significant difference between sustainability attributes and those without in their effect on 3rd person's product attitude (t (523) = .701, p = .484). Thus, our prerequisite for hypothesis H2 is not supported in this parameter either. However, the planned comparison of

PRSA and NPRSA was nearly significant at a 5% significance level (t (523) = 1.924, p = .055). The post hoc comparison using Tukey HSD reflected no significant differences between any attributes.

Thus, there is no evidence to support hypothesis H2 in relation to purchase intention or the 3rd person's product attitude. In the realm of personal product attitudes however, there are significant differences between the product attitudes toward products with PRSA and NPRSA. However, the effect is the opposite of our prediction in the hypothesis. While we predicted that products with NPRSA would yield more positive attitudes, our findings suggest that rather, it is the product with PRSA that generate the most positive product attitudes. Hypothesis H2 is therefore not supported.

6.2 Mediating effects

6.2.1 Effects on perceived social value

Several regression analyses using PROCESS in SPSS were carried out to answer the following hypothesis:

> *H3: There is a positive, indirect effect of perceived social value on the effect between both sustainable product attributes and a) purchase intention or b) product attitude.*

The analyses were carried out to establish whether purchase intention and product attitude are directly affected by the product having either PRSA or NPRSA or no sustainability attributes (control group), and further whether this effect is exerted indirectly through the perceived social value of the product. Results can be found in the figures below and in Appendix E.

Mediation toward purchase intention

In the first regression analyses, responses from participants exposed to products with PRSA were compared to those in the control group in order to detect possible effects in purchase intention. Results indicate a significant total model effect and significant indirect effect

through their perceived social value of the product. The indirect effect through perceived social value has an effect of -.5352 (95% Boot CI -.7452 to -.3503), which suggests that conventional products yield significantly lower perceived social value than those with PRSA. This will in turn lessen the participants' purchase intention. The total effect of the model (β = -.4055, p = .0162) suggests a higher purchase intention for products with PRSA compared to conventional ones. Moreover, this effect is in part exerted though the product's perceived social value. The indirect effect remains significant after having controlled for the relevant control variables in relation to purchase intention. The mediation effect is illustrated in figure 8.

As shown in Appendix E, all analyses with purchase intention as dependent variable produced a significant indirect effect through perceived social value, including the comparison of NPRSA and the control group. Thus, hypothesis H3a) is supported.
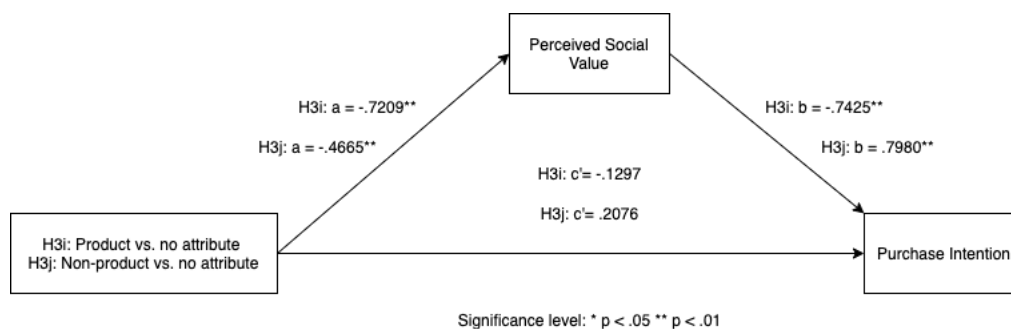
Figure 8 - Mediation through social value toward purchase intention.

Out of interest, comparative analyses of PRSA and NPRSA were conducted. No significant direct effect was established; however the indirect effect is significant, suggesting that respondents perceive products with PRSA to have a greater social value than NPRSA, which in turn yields a higher purchase intention.

Mediation toward personal product attitude

When comparing products with PRSA and the control group with personal product attitude as dependent variable, the results suggest a significant total effect, direct effect and indirect effect. Conventional products yield more negative personal product attitudes than products with PRSA at the same levels of perceived social value, as shown in the significant direct effect (β = -.3961, p = .0001). Further, conventional products produce lower social value

compared to those with PRSA, which in turn results in a more negative personal product attitude. The indirect effect ($\beta = -.4242$, 95% Boot CI -.5737 to -.2847) and total effect ($\beta = -.8203$, $p < .001$) were both significant and negative. As the indirect effect is negative through perceived social value, the result suggests that products without sustainability attributes yield significantly lower perceived social value than those with product-related sustainability attributes. An ANOVA was consequently performed to control for relevant control variables related to personal product attitude. Both the total effect, direct effect and indirect effect remain significant when controlling for the control variables.

Similar effects were found in the analyses comparing NPRSA and the control group. Here, the total effect, direct effect and indirect effect are significant. The mediation model is illustrated in figure 9.
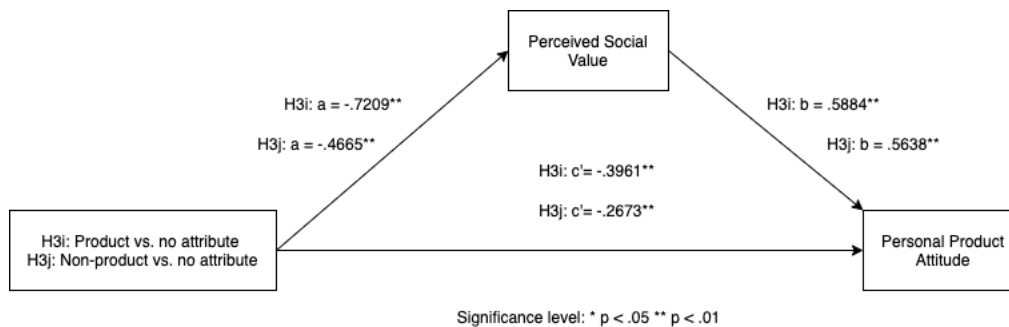
Figure 9 - Mediation through social value toward personal product attitude.

A comparison of PRSA and NPRSA was also conducted. Again, no direct effects were indicated, however the indirect effects are significant, suggesting that respondents perceive products with PRSA to have higher social value than products with NPRSA, which consequently results in a more positive product attitude.

Mediation toward 3rd person's product attitude

In the relation to participants' 3rd person's product attitude, results did not indicate any total or direct effects in any of the product attribute group comparisons. Moreover, However, significant indirect effects were discovered in the comparison of NPRSA and the control group, as well as in the comparison of PRSA and NPRSA in the parameter of perceived social value. When controlling for the relevant control variables for this dependent variable, the indirect effect in the comparison between NPRSA and the control group ($\beta = -.0698$, 95% Boot CI -.1447 to -.0133) was no longer significant. Conversely, the indirect effect through

perceived social value discovered between PRSA and NPRSA (β = -.0466, 95% Boot CI -.1118 to -. 0018) remained significant after conducting the ANOVA. This significant indirect effect suggests that products with NPRSA yield significantly lower perceived social value than those with PRSA, in regard to 3rd person's product attitude.

As the findings are conflicting in the parameters of personal versus the perception of others' product attitude, hypothesis H 3b) is only partly supported. Significant indirect mediation effects have been identified in the realm of personal product attitudes, but only one in the 3rd person perspective.
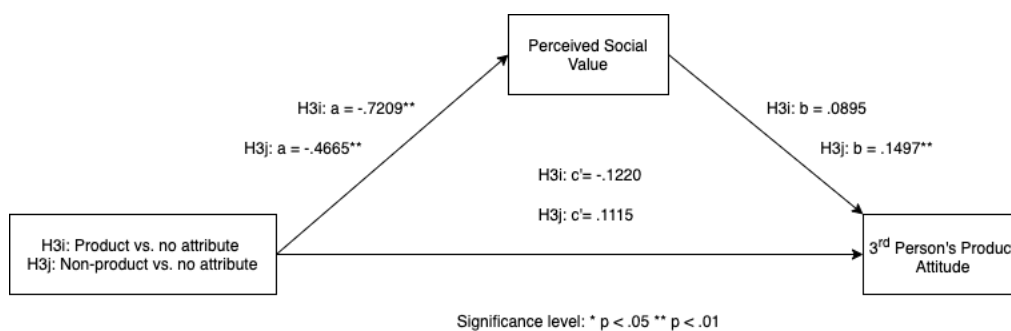
Figure 10 - Mediation through social value toward 3rd person's product attitude.

6.2.2 Effects on perceived product quality

Simple mediation analyses were conducted to answer the following hypothesis:

> *H4: There is an indirect effect through perceived product quality on the effect between both product attributes and a) purchase intention or b) product attitude.*

The aim of these analyses was therefore to establish whether the effect of sustainability attributes is exerted in part through perceived product quality in its effect on purchase intention and product attitude. Simple mediation analyses were conducted using Hayes' PROCESS Model 4 (Hayes, 2018). Results can be found in the figures below and in Appendix F.

Mediation toward purchase intention

In the comparison of products with PRSA and the control group on their effect on purchase intention, the indirect effect is significant (β = -.3932, 95% Boot CI -.5612 to -.2431). This suggests that products with PRSA yield significantly higher perceptions of product quality than conventional products do, which in turn leads to higher purchase intentions. Further, there is no significant direct effect, but a significant total effect (β = -.4055, p = .0162). In the comparison of NPRSA and the control group, no significant effects were evident. However, when comparing the two sustainability attributes, the indirect effect is significant (β = -.2326, 95% Boot CI -,3720 to -.1105), suggesting that products with PRSA yield significantly higher perceptions of quality than NPRSA, which in turn leads to a higher purchase intention. No significant total or direct effects are established. So, although there is evidence of an indirect effect, the effect is the opposite of our predictions. Thus, hypothesis H4a is not supported. Please see figure 11.
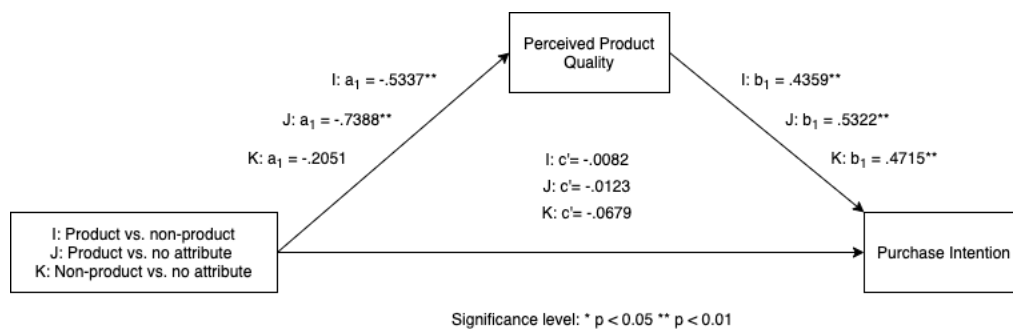
Figure 11 - Mediation through product quality towards purchase intention.

Mediation toward personal product attitude

Relatively similar findings were evident in the comparison of PRSA and the control group in their effect on personal product attitude. The indirect effect was significant (β = -.3814, 95 % Boot CI -.5228 to -.2531) and suggested that products with PRSA yielded significantly higher perceptions of product quality, which in turn results in a more positive personal product attitude. The total and direct effects were also significant. In the comparison of NPRSA and the control group however, no significant indirect effect is evident, however both the total and direct effects are significant. Finally, in the comparison of products with PRSA and NPRSA, the indirect effect was significant (β =-.2792, 95% Boot CI -.4200 to -.1518), which suggest the same effect described in the comparison between PRSA and the control group. There was

a significant total effect, but not a direct effect. All in all, hypothesis H4b is not supported in the parameter of personal product attitude, even though there is evidence of an indirect effect. Please see figure 12.
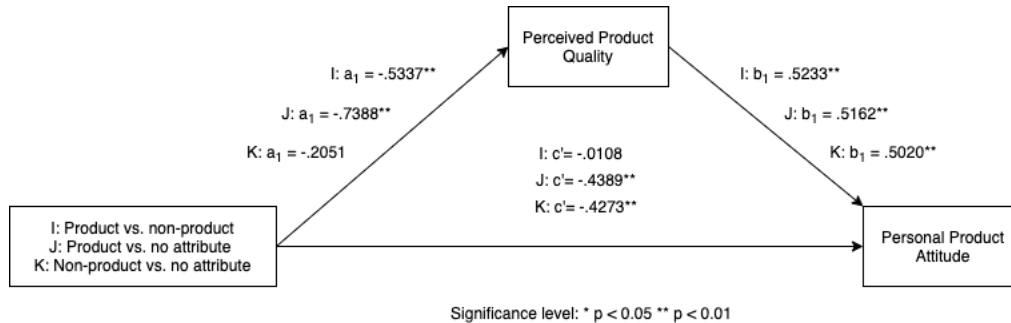
Figure 12 - Mediation through product quality towards personal product attitude.

Mediation toward 3rd person's product attitude

Finally, significant indirect effects were evident in the comparison of products with PRSA and the control group only. This effect ($\beta = -.1195$, 95% Boot CI $-.2209$ to $-.0373$) suggests that products with PRSA yield higher perceptions of product quality than conventional ones do, which in turn leads to more positive perceptions of 3rd person's product attitude. The other comparisons and their effect on 3rd person's product attitude were not significant. Thus, hypothesis H4b is not supported. Please see figure 13.
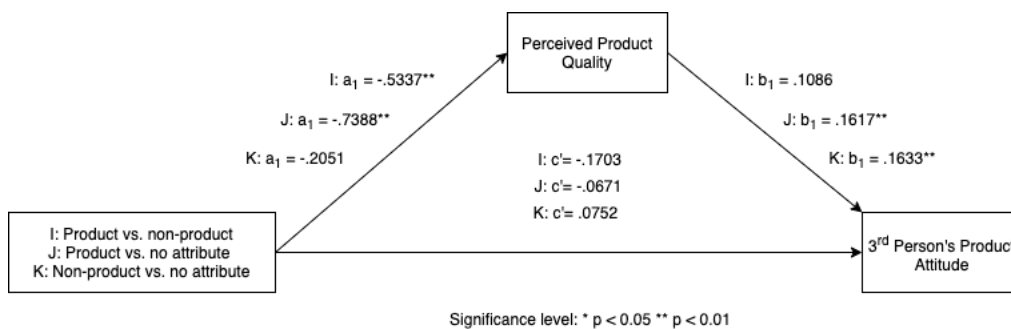
Figure 13 - Mediation through product quality towards 3rd person's product attitude.

All in all, hypotheses H4a and H4b are not supported. Even though there is evidence of an indirect effect toward both purchase intention and personal product attitude, the effect is the opposite of our predictions in the hypotheses development.

6.3 Moderated mediation

Separate moderated mediation analyses were carried out to answer the following hypothesis:

H5: The indirect effects predicted by H4 will be moderated by product category in the following way: the indirect effect will be stronger for durable than for ephemeral products.

The aim of these analyses is therefore to establish whether, and if so in what way, the relationship between sustainability attributes and the perceived product quality, which in turn influences the purchase intention and product attitude are conditional to the product category. PRSA and control were firstly compared with purchase intention as the dependent variable. The analysis both confirmed the lack of a direct effect (β = -.0123, p = .9415) and the significant, positive effect of perceived product quality on purchase intention (t (344) = 6.8326, p < .001). Interaction between product category and product attribute is identified in the relationship with perceived product quality is not identified (F (344) = .0010, p = .9735, R^2 = .000), and neither is a moderated mediation (Index = -.0036, 95% Boot CI -.2416 to .2258). The conditional indirect effects of product attribute on purchase intention through perceived product quality is however negative and significant for both ephemeral (β = -.3895, 95% Boot CI -.5966 to -.2110) and durable products (β = -.3931, 95% Boot CI -.6096 to -.2127). As such, there is a mediation effect as previously established. However, the results of this analysis suggest that it is not dependent on the product category. The analysis produces significant indirect effects for both ephemeral and durable goods, but the potential difference in effect in the relationship between product attribute and perceived product quality is not statistically significant. Please see Appendix G for detailed results. Similar effects were found in the comparison of PRSA and NPRSA, but no significant indirect effects were found for either product category in the comparison of NPRSA and control.

In the same analysis with personal product attitude as a dependent variable, similar effects were identified in the comparison of PRSA and NPRSA, and NPRSA and control. However, in the comparison of PRSA and control, a significant direct effect was identified as well (β = -.4389, p = .0001). For analyses with the perception of others' product attitude as a dependent

variable, no effects were found except a significant indirect effect for both categories in the comparison of PRSA and control.

All analyses were re-run to control for the relevant control variables, and no significant changes occurred.

Thus, hypothesis H5 is not supported.
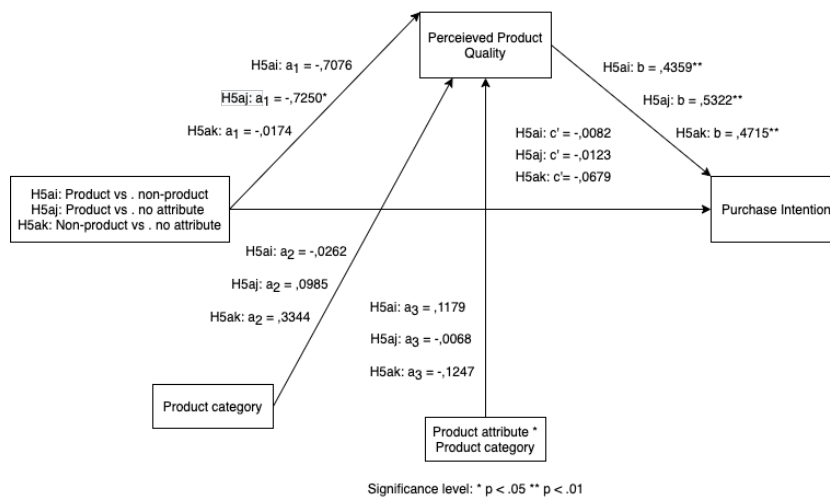
Figure 14 - Moderated mediation model, purchase intention.
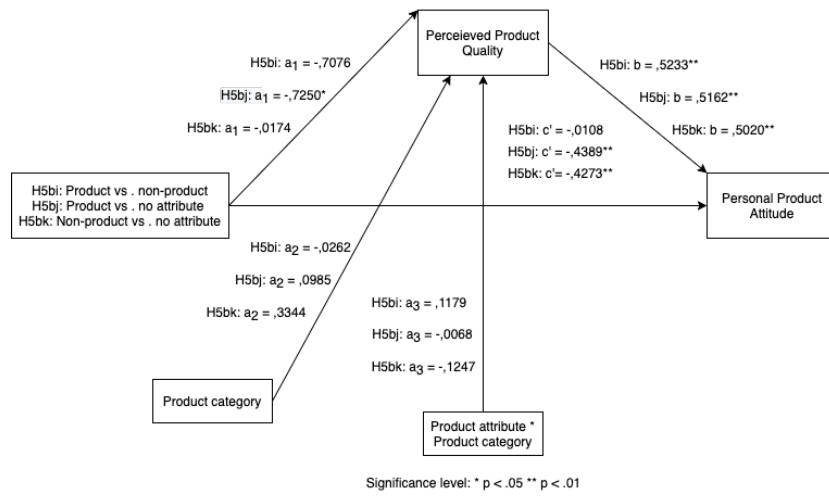
Figure 15 - Moderated mediation model, personal product attitude.
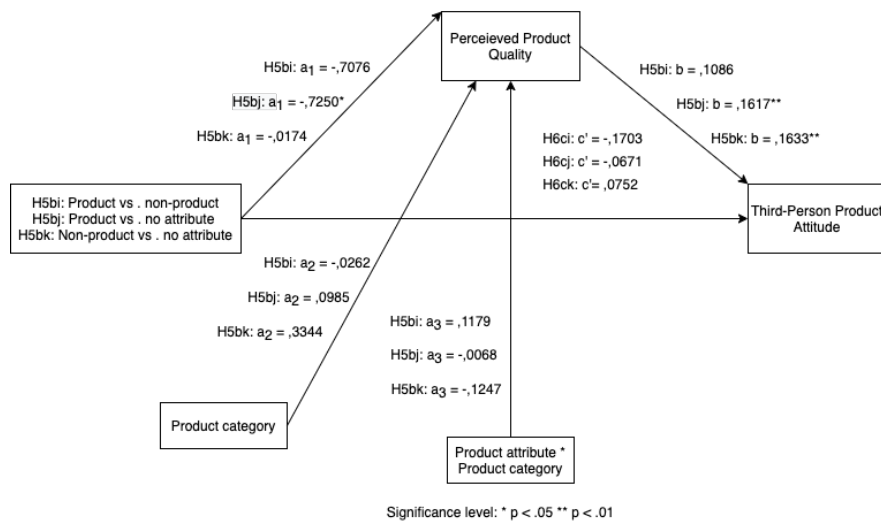
Figure 16 - Moderated mediation model, 3rd person's product attitude.

6.4 Additional findings

6.4.1 Further analyses on the conceptual model

As product category did not moderate the predicted effect between product attribute and perceived product quality, we wish to conduct further analyses on our proposed conceptual model without the moderator. This is because we find it of interest to further study how our proposed mediators jointly affect the way product attributes affect purchase intention and product attitudes in the total indirect effect, without the moderator as it was only proposed to moderate the effect on perceived product quality.

In the hypotheses development, it is evident that we predicted the two mediators to affect the model in different directions, thus creating a need-conflict. Sustainable products were predicted to yield a higher perceived social value, but at the same time it would yield a lower perceived product quality. As such, hypothesis H2 predicted that products with NPRSA would yield the most positive product attitudes and highest purchase intention, because it has the advantage of sustainability to heighten social value, without lowering the quality. However, as shown in the findings of hypothesis H2 and H4, it is evident that this is not the case. Products with PRSA are favoured and yield higher perceptions of quality rather than lower.

Thus, a parallel mediation model, using Hayes' PROCESS model 4 (Hayes, 2018), with perceived product quality and social value as mediators was conducted. As previously mentioned, the analysis comparing products with PRSA and conventional ones and their effect on purchase intention, will be presented as an example. All results from other analyses will be briefly discussed and can be found in Appendix H.

Results from the pruned conceptual model yields a significant total effect, total indirect effect and significant indirect effects through both mediators in the comparison of products with PRSA and the control group in their effect on purchase intention. The direct effect was not significant. The total indirect effect (β = -.7086, 95% Boot CI -.9375 to -.4984) suggest that the different product attributes exert their effect through both mediators, and that they do not cancel each other out or have conflicting effects. Both perceived product quality (β = -.2402, 95% Boot CI -.3741 to -.1223) and social value (β = -.4685, 95% Boot CI -.6581 to -.2999)

establish that products with PRSA yields significantly higher purchase intentions than products in the control group.

For the other analyses with purchase intention as dependent variable, there were significant total indirect effects, but no significant total model effects. Further, for the analyses concerning personal product attitude, all total effects and total indirect effects were significant, and with the addition of some direct significant effects. For 3rd person's product attitude on the other hand, there were some significant total indirect effects, yet no significant total effects. The findings from this test of our conceptual model are in line with our findings in hypotheses H3 and H4. Please see figure 17, 18 and 19 for the conceptual models, and Appendix H for results.
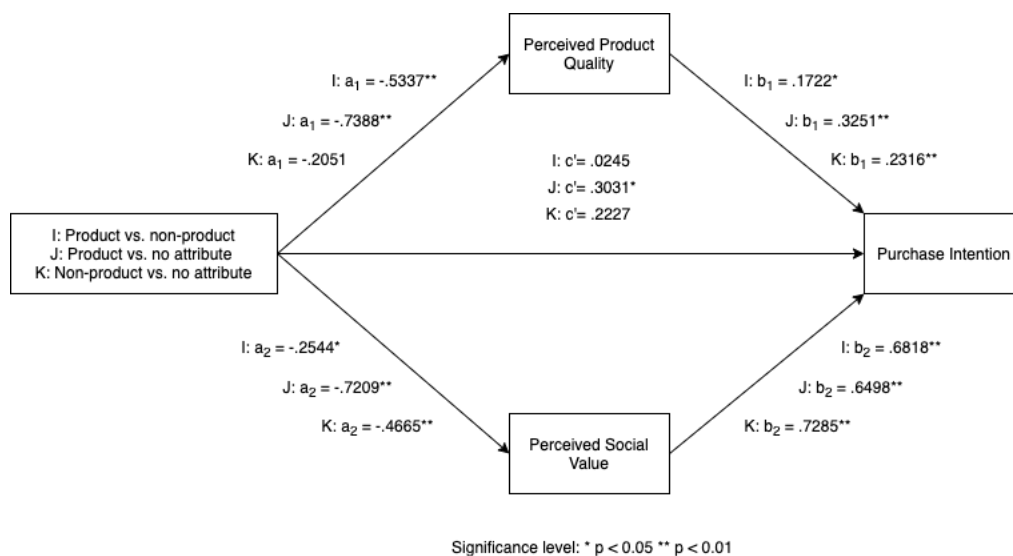
Figure 17 - Parallel mediation towards purchase intention.
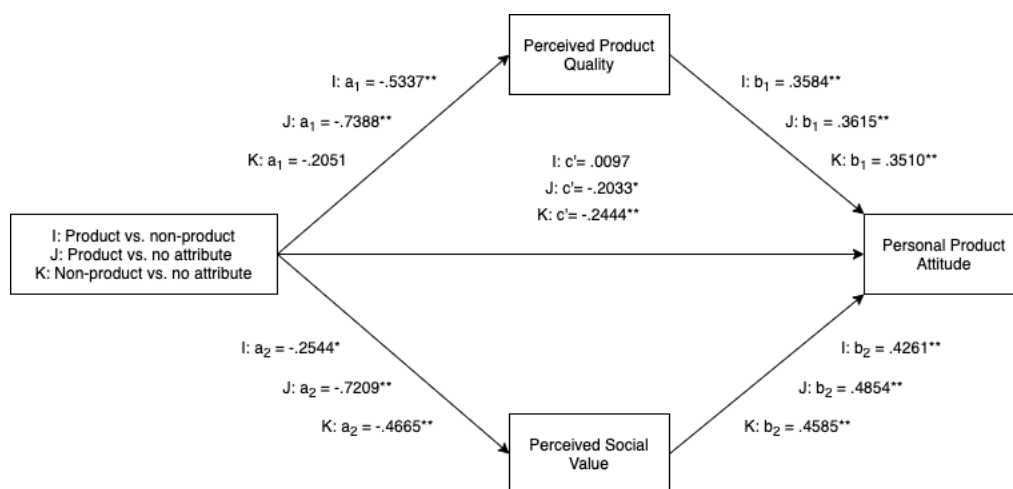
Figure 18 - Parallel mediation towards personal product attitude.
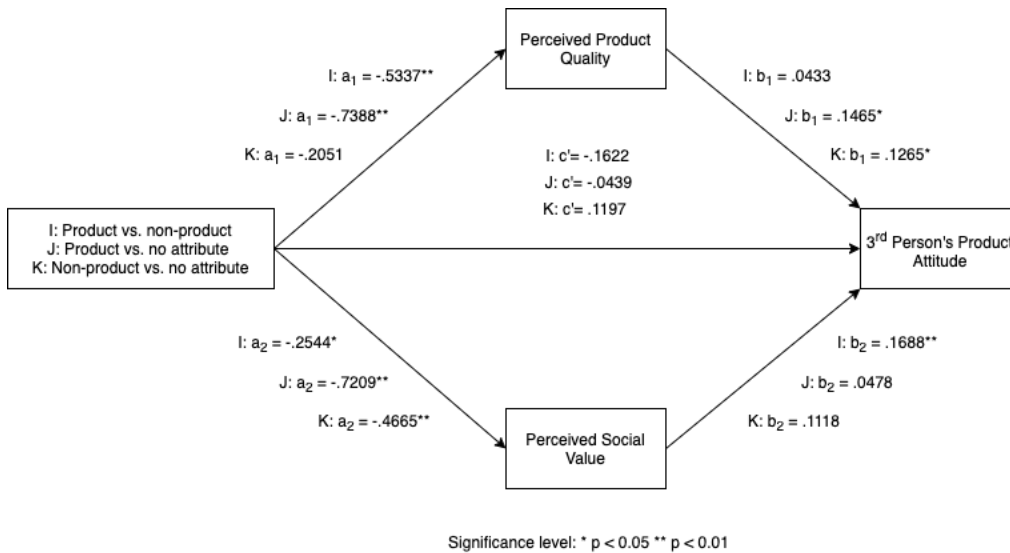
Figure 19 - Parallel mediation toward 3rd person's product attitude.

6.4.2 Attitude toward Affordable Luxury and its impact

In section 6.1, it was established that the significant difference between PRSA and control in relation to purchase intention was not significant when including control variables as covariates. In this section, we therefore wish to probe the relationships presented in hypothesis H1 to further our understanding of the relationships between sustainability attributes and their effect on purchase intention and product attitude. Simple moderation analyses were conducted and the Johnson-Neyman technique was applied to identify significance regions (source).

The variables included as covariates which resulted in the removal of the significant difference in H1 were namely consumers' attitude toward affordable luxury brands, purchase interest for products from affordable luxury brands and finally the consumer's purchasing frequency of products from affordable luxury brands. These measures will hereby be referred to as overall attitude toward affordable luxury brands when discussed in conjunction.

The analyses established a significant interaction between the comparison of NPRSA and the control group and one's attitude toward affordable luxury brands in their effect on purchase intention ($R^2 = .0118$, $F = 4.3657$, $p = .0374$). The Johnson-Neyman significance regions spanned from 2.000 to 3.8578 on a scale from 1 to 7. Thus, respondents with a low to moderate attitude toward affordable luxury brands have significantly higher purchase intentions for

products with NPRSA compared to conventional products. Please see Appendix I for these results.

Although no other significant interaction effects at a 5% significance level were identified, there appears to be consistent tendencies in the Johnson-Neyman significance regions of other analyses. Some were however at a 10% significance level, and are included in Appendix I. Specifically, the significance regions suggest that consumers with a relatively neutral to moderately high attitude and purchasing interest toward affordable luxury brands have a significantly higher purchase intention for products with sustainability attributes than conventional ones. Further, similar analyses on the effect on personal product attitude suggest that, regardless of the respondents' score on the overall abovementioned attitude variables, their product attitude was significantly more positive toward the products with sustainability attributes than conventional ones. However, as previously mentioned these interactions were not significant, indicating that further research on these effects is necessary to draw conclusions on their relative impact.

6.4.3 Environmental concern and its impact

To investigate the potential impact respondents' environmental concern had on the results in this study, additional moderation analyses were conducted. Simple moderation analyses were conducted using Hayes' PROCESS Model 1 and were conducted on the comparisons of groups as previously done in this data analysis and their impact on the perception of social value, product quality, purchase intention and personal product attitude. The two environmental concern measures were used as moderators, namely one's preference for buying environmentally labelled products and one's effort to limit consumption.

Significant moderation effects were found with product attributes' effect on perceived social value, quality and purchase intention. One's preference for buying environmentally labelled products was largely the variable that moderated the relationships in these analyses and gave significant interaction effects in the comparisons of PRSA and the control group, and NPRSA and the control group in relation to Social Value. Further, preference for buying environmentally labelled products also moderated the effect on perceived product quality and

purchase intention between PRSA and the control group. One's effort to limit consumption did not yield any significant interactions.

Further probing of these relationships using the Johnson-Neyman significance region technique suggested that the more environmentally concerned a consumer is, the more likely are they to perceive products with product-related or non-product-related sustainability attributes to have a higher social value than conventional products. Significant interaction effects on perceived social value were not found in the comparison of the two types of sustainability attributes.

As previously mentioned, in relation to purchase intention, only significant interaction effects were found between the comparison of PRSA and the control group and the respondent's preference for buying environmentally labelled products. Further analyses using Johnson-Neyman revealed that consumers who have a moderate to high preference for environmentally labelled products have a higher purchase intention for products with PRSA than conventional ones.

One significant interaction effect was found toward the parameter of perceived product quality in the comparison of PRSA and the control group with preference for environmentally labelled products as moderator. Further probing revealed that consumers with a relatively low to high preference for such products perceived the product with product-related sustainability attributes to have higher quality than the conventional one.

Please see Appendix J for detailed results from these analyses.

6.4.4 The impact of product category

As established in section 6.3, product category was not found to be a moderator in our particular model, suggesting that the indirect effect through perceived product quality is not conditional to the type of product in the relationship between product attributes and either purchase intention or product attitude. In order to establish whether the products ephemeral or durable nature however has any impact on the relationships in this study, additional analyses

were conducted. As in previous analyses, the three groups of product attributes were compared against each other in pairs.

Firstly, independent sample t-tests, similar to those in hypothesis H1, were conducted on the relationships between product attributes and either purchase intention or product attitude while exclusively using data from either the ephemeral or the durable conditions. Similar to the findings in hypothesis H1, a significant difference was established in relation to personal product attitude between products with PRSA and the control group and between products with NPRSA and the control group, for both ephemeral and durable products. No significant differences were established between products with PRSA and NPRSA. In the parameter of purchase intention however, a significant difference was established between products with PRSA and the control group for durable products (t (170) = 2.598, p = .010, Mean Difference = .639), but not for ephemeral ones (t (170) = .900, p = .369, Mean Difference = .203). These findings are partly in line with the findings in hypothesis H2, where the comparison of PRSA and the control group and its effect on purchase intention was nearly significant at a 5% significance level. Here, it is established that there is a difference in significance between the two product categories in this particular analysis. As such, PRSA yield significantly higher purchase intentions than conventional products do when the product has a durable, rather than ephemeral nature.

To further test the potential effects of product category, regression analyses were conducted using PROCESS Model 59, where the moderator moderates all relationships in a mediation model, which in this case is parallel. The results of these analyses can be found in Appendix K.

Firstly, no significant interaction effect between product category and product attribute was found, which is in line with our findings in hypothesis H5. However, for the indirect effects through perceived social value and product quality, some significant interaction effects with product category were established. Specifically, this was in the comparison of PRSA and NPRSA and their effect on personal product attitude. These interaction effects were significant for both the interaction with product quality (R^2 = .0140, p = .0038) and social value (R^2 = .0108, p = .0107) toward product attitude. Conditional effects indicate that the interactions are significant, however the effect seems to be stronger for durable goods in relation to quality and for ephemeral products in relation to social value. This may suggest that

consumers place greater importance on perceived product quality for durable goods and a greater importance on social value for ephemeral products when forming their personal product attitude.

6.4.5 Gender effects

As gender has shown to have an impact on sustainable consumer behaviour in prior research (e.g. Brough, Wilkie, Ma, Isaac, & Gal, 2016; Rygh Jerndahl & Helletun Naess, 2018), several additional analyses were conducted to establish whether gender had an effect on the relationships in this study. Analyses on the total effects using gender as a moderator did not yield significant results. We therefore decided to investigate the male and female respondents' data separately to identify potential differences.

Independent sample t-tests, similar to those conducted in the analysis of hypothesis H1, were carried out by comparing test groups and their relationship with our dependent variables. The only differences in significance were in the comparison of respondents exposed to products with PRSA (Females M = 4.22, SD = 1.468), Males; (M = 3.88, SD = 1.624)) and those in the control group (Females; (M = 3.73, SD = 1.517), Males; (M = 3.59, SD = 1.653)) and the effect on purchase intention. Here, the female respondents yielded significant differences in purchase intention ($t (198) = 2.363$, $p < .001$), while male did not ($t (142) = 1.044$, $p = .298$). This suggests that females have a significantly higher purchase intention for products with product-related sustainability attributes compared to conventional products, and that this is not the case for males.

Further, we conducted a moderated mediation analysis identical to our conceptual model, which was performed using a custom model in PROCESS. The syntax for this custom model can be found in Appendix L1. Again, these analyses were conducted by testing the male and female response data separately. Certain analyses yielded significant direct effects for males, but not for females. This was true for analyses comparing products with PRSA and the control group in their relation to purchase intention and personal product attitude, as well as the comparison of products with NPRSA and the control group in relation to personal product attitude. Further, there were some differences in the significance of the indirect effect through perceived product quality. However, in general, no patterns of difference were easily

identifiable in the comparison of the regression analyses for males and females. Please find the results of these analyses in Appendix L.

6.4.6 Reliability of the social value measure

As mentioned in section 5.3, all questions measuring the same conceptual variable were computed into a total variable, if the reliability test produced an acceptable Cronbach's Alpha. An explorative factor analyses however revealed that there are significant variances in the measurement scale for social value. Although the Cronbach's Alpha value accepts their combination in the reliability test, it is evident that the value would be highest when excluding the first question in the measurement scales. Further, as social value is divided into two conceptual areas, namely that of the value-expressive function and the social-adjustive function, it is natural to investigate potential differences in these areas.

New mediation analyses through perceived social value on purchase intention in a comparison of products with PRSA and the control group were conducted by replacing the combined social value measure with the following measures: the combined social value measure without question 1, only the social-adjustive measures (question 3 and 4) and the value expressive function questions investigated separately (question 1 and 2). The analyses produced no changes in significance compared to the combined social value measure. There were changes in the p-value and bootstrap confidence intervals, but not enough so as to change the conclusion of significance at a 5% level. The indirect effect sizes were also different, where it is evident that the value-expressive question 2 produced the largest indirect effect size on purchase intention and the value expressive question 1 produced the smallest.

The same tests were conducted with personal and the perception of others' product attitude. As in the parameter of purchase intention, no change in conclusions about significance occurred for any change in the social value measure in relation to personal product attitude. In the parameter of 3rd person's product attitude however, there were no significant effects with the original social value measure. By looking at the measures for the value-expressive function individually however (question 1 and question 2 individually), the indirect effect through social value became significant, where the greatest effect was observed for question 2, as also seen in purchase intention and personal product attitude.

As the effects of investigating the social value questions separately did not yield drastically different outcomes, we chose to rely on the combined measure used in the main analyses.

7. Summary of results and discussion

In this section, we will summarise the results found in the data analysis presented in the previous section and discuss in further detail possible explanations for these results. The purpose of this study was to explore whether the product attitude and purchase intention of Generation Z and Millennial consumers of affordable luxury products changes as a result of different sustainability attributes, and whether this effect depends on the type of luxury fashion product. The discussion will follow the order of the hypotheses presented in Table 2.

	Hypothesis	Result
H1	Sustainability attributes (versus no sustainability attributes) in affordable luxury products will have a positive effect on a) purchase intention and b) product attitude.	Partly supported
H2	The effects predicted by H1a-b will be stronger when the sustainability attribute is non-product-related (vs product-related).	Not supported
H3	There is a positive indirect effect through perceived social value on the effect between both sustainable product attributes and a) purchase intention and b) product attitude.	Partly supported
H4	There is an indirect effect through perceived product quality on the effect between both product attributes and a) purchase intention or b) product attitude.	Not supported
H5	The indirect effects predicted by H4 will be moderated by product category in the following way: the indirect effect will be stronger for durable than for ephemeral products.	Not supported

Table 2 - Summary of hypotheses and results.

7.1 Discussion of Results

7.1.1 Total effects on purchase intention and product attitude

The results indicate that products with sustainability attributes do not alone yield significantly different purchase intentions than products without such attributes. The same applies to the 3rd person's product attitudes. When it comes to personal product attitudes, however, the difference is significant, and it is evident that products with sustainable attributes are associated with more positive product attitudes.

The results regarding personal product attitude mean that personally, consumers have a significantly more positive attitude towards affordable luxury products with sustainable attributes than those without. The lack of this effect on purchase intention, however, may suggest that sustainability attributes are not key drivers for purchase intention. Further, the gap between personal and the 3rd person's product attitude may suggest a social desirability bias. This refers to consumers' tendency to give responses that do not reflect their actual perceptions, but rather the one they deem to be "socially desirable" (Grimm, 2010). For example, our respondents may have expressed positive attitudes toward the products with sustainability attributes because they believe this to be the most socially desirable response. Therefore, it can be argued that the 3rd person's product attitude is a more objective measure on actual product attitude, suggesting that there is no significant difference in either purchase intention or product attitude between sustainable and conventional affordable luxury goods.

Regarding the parameter of purchase intention, recent research on trends in the luxury market suggest that consumers may favour sustainable products in their purchasing decisions, as their values and focus are starting to become more sustainability oriented. This trend has been heightened during the current COVID-19 pandemic, as luxury fashion consumers have stated that it has become even more important to them to limit the impact on climate change (Granskog et al., 2020). Yet, the findings in this study suggests that sustainability is not a driver the purchase intention of affordable luxury goods. These results are more congruent with the earlier research conducted in this field, which leads us to question the relative effect of the newly established values of luxury fashion consumers with regard to purchase intention. However, both recent and previous research conducted on sustainability attributes' effect on purchase intention is based on traditional luxury products. Thus, those findings are not directly transferable to our research and there might be reason to believe that there is a difference in how the rise of consumers' sustainability values affect purchase intention in the traditional luxury market and the affordable luxury market.

With regard to product attitude however, prior research in this field suggest a more positive attitude among consumers toward sustainable luxury fashion products, especially among Millennial and Generation Z consumers (e.g. D'Arpizio et al., 2020; Deloitte, 2019). This claim is supported by the findings in this study, wherein the respondents displayed a general preference for sustainable products over conventional ones.

Yet, this positive attitude does not seem to translate into purchase intention. There might however be several explanations for this. Firstly, it is natural that there is a gap between product attitude and purchase interest. For example, some respondents may have had a positive attitude toward the idea of a sustainable attribute in a product, but a low purchase intention because they seldomly spend money on fashion, let alone luxury. Secondly, the luxury fashion industry has as previously mentioned been especially hard hit by the ongoing COVID-19 pandemic, with a worldwide drop in sales (Achille & Zipser, 2020). Although this effect is more likely to impact actual purchasing behaviour and not necessarily purchase intention, it is important to take this potential effect into account.

Further, as previously mentioned, the measure of "product attitude" was included to capture effects that might not be captured by purchase intention alone given the impact of purchasing power. Provided by the fact that our population consisted largely of Millennial or Generation Z students, who likely have limited purchasing power, this impact may offer some explanation as well. As we did not seek to investigate any factors with regard to price however, this aspect was not mentioned in our survey. On the other hand, several brands were listed to represent substitutes and direct competitors to our fictitious brand. The brands included in this list were large, affordable luxury brands which we believed to be familiar to our respondents. As our findings suggest a significant difference in product attitude, but not purchase intention, we believe that assumptions regarding the price of the products might have affected the purchase intention result. Though affordable, these products are still in the luxury category and might exceed some of our respondents' purchasing power. In addition, studies have shown that products branded as sustainable are considered to be relatively high priced by consumers (e.g. Lee, Bae, & Kim, 2020). Thus, we consider that assumptions regarding the price of the sustainable products presented in the experiment might have affected the results on purchase intention.

7.1.2 Sustainability attribute differences

In the analysis to establish whether one sustainability attribute differed from another in their effect on purchase intention and product attitudes compared to the control group, significant effects were displayed. However, these were the opposite of the postulated effects in hypothesis H2. While previous research and this study's predictions suggested that products

with NPRSA would yield higher purchase intentions and more positive product attitudes than products with PRSA, our results indicate that products with PRSA yield more positive personal product attitudes. No significant differences were established in the parameters of purchase intention or 3rd person's product attitude. All in all, our findings differ from prior research in this field.

It has been argued that a sustainability measure's relative visibility and ability to be observable to the consumer is important in order to increase consumers' willingness to buy the product. External CSR measures have shown to perform better within the two abovementioned factors, ruling them more effective in increasing the willingness to buy (Amatulli et al., 2018). As previously mentioned, external CSR measures can be classified as of either a philanthropic- or legal nature (Amatulli et al., 2018). The NPRSA used in this study can be classified as a philanthropic measure, which is why we postulated that the same positive effect on both purchase intention and product attitude would be apparent for products with NPRSA. This was not the case, as affordable luxury products with PRSA yielded significantly more positive personal product attitudes than those with NPRSA.

There might be several explanations for this discrepancy with prior research. Firstly, as the respondents in our experiment were presented with the two forms of sustainability attributes in the same way, namely by a short text explaining the attribute, we argue that this might have led to different findings due to the same levels of visibility and observability. With equal visibility and observability, the preference for philanthropic versus ethical measures (PRSA) can have levelled out.

Furthermore, we argue that the more positive attitude toward products with PRSA may be due to its anchoring in the company's business model and that it is part of the product's core function. It is possible that measures that impact the company's business model may be viewed as a more substantial and meaningful initiative to be environmentally responsible. Merely donating to an organisation that advocates for sustainable development however, without actually initiating sustainability measures in the company's business model in any way, may be viewed as a more fleeting initiative to be environmentally responsible by Millennials and Generation Z. An impression of greenwashing may therefore have been provoked, and combined with the fact that the impact of these types of philanthropic initiatives can be more difficult to confirm compared to those affecting the actual product, it may have caused mistrust

among the consumers (Chen & Chang, 2013). This, in turn can have led to the preference for products with PRSAs. However, we did not give our respondents any reason to believe that the information provided in the experiment was false, suggesting that the greenwash effect could have been a subconscious prejudice against these types of sustainability claims. Thus, this scepticism may have impacted our findings, resulting in a preference for the PRSA with actual impacts in the company's business model. This argument has been adapted from previous research regarding the way in which green attributes that are part of a product's core function can affect consumers' product attitude (Skard et al., 2020).

Finally, we argued during the hypotheses development that the perceived luxuriousness of the product was an important decision factor for luxury fashion consumers (Amatulli et al., 2018). As previous research showed that the perceived luxuriousness was especially strong when the sustainability attribute was external (Amatulli et al., 2018), we believe that this perception has changed, or alternatively is different for Generation Z and young Millennials. As these generations have a greater concern for the environment compared to older consumers (Deloitte, 2019), we suggest that the trade-off between PRSA and its perceived luxuriousness is not as negative as previous generations might consider it to be. Indeed, these generations may not perceive this to be a trade-off at all but consider the PRSA to increase the value and luxuriousness of the product rather than decrease it.

7.1.3 Effects on perceived social value

The results show a significant indirect effect on purchase intention through perceived social value for both PRSA and NPRSA compared individually against the control group. Additionally, we found that products with PRSA and NPRSA gave significantly higher effects on personal product attitude than those without sustainable attributes, both through perceived social value, the direct effect and total model effect. Additionally, a significant difference between the two types of sustainability attributes had a significant indirect effect through social value and on a total level on personal product attitude. The indirect effects did, however, lack significant difference when testing the effect of PRSA and NPRSA individually compared to the control group on 3rd person's product attitude.

As such, products with sustainability attributes yield a higher perceived social value than those without. This means that consumers perceive these types of products to be more in line with their values and sense of self, both when used to express their identity and values, and to adjust to social situations. The significant differences in social value between the two types of sustainability attributes in this study suggest that products with PRSA yield a significantly higher perceived social value than those with NPRSA.

Purchase intention

Based on the social status consumer's aim to achieve in the consumption of luxury goods, prior research suggest that consumers tend to choose the sustainable alternative when faced with the option between a conventional and a sustainable luxury good (Griskevicius et al., 2010). As the generations in our population sample are characterised by a high degree of environmental concern, we have reason as well as empirical evidence to argue that the presented products' sustainability attributes have enhanced the perceived social value of the products in the experiment, both in terms of their value-expressive and their social-adjustive function. This has in turn increased the respondents' purchase intention of the sustainable products. Thus, the findings of our study are in line with prior research in this field.

Product attitude

In terms of personal product attitude, our results show that both products with PRSA and NPRSA will cause a more positive personal product attitude compared to products without such attributes. That is, the respondents in this experiment express that a product with either a PRSA or a NPRSA to be more congruent with their values and helps them communicate these in social settings to a greater extent than products without such attributes. This fit with personal values will in turn lead to a more positive personal product attitude. For this dependent variable, the analysis also indicated a direct effect for both types of sustainability attributes in their comparison to the control group. In other words, at the same level of perceived social value, respondents will still prefer a product with either PRSA or NPRSA over a product without sustainability attributes.

The findings in the connection between social value and product attitude are in line with the latest research on sustainable consumer behaviour. Further, we believe that this apparent shift

is part of a growing trend in luxury fashion consumption; namely to use green consumption and products to communicate one's environmental concern to others (Griskevicius et al., 2010). Given the definition of social value and the functions they serve in using consumption to communicate one's self and fit in in social situations, one can argue that it resembles the concept of status consumption. In that case, the findings in our study are also in line with research conducted in the field of status consumption in luxury fashion.

7.1.4 Effects on perceived product quality

Our findings indicate that products with PRSA yield higher perceptions of quality than both products with NPRSA and conventional products. Further, no significant differences in the quality perceptions of NPRSA and those without sustainability attributes were established. Thus, Millennials and Generation Z perceive PRSA to have a positive, rather than a negative, impact on the quality of affordable luxury products, which in turn leads to a more positive product attitude and a higher purchase intention. The findings therefore confirm the difference anticipated but show the opposite effect than both hypothesis H4 and prior research suggest. The lack of significant difference in the perceived quality scores between NPRSA and those without is easily explained, as the products were essentially the same in our experiment.

The findings regarding perceived product quality do not fit with either prior research or our hypotheses. While prior research suggests that luxury consumers display scepticism toward sustainable luxury products and perceive them to be of lower quality than conventional luxury products (e.g. De Angelis et al., 2016; Griskevicius et al., 2010), our findings suggest the exact opposite. We propose that an explanation for this may lie in the choice of materials in this experiment and suggest that different types of sustainable materials may evoke different quality perceptions. As previously mentioned, all products presented in the experiment were of a cotton-polyester blend, where the sustainable variant consisted of organic cotton and recycled polyester, and the control variant were of regular cotton and polyester. Our findings suggest that consumers have high quality perceptions toward both material blends, but that they have significantly higher perceptions of the organic and recycled blend. An explanation for this might be that our respondents had initial negative quality perceptions of for example polyester, but that the recycled nature of the material or its blend with organic cotton may have

levelled this prejudice in some way, ultimately resulting in a higher quality perception for the sustainable variant. However, other types of sustainable materials, such as artificial leather or Eco-nylon, may not evoke the same quality perceptions, and consequently not have the same impact on purchase intention or product attitude.

Another explanation for this positive quality perception of sustainable materials may lie in the age group in our sample and research. As previous research is generally based on sample groups with older generations however, we believe that the proposed difference in the characteristics of the older and younger generations may shed some light on this apparent discrepancy in quality perceptions. Firstly, we suggest that access to information regarding the fashion industry and sustainable development may have contributed to eliminate the potential prejudice toward sustainable materials and products, which prior research suggest that older generations display. Millennials and members of Generation Z have grown up with a constant access to information, as well as having other primary sources of information than generations before them had access to. With information being this readily available, it is easier for younger generations to keep up to date on developments in this industry regarding sustainability, and more importantly on the current technologies in the fashion industry to ensure high-quality, sustainable products. Thus, the combination of this new way of retrieving information and younger generations generally strong environmental values might provide an explanation for these noteworthy results.

7.1.5 Moderated mediation

The moderation effect predicted in hypothesis H5 was not supported. This finding is, like perceived product quality, not consistent with previous research in the field. However, the scant research conducted regarding the effect of product category was focused upon CSR and design effects. Based on our findings, we assume that the difference between CSR measures and sustainability might be a source as to why our results differ from this research. Additionally, the design focus differs from our experiment, making the transfer of these findings into the setting of our study problematic. This was discussed in the hypotheses development and taken into account when presenting our predictions.

Even though our findings did not suggest that the effect of sustainable attributes on perceived product quality is conditional on the particular product category, it does not necessarily imply that it does not have an effect. Product categories may exert its effect through other relationships or variables than the ones suggested in our hypothesis. We suggest that use of different products in our study compared to the prior studies in this field could have contributed to the difference in results, as both the ephemeral and durable product category contain of several under-categories.

7.1.6 Additional findings

Further analyses on the conceptual model

The parallel mediation analyses to test the total indirect effects and how they affected the relationship between product attributes and the dependent variables yielded several significant results. All total indirect effects toward all three dependent variables were significant, with the exception of the comparison of PRSA and NPRSA on 3rd person's product attitude. Thus, the conceptual model is mediated in parallel with effects in the same direction through both mediators.

The impact of one's attitude toward affordable luxury

Analyses on selected aspects of the respondents' attitude toward affordable luxury brands revealed that these can have an impact on their product attitude toward green affordable luxury products. More closely, the findings suggest that only a specific group of consumers will have a significantly more positive product attitude for products with NPRSA over conventional ones without sustainability attributes. These are those with a relatively neutral attitude toward affordable luxury brands, who has a neutral purchase interest and who only sometimes purchase products in the affordable luxury segment. Similar tendencies were revealed in other analyses, however these did not produce a significant interaction effect and can therefore not be concluded upon.

The impact of environmental concern

Our findings also suggest that the more environmentally concerned a respondent is, the higher they will perceive the social value of a product with sustainability attributes. This effect was evident in the parameter of one's preference for buying environmentally labelled products, signaling that a moderate to high preference will lead to higher perceptions of social value for both types of sustainability attributes. Further, the results indicate a significantly higher purchase intention of products with PRSA compared to conventional ones, given a moderate to high preference for purchasing environmentally labelled products. Finally, respondents with a relatively low to high environmental concern will perceive the product quality of products with PRSA to be significantly higher than conventional ones.

The impact of product ephemerality or durability

When further probing the impact of product category, certain effects were identified. Firstly, the results suggest that products with PRSA yield significantly higher purchase intentions than conventional products do when the product has a durable, rather than ephemeral nature. Moreover, analyses of the indirect effects through perceived social value and product quality suggested that quality was more important for durable products, while social value was more important for ephemeral products in the formation of one's personal product attitude.

Gender differences

When it comes to gender differences in sustainable consumer behaviour, no moderating effects were established. By investigating males and females separately however, results revealed that females have a significantly higher purchase intention for products with PRSA compared to conventional products. For male respondents however, this effect was not evident. Further moderation analyses did however suggest that males favoured products with both types of sustainability attributes over conventional ones at the same level of perceived product quality and social value. This led to a higher purchase intention and more positive personal product attitude. Similar effects were not found in the analyses of female respondents, suggesting that the factors affecting one's preference for sustainable products differ between the genders.

8. General discussion and conclusion

8.1 General discussion of findings

The aim of this thesis was to establish whether Millennial and Generation Z consumers' product attitude and purchase intention of affordable luxury goods is dependent on the presence or lack of sustainability attributes, and in that case, if different types of sustainability attributes yield distinguishable reactions. Further, we aimed to explore whether these effects are dependent upon the product's ephemeral or durable nature.

Our research suggests that young consumers have a significantly more positive product attitude toward sustainable, affordable luxury products compared to conventional ones. Further, a difference between the types of sustainability attributes was detected, and consumers display a significantly more positive personal product attitude toward products with PRSA over those with NPRSA. The impact of perceived social value and product quality was also evident and suggested that products with PRSA yield significantly higher perceptions of product quality and social value than both NPRSA and conventional products, which in turn leads to a higher purchase intention and more positive product attitude.

A common denominator in our research is, however, that the positive effect on personal product attitude did not transfer in its entirety to the 3rd person's product attitude or purchase intention. However, additional analyses established that moderately to highly environmentally concerned consumers will have a significantly higher purchase intention for products with PRSA over conventional ones. Further, this level of environmental concern led to significantly higher perceptions of social value and product quality, which has been shown in this study to significantly affect purchase intention. Besides, the majority of our respondents displayed an environmental concern at moderate to high levels as shown in the descriptive statistics. Lastly, environmental concern has been established as a rapidly growing characteristic among consumers, especially among younger consumers (D'Arpizio et al., 2020). Combined with the fact that these consumer groups will dominate the luxury market in few years' time, we find it reasonable to argue that this heightened purchase intention for products with PRSAs may be more tangible in the years to come.

Despite the fact that the results of the analysis for hypothesis H1a concerning purchase intention did not yield any significant differences between products with sustainable attributes versus without, several other analyses in our thesis have proved a significant total model and indirect effect when including our chosen mediators. As such, we believe perceived product quality and social value to explain a great deal of the underlying mechanisms in the effects of both sustainability attributes (especially PRSA) compared to the control group and purchase intention. However, the non-significant result when testing the effect of overall sustainability attributes versus none on purchase intention, may imply that there are other factors in this relationship. We suggest the price of the product to be one of these factors, as this decides whether the consumer have enough purchasing power to buy the product, even though this was not mentioned in the experiment. Consequently, we cannot confirm any effects of sustainability attributes in general on purchase intention, as we assume there to be other explanatory factors in this relationship.

Finally, although product category did not have the anticipated impact, some differences were distinguishable between the respondents exposed to durable versus those exposed to ephemeral products. The most notable finding was that respondents displayed a significantly higher purchase intention for products with PRSA compared to conventional ones when the product had a durable nature. Further, moderation analyses suggested that quality was a marginally more important factor for durable goods, while social value was marginally more important for ephemeral goods. All in all, the product category appears to exert some influence on the sustainable consumer behaviour of young consumers in the affordable luxury market.

8.2 Theoretical implications

This master's thesis contributes to the emerging field of sustainable consumer behaviour in the context of affordable luxury fashion. Findings both support and contradict prior research in the field and provides insights into the behaviour of an increasingly important consumer group.

Firstly, the findings in this study confirm the increasingly positive consumer attitudes toward sustainable products as suggested by prior research, as well as demonstrating that this preference also extends to younger generations and to the emerging segment of affordable

luxury. Further, although newer research in the field suggest that product sustainability significantly influences consumers' purchasing behaviour (e.g. BCG, 2019), our findings suggest that this may only be the case for a certain type of luxury consumers in the affordable luxury segment. Thus, our findings bring new insights by demonstrating positive attitudes toward sustainability in the affordable luxury segment for Millennial and Generation Z consumers, and suggests a conditional gap between consumers' product attitude and purchase intention toward such products in affordable luxury fashion.

Further, our findings shed light on the impact the type of sustainability attribute can have on sustainable consumer behaviour in the affordable luxury fashion segment. This is a largely undiscovered field within sustainable luxury consumer behaviour, and our findings contrast from those in similar, yet distinctly different fields. Nonetheless, respondents displayed a general preference for product-related sustainability attributes over those that are non-product-related, both when compared to conventional products and against each other.

Regarding quality perceptions of sustainable materials, our findings bring new insight into the field by suggesting a consumer shift away from the previously established prejudices against sustainable materials. Young consumers seem to have more positive, rather than negative perceptions of the quality of products made with sustainable materials than conventional ones. Moreover, this study's findings support prior research by confirming the relative importance of quality in the formation of purchase intentions and product attitudes. The same applies for perceptions of social value, in that they confirm the importance of a product being in line with Millennials' and Generation Z's values and environmental concern, and that they have an important function by allowing consumers to adjust to social settings.

Finally, the potential impact product category may have on sustainable consumer behaviour in luxury fashion is still an emerging field. We cannot, on the basis of our findings, claim that it has an impact on consumers' quality perceptions of sustainable products. Still, our explorative analyses may suggest that it has an impact on general consumer behaviour, and future research in both fields is welcomed to establish product category's potential effects.

8.3 Managerial implications

The findings in this study can provide several managerial implications for managers of affordable luxury brands.

Firstly, findings suggest that consumers have significantly more positive attitudes toward products with sustainability attributes than those without. Further, consumers seem to have more positive attitudes toward sustainability attributes that are product-related (PRSA) than those that are non-product-related (NPRSA). Thus, when developing new products, brand managers of affordable luxury brands should consider introducing products with sustainability attributes over conventional ones. Moreover, our findings indicate that the type of sustainability attributes should be product-related (PRSA), as these seem to have a greater impact on consumers' product attitude than non-product-related ones (NPRSA).

With regard to sustainability attributes' effect on the consumers' purchase intention however, these effects were less evident. However, consumers with a moderate to high environmental concern did show a significantly higher purchase intention toward products with product-related sustainability attributes over conventional products. Thus, these findings also suggest that managers of affordable luxury brands should introduce sustainable products with sustainability attributes that are product-related (PRSA) in order to yield higher purchase intentions for their products.

To further support this recommendation, this study has found that consumers perceive products with PRSA to have a higher product quality and social value than both conventional products and products with NPRSA. These factors have been shown, both in the present study and in prior research, to be important in the formation of consumers' product attitude and purchase intention in the affordable luxury fashion segment.

This study's analyses on the impact of product category suggested that the products' ephemeral or durable nature did not impact consumers' perception of product quality. Our findings may however suggest that quality, although an important factor for both types of product categories, has a greater impact on product attitude formation for durable products than for ephemeral ones. Similarly, social value seems to have a greater impact on product

attitude formation for ephemeral products. However, as products with product-related sustainability attributes yielded higher perceptions of both quality and social value, the recommendation of introducing this type of sustainability attributes is the same for both product categories.

These findings were largely similar for both genders, implying that these insights and recommendations can be applied in the management of affordable luxury brands that produces products for either men, women or both.

8.4 Limitations

The following subchapter will present potential limitations in our study regarding validity and reliability. Our focus will be upon internal and external validity regarding the online experiment, the applied questionnaire and accompanying measurements, and our sample. Internal validity refers to the study's ability to correctly demonstrate potential causal relationships between the chosen variables. External validity refers to the study's ability to generalise the findings into other relevant situations or groups (Saunders et al., 2016).

For maintaining measurement and construct validity, we adapted established scales for all measurements applied in the survey. By adapting these established scales, we fulfilled the construct validity by ensuring that the chosen measurements truly measured the concept they were supposed to measure (Saunders et al., 2016). These scales were additionally chosen based on previous research on our chosen topic, in order to confirm that the measurements in the questionnaire were relevant to the purpose of our thesis. However, one cannot rule out the possibility that questions were misinterpreted when adapted to our specific purpose.

To ensure internal validity, it is necessary to account for confounding variables which can contribute to explaining the effects between X and Y. In our analyses, we have measured and controlled for several control variables which may account for some of the variance. Despite this, there might be other variables that are influencing the effects between our independent and dependent variables and thus weakens the internal validity.

In terms of external validity, it is necessary to ensure that the sample is as comparable to the population as possible (Saunders et al., 2016). Our final sample had a rather satisfactory division of Generation Z and Millennials respondents (please see Appendix A). However, the two generations researched are rather similar in terms of age, namely relatively old Generation Z and relatively young Millennials. As such, our sample may not be representable for both generations. In addition, the sample was gathered using our school and personal network through the student email, Facebook and LinkedIn. It is therefore likely that the sample is somewhat uniform in terms of demographics. However, we had a large sample size with 526 valid responses, and a good division of male and female respondents. This is strengthening our external validity as the randomisation of a relatively large sample size give reason to assume statistically similar research groups.

In order to preserve internal reliability and support consistency in our study, both researchers took part in the preparation, analysing and interpretation of the data.

8.5 Suggestions for future research

Even though the field of sustainable luxury fashion is established, our thesis provides useful insights into the emerging segment of this market. Our results suggest an overall preference for products with PRSA in affordable luxury goods over those with NPRSA and conventional ones, regardless of product category. However, future research may investigate if this relationship is altered by the use of other forms of PRSA and NPRSA to determine which attribute is the most effective in terms of purchase intention and product attitude in this segment.

The predicted moderating effect of product category was, as previously mentioned, not confirmed. However, our explorative analyses suggest that it may have an impact on sustainable consumer behaviour. Combined with the fact that this field remains largely unexplored in the context of luxury fashion, we suggest future research to further explore the potential effects product ephemerality or durability may exert. For instance, ephemeral and durable products can take many forms other than the ones applied in this study. Thus, an interesting study could be to use different types of ephemeral and durable products to explore whether these produce other effects than those in our findings. Further, as we limited our

research to younger consumers in the affordable luxury market, different results may also be achieved if researching a wider range of the same generations, other generations or in another segment of the luxury fashion industry.

The affordable luxury segment is still growing and demanding its place within the luxury market. Our research indicates that there is a need to explore the connection between product attitude and purchase intention in this particular segment. In most of our analyses, effects of sustainability attributes proved significant toward product attitude, but not purchase intention. We have discussed whether this gap is caused by lack of purchasing power in our young sample group, but further research is required to establish sound explanations. Future research might therefore explore this gap among young consumers in the affordable luxury market. Additionally, we suggest that similar studies might be conducted regarding product attitude and purchase intention among older consumers in this market to investigate whether this intention gap is characteristic for the entire consumer group or only the younger segment of it.

As previously mentioned, our research established a general preference for PRSA in affordable luxury products. Such attributes, however, must be appropriately communicated to the target group in order to trigger the positive attitudes detected in our study. As such, we propose that future research can examine how these sustainable products and initiatives can be effectively communicated to the target group in this particular market.

Lastly, we chose to not mention price in any stage of our experiment. However, we believe that this could be an interesting topic for future research, as sustainable products often are associated with higher price (Lee et al., 2020). It would be interesting to establish whether products with PRSA would yield the same significant effects toward product attitude and purchase intention if the consumers were informed about the price of the products.

8.6 Conclusion

While different aspects of the environmental crisis are dominating risk reports and the carbon footprint of the overall fashion industry remains, we are witnessing a change in the fashion

industry system. Several affordable luxury brands are starting to take responsibility for their environmental and social impact, and sustainability has become an increasingly important part of the fashion agenda. This is in line with new consumer values, and the demand for sustainable luxury is giving the luxury fashion industry an opportunity to benefit from the green shift. To ensure future growth of this shift towards a more sustainable fashion industry, it is essential for affordable luxury fashion brands to understand their consumers and how different sustainability measures may affect the underlying causes of their attitudes, intentions and actions. The purpose of this study was therefore to explore whether the purchase intention and product attitude of young affordable luxury consumers changes as a result of different sustainability attributes, and whether this effect depends on the type of affordable luxury fashion product.

In our experiment, we aimed to investigate how different sustainability attributes in an affordable luxury product affects consumers purchase intention and product attitude through their perception of product quality and social value. The results revealed positive consumer attitudes toward sustainable products but suggest a conditional gap between consumers' product attitude and their purchase intention. However, an overall preference for product-related sustainability attributes was established and these attributes also proved to give higher perceptions of both product quality and social value. The predicted moderator effects of product category did not prove to be of significance.

In conclusion, the results show that younger consumers are more positive to sustainable affordable luxury products in general and disproved that product-related sustainability attributes cause negative quality perceptions. Thus, this thesis provides affordable luxury fashion brands with useful insights regarding the market potential of using sustainability attributes in their collections. By shifting to sustainable materials in the production of affordable luxury products, brands may find an effective method to utilise the potential that lays in the current green fashion movement.

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Appendix

Appendix A: Descriptive statistics

Table A1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase intention	526	1	7	3,86	1,609	-0,172	0,106	-0,724	0,213
3rd person product attitude	526	1	7	5,00	1,116	-0,512	0,106	0,447	0,213
Age group	526	1	2	1,51	0,500	-0,053	0,106	-2,005	0,213
Gender	526	1	2	1,56	0,497	-0,246	0,106	-1,947	0,213
Environmental concern 1	526	1	7	4,53	1,508	-0,117	0,106	-0,477	0,213
Environmental concern 2	526	1	7	4,03	1,596	0,034	0,106	-0,737	0,213
Distribution channel	526	1	3	1,42	0,642	1,248	0,106	0,374	0,213
Perception of product quality	526	1,00	7,00	4,6445	1,09474	-0,293	0,106	0,135	0,213
Perception of social value	526	1,00	7,00	3,4073	1,15453	0,087	0,106	-0,303	0,213
Personal product attitude	526	1,00	7,00	4,3375	1,16157	-0,146	0,106	-0,184	0,213
Attitude toward affordable Luxury (total)	526	1,00	6,33	4,3859	1,09350	-0,388	0,106	-0,280	0,213

Appendix B: Spearman's Rho Correlation

Table B1: Spearman's Rho Correlation

		Gender	Attitude Aff Lux	Age group	Purchase interest Aff Lux	Purchase frequency Aff Lux	Environmental concern 1	Environmental concern 2	Distribution channel
Purchase Intention	Correlation Coefficient	0,085	**,203****	-0,022	**,231****	**,167****	0,057	-0,026	0,049
	Sig. (2-tailed)	0,053	0,000	0,621	0,000	0,000	0,189	0,556	0,264
	N	526	526	526	526	526	526	526	526
Perception of others' product attitude	Correlation Coefficient	**,118****	**,096***	-0,057	0,022	0,009	**,191****	**,133****	0,069
	Sig. (2-tailed)	0,007	0,027	0,191	0,613	0,837	0,000	0,002	0,114
	N	526	526	526	526	526	526	526	526
Personal product attitude	Correlation Coefficient	0,016	**,184****	0,018	**,181****	0,075	**,137****	**,086***	0,040
	Sig. (2-tailed)	0,715	0,000	0,683	0,000	0,088	0,002	0,048	0,358
	N	526	526	526	526	526	526	526	526

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix C: Results Hypothesis 1

Table C1: T-tests comparing products with sustainability attributes and products in control group

Dependent variable	Condition						Mean difference
	Products with sustainability attributes			**Control group**			
	N	Mean	Std. Dev	N	Mean	Std. Dev	
Purchase intention	353	3.95	1.622	173	3.67	1.570	.281
Personal product attitude	353	4.56	1.166	173	3.89	1.016	**.671****
3rd person product attitude	353	5.02	1.125	173	4.95	1.099	.506

Values in bold are significant. The * indicates significance level, where * = significant at a 5% level, and ** = significant at a 1% level.

Appendix D: Results Hypothesis 2

Appendix D1: Purchase intention

Table D1.1: Contrast Tests – One-way ANOVA

Contrast	Value of Contrast	SD	t	df	Sig.
Sustainability attributes – control group	.29	.149	1.915	523	.056
PRSA – NPRSA	.24	.171	1.410	523	.159

Table D1.2: Multiple Comparisons – Tukey HSD

(I) Attribute	(J) Attribute	Mean difference (I – J)	SD	Sig.
PRSA	NPRSA	.241	.171	.336
	Control	.406	.173	.051
NPRSA	PRSA	-.241	.171	.336
	Control	.165	.170	.598
Control	PRSA	-.406	.173	.051
	NPRSA	-.165	.170	.598

Values in bold are significant. The * indicates significance level, where * = significant at a 5% level, and ** = significant at a 1% level.

Appendix D2: Personal Product Attitude

Table D2.1: Contrast Tests – One-way ANOVA

Contrast	Value of Contrast	SD	t	df	Sig.
Sustainability attributes – control group	.675	.103	6.533	523	**.000****
PRSA – NPRSA	.290	.119	2.445	523	**.015***

Table D2.2: Multiple Comparisons – Tukey HSD

(I) Attribute	(J) Attribute	Mean difference (I – J)	SD	Sig.
PRSA	NPRSA	.290	.119	**.039***
	Control	.820	.120	**.000****
NPRSA	PRSA	-.290	.119	**.039***
	Control	.530	.118	**.000****
Control	PRSA	-.820	.120	**.000****
	NPRSA	-.530	.118	**.000****

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix D3: 3rd person's product attitude

Table D3.1: Contrast Tests – One-way ANOVA

Contrast	Value of Contrast	SD	t	df	Sig.
Sustainability attributes – control group	.07	.103	.701	523	.484
PRSA – NPRSA	.23	.119	1.924	523	.055

Table D3.2: Multiple Comparisons – Tukey HSD

(I) Attribute	(J) Attribute	Mean difference (I – J)	SD	Sig.
PRSA	NPRSA	.228	.119	.133
	Control	.187	.120	.267
NPRSA	PRSA	-.228	.119	.133
	Control	-.042	.118	.934
Control	PRSA	-.187	.120	.267
	NPRSA	.042	.118	.934

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix E: Hypothesis 3

Appendix E1: Purchase intention

Table E1.1: Simple mediation

Independent variable	Dependent variable	Mediator	Total effect		Direct effect		Indirect effect	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase intention	Perceived social value	**-.4055**	-.7356, -.0754	.1297	-.1699, .4294	**-.5352**	-.7452, -.3503
NPRSA – Control	Purchase intention	Perceived social value	-.1646	-.5058, .1764	.2076	-.0847, .4999	**-.3723**	-.5691, -.1837
PRSA – NPRSA	Purchase intention	Perceived social value	-.2409	-.5802, .0984	-.0529	-.3429, .2371	**-.1880**	-.3716, -.0081

Values in bold are significant.

Appendix E2: Product Attitude

Table E2.1: Simple mediation

Independent variable	Dependent variable	Mediator	Total effect		Direct effect		Indirect effect	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Personal product attitude	Perceived social value	**-.8203**	-1.055, -.5860	**-.3961**	-.5993, -.1929	**-.4242**	-.5737, -.2847
NPRSA – Control	Personal product attitude	Perceived social value	**-.5303**	-.7550, -.3056	**-.2673**	-.4537, -.0809	**-.2630**	-.4011, -.1330
PRSA – NPRSA	Personal product attitude	Perceived social value	**-.2900**	-.5327, -.0473	-.1514	-.3563, -.0534	**-.1386**	-.2740, -.0060
PRSA – Control	3rd person product attitude	Perceived social value	-.1866	-.4120, .0388	-.1220	-.3593, .1152	-.0646	-.1498, .0066
NPRSA – Control	3rd person product attitude	Perceived social value	.0417	-.1994, .2827	.1115	-.1325, .3555	**-.0698**	-.1447, -.0133
PRSA – NPRSA	3rd person product attitude	Perceived social value	-.2283	-.4631, .0066	-.1817	-.4140, .0506	**-.0466**	-.1118, -.0018

Values in bold are significant.

Appendix F: Hypothesis 4

Appendix F1: Purchase intention

Table F1.1: Simple mediation

Independent variable	Dependent variable	Mediator	Total effect		Direct effect		Indirect effect	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase intention	Perceived quality	**-.4055**	-.7356, -.0754	-.0123	-.3423, .3177	**-.3932**	-.5612, .2431
NPRSA – Control	Purchase intention	Perceived quality	-.1646	-.5058, .1764	-.0679	-.3943, .2585	-.0967	-.2127, .0040
PRSA – NPRSA	Purchase intention	Perceived quality	-.2409	-.5802, .0984	-.0082	-.3435, .3271	**-.2326**	-.3720, -.1105

Values in bold are significant.

Appendix F2: Product Attitude

Table F2.1: Simple mediation

Independent variable	Dependent variable	Mediator	Total effect		Direct effect		Indirect effect	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Personal product attitude	Perceived quality	**-.8203**	-1.055, -.5860	**-.4389**	-.6589, -.2190	**-.3814**	-.5228, -.2531
NPRSA – Control	Personal product attitude	Perceived quality	**-.5303**	-.7550, -.3056	**-.4273**	-.6234, -.2312	-.1030	-.2167, .0045
PRSA – NPRSA	Personal product attitude	Perceived quality	**-.2900**	-.5327, -.0473	-.0108	-.2299, .2083	**-.2792**	-.4200, -.1518
PRSA – Control	3rd person product attitude	Perceived quality	-.1866	-.4120, .0388	-.0671	-.3046, .1703	**-.1195**	-.2209, -.0373
NPRSA – Control	3rd person product attitude	Perceived quality	.0417	-.1994, .2827	.0752	-.1645, .3149	-.0335	-.0842, .0019
PRSA – NPRSA	3rd person product attitude	Perceived quality	-.2283	-.4631, .0066	-.1703	-.4114, .0707	-.0579	-.1333, .0053

Values in bold are significant.

Appendix G: Hypothesis 5

Appendix G1: Purchase intention

Table G1.1: Moderated mediation – direct and indirect effects

| | | | Direct effect | | Indirect effect | | | |
| | | | | | Ephemeral | | Durable | |
Independent Variable	Dependent variable	Mediator	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA - Control	Purchase Intention	Perceived Product Quality	-.0123	-.3423, .3177	**-.3895**	-.5975, -.2092	**-.3931**	-.6033, -.2105
NPRSA - Control	Purchase Intention	Perceived Product Quality	-.0679	-.3943, .2585	-.0670	-.2238, .0687	-.1259	-.2956, .0248
PRSA - NPRSA	Purchase Intention	Perceived Product Quality	-.0082	-.3435, .3271	**-.2570**	-.4458, -.1022	**-.2056**	-.3759, -.0653

Table G1.2: Moderated mediation – interactions and moderated mediation

| | | | | Interactions X*W | | | Moderated mediation | |
Independent variable	Dependent variable	Moderator	Mediator	R2	F	P	Index	95% CI (LL, UP)
PRSA - Control	Purchase intention	Product Category	Perceived Product Quality	.0000	.0010	.9753	-.0036	-.2375, .2280
NPRSA – Control	Purchase intention	Product Category	Perceived Product Quality	.0008	.3028	.5825	-.0588	-.2751, .1530
PRSA - NPRSA	Purchase intention	Product Category	Perceived Product Quality	.0007	.2660	.6063	.0514	-.1448, .2554

Values in bold are significant.

Appendix G2: Personal product attitude

Table G2.1: Moderated mediation – direct and indirect effects

| Independent Variable | Dependent variable | Mediator | Direct effect | | Indirect effect | | | |
| | | | | | Ephemeral | | Durable | |
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA - Control	Personal product attitude	Perceived Product Quality	**-.4389**	-.6589, -.2190	**-.3778**	-.5640, -.2107	**-.3813**	-.5650, -.2107
NPRSA - Control	Personal product attitude	Perceived Product Quality	**-.4273**	-.6234, -.2312	-.0714	-.2347, .0719	-.1340	-.2930, .0264
PRSA - NPRSA	Personal product attitude	Perceived Product Quality	-.0108	-.2299, .2083	**-.3085**	-.4932, -.1345	**-.2468**	-.4344, -.0841

Table G2.2: Moderated mediation – interactions and moderated mediation

| Independent variable | Dependent variable | Moderator | Mediator | Interactions X*W | | | Moderated mediation | |
				R2	F	P	Index	95% CI (LL, UP)
PRSA - Control	Personal product attitude	Product Category	Perceived Product Quality	.0000	.0010	.9753	-.0035	-.2209, .2173
NPRSA – Control	Personal product attitude	Product Category	Perceived Product Quality	.0008	.3028	.5825	-.0626	-.2720, .1605
PRSA - NPRSA	Personal product attitude	Product Category	Perceived Product Quality	.0007	.2660	.6063	.0617	-.1775, .2895

Values in bold are significant.

Appendix G3: 3rd person's product attitude

Table G3.1: Moderated mediation – direct and indirect effects

| | | | Direct effect | | Indirect effect | | | |
| | | | | | Ephemeral | | Durable | |
Independent Variable	Dependent variable	Mediator	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA - Control	3rd person's product attitude	Perceived Product Quality	-.0671	-.3046, .1703	**-.1183**	-.2338, -.0339	**-.1194**	-.2271, -.0348
NPRSA - Control	3rd person's product attitude	Perceived Product Quality	.0752	-.1645, .3149	-.0232	-.0871, .0240	-.0436	-.1170, .0096
PRSA - NPRSA	3rd person's product attitude	Perceived Product Quality	-.1703	-.4114, .0707	-.0640	-.1568, .0057	-.0512	-.1292, .0045

Table G3.2: Moderated mediation – interactions and moderated mediation

| | | | | Interactions X*W | | | Moderated mediation | |
Independent variable	Dependent variable	Moderator	Mediator	R2	F	P	Index	95% CI (LL, UP)
PRSA - Control	3rd person's product attitude	Product Category	Perceived Product Quality	.0000	.0010	.9753	-.0011	-.0747, .0781
NPRSA – Control	3rd person's product attitude	Product Category	Perceived Product Quality	.0008	.3028	.5825	-.0204	-.1026, .0558
PRSA - NPRSA	3rd person's product attitude	Product Category	Perceived Product Quality	.0007	.2660	.6063	.0128	-.0410, .0798

Values in bold are significant.

Appendix H: Parallel mediation

Appendix H1: Purchase intention

Table H1.1: Parallel mediation towards purchase intention through perceived product quality and perceived social value

| Independent variable | Dependent variable | Total effect | | Direct effect | | Indirect effect | | | | | |
| | | | | | | Perceived Product Quality | | Perceived Social Value | | Total | |
		Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase Intention	**-.4055**	-.7356, -.0754	**.3031**	.0017, .6046	**-.2402**	-.3741, -.1223	**-.4685**	-.6581, -.2999	**-.7086**	-.9375, -.4984
NPRSA – Control	Purchase Intention	-.1646	-.5057, .1764	.2227	-.0658, .5112	-.0475	-.1197, .0030	**-.3398**	-.5223, -.1666	**-.3873**	-.5902, -.1915
PRSA – NPRSA	Purchase Intention	-.2409	-.5802, .0984	.0245	-.2707, .3198	**-.0919**	-.1984, -.0015	**-.1735**	-.3486, -.0076	**-.2654**	-.4657, -.0701

Values in bold are significant.

Appendix H2: Product Attitude

Table H2.1: Parallel mediation towards product attitude through perceived product quality and perceived social value

Independent variable	Dependent variable	Total effect Effect	95% CI (LL, UP)	Direct effect Effect	95% CI (LL, UP)	Perceived Product Quality Effect	95% CI (LL, UP)	Perceived Social Value Effect	95% CI (LL, UP)	Total Effect	95% CI (LL, UP)
						Indirect effect					
PRSA – Control	Personal product attitude	**-.8203**	-1.055, -.5860	**-.2033**	-.3974, -.0092	**-.2671**	-.3847, -.1691	**-.3499**	-.4790, -.2325	**-.6170**	-.7857, -.4585
NPRSA – Control	Personal product attitude	**-.5303**	-.7550, -.3056	**-.2444**	-.4150, -.0739	-.0720	-.1559, .0031	**-.2139**	-.3290, -.1070	**-.2859**	-.4365, -.1404
PRSA – NPRSA	Personal product attitude	**-.2900**	-.5327, -.0473	.0097	-.1856, .2050	**-.1913**	-.3021, -.0966	**-.1084**	-.2173, -.0047	**-.2997**	-.4689, -.1367
PRSA – Control	3rd person product attitude	-.1866	-.4120, .0388	-.0439	-.2873, .1995	**-.1082**	-.2125, -.0206	-.0345	-.1211, .0406	**-.1427**	-.2554, -.0493
NPRSA – Control	3rd person product attitude	.0417	-.1994, .2827	.1197	-.1232, .3627	-.0259	-.0733, .0046	-.0521	-.1262, .0051	**-.0781**	-.1560, -.0137
PRSA – NPRSA	3rd person product attitude	-.2283	-.4631, .0066	-.1622	-.4004, .0760	-.0231	-.0951, .0442	**-.0429**	-.1075, -.0012	-.0660	-.1554, .0077

Values in bold are significant.

Appendix I: Attitude toward Affordable Luxury

Table I1: Moderation – Johnson-Neyman

Independent Variable	Dependent Variable	Moderator	Interaction between Independent Variable and Moderator				
			R-Squared	F-value	p-value	Johnson-Neyman	
						Significance Region	Pattern
NPRSA – Control	Purchase intention	Attitude toward affordable luxury	.0118	4.3657	**.0374***	2.000 – 3.858	Negative (2.00 – 5.50), Positive (5.75 – 7.00)
NPRSA-Control	Purchase intention	Purchase interest for affordable luxury goods	.0085	3.1652	.0761	None	Negative (1.00 – 5.20) Positive (5.50 – 7.00)
NPRSA - Control	Personal product attitude	Attitude toward affordable luxury	.0084	3.2353	.0729	2.000 – 6.3076	Negative (2.00 – 7.00)
NPRSA-Control	Personal product attitude	Purchase interest for affordable luxury goods	.0082	3.1666	.0760	1.000 – 6.3251	Negative (1.00 – 7.00)

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix J: Environmental Concern

Table J1: Moderation – Johnson-Neyman

Independent Variable	Dependent Variable	Moderator	R-Squared	F-value	p-value	Significance Region	Pattern
					Interaction between Independent Variable and Moderator	**Johnson-Neyman**	
PRSA – Control	Social Value	Preference for environmentally labelled products	.0514	21.4767	**.000****	3.2061 – 7.00	Positive (1.00 – 2.200) Negative (2.50 – 7.00)
PRSA – Control	Social Value	Efforts to limit consumption	.0095	3.6854	.0557	1.6860 – 7.00	Negative (1.00 – 7.00)
NPRSA – Control	Social Value	Preference for environmentally labelled products	.0197	7.4434	**.0067****	3.6900 – 7.00	Positive (1.00 – 2.20) Negative (2.50 – 7.00)
PRSA – Control	Purchase Interest	Preference for environmentally labelled products	.0253	9.0263	**.0029****	4.2567 – 7.00	Positive (1.00 – 3.10) Negative (3.40 - 7.00)
PRSA - NPRSA	Purchase Interest	Preference for environmentally labelled products	.0089	3.1857	.0752	5.0675 – 7.00	Positive (1.00 – 3.10) Negative (3.40 – 7.00)
PRSA – Control	Personal product attitude	Preference for environmentally labelled products	.0094	3.7979	.0521	2.0055 – 7.00	Negative (1 – 7)
PRSA – Control	Perceived product quality	Preference for environmentally labelled products	.0183	7.2035	**.0076****	2.4378 – 7.00	Negative (1-7)

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix K: Additional analyses on product category

Appendix K1: T-tests for durable products

Table K1.1: PRSA and Control

	Condition						
	PRSA			**Control**			Mean
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	difference
Purchase intention	89	4.00	1.658	83	3.36	1.558	**.639****
Personal product attitude	89	4.7022	1.219	83	3.8313	1.063	**.871****
3rd person product attitude	89	5.04	1.137	83	4.92	1.18	.129

Table K1.2: NPRSA and Control

	Condition						
	NPRSA			**Control**			Mean
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	difference
Purchase intention	90	3.76	1.698	83	3.36	1.558	.394
Personal product attitude	90	4.39	1.135	83	3.8313	1.063	**.563****
3rd person product attitude	90	4.88	1.262	83	4.92	1.18	-.038

Table K1.3: PRSA and NPRSA

	Condition						
	PRSA			**NPRSA**			Mean
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	difference
Purchase intention	89	4.00	1.658	90	3.76	1.698	.244
Personal product attitude	89	4.7022	1.219	90	4.39	1.135	.308
3rd person product attitude	89	5.04	1.137	90	4.88	1.262	.167

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix K2: T-tests for ephemeral products

Table K2.1: PRSA and Control

	Condition						
	PRSA			**Control**			Mean
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	difference
Purchase intention	82	4.16	1.410	90	3.96	1.535	.203
Personal product attitude	82	4.7134	1.160	90	3.939	.974	**.775****
3rd person product attitude	82	5.24	.883	90	4.99	1.086	.255

Table K2.2: NPRSA and Control

	Condition						
	NPRSA			**Control**			Mean difference
Dependent varible	N	Mean	Std. Dev	N	Mean	Std. Dev	
Purchase intention	92	3.91	1.688	90	3.96	1.535	-.043
Personal product attitude	92	4.44	1.131	90	3.939	.974	**.501****
3rd person product attitude	92	4.95	1.152	90	4.99	1.086	-.043

Table K2.3: PRSA and NPRSA

	Condition						
	PRSA			**NPRSA**			Mean difference
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	
Purchase intention	82	4.16	1.410	92	3.91	1.688	.245
Personal product attitude	82	4.7134	1.160	92	4.44	1.131	.273
3rd person product attitude	82	5.24	.883	92	4.95	1.152	.298

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix K3: Moderated mediation analyses – Personal Product attitude

Table K3.1: Focal Predictor: Product Quality

Independent Variable	Dependent Variable	Focal predictor	Moderating variable	Test of highest order unconditional interaction			Conditional effect			
				R-Squared	F-value	p-value	**Ephemeral**		**Durable**	
							Effect	p-value	Effect	p-value
PRSA – NPRSA	Personal Product Attitude	Product Quality	Product Category	.0140	8.4916	**.0038****	.2300	**.0005****	.5064	**.0000****

Table K3.2: Focal Predictor: Social Value

Independent Variable	Dependent Variable	Focal predictor	Moderating variable	Test of highest order unconditional interaction			Conditional effect			
				R-Squared	F-value	p-value	**Ephemeral**		**Durable**	
							Effect	p-value	Effect	p-value
PRSA – NPRSA	Personal Product Attitude	Social Value	Product Category	.0108	6.5865	**.0107***	.5464	**.0000****	.3221	**.0000****

Table K3.3: Direct and indirect effects

			Direct effect				Indirect effects			
			Ephemeral		Durable		Ephemeral		Durable	
Independent Variable	Dependent variable	Mediators	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA - NPRSA	Personal Product Attitude	Perceived Product Quality	.0220	-.2511, .2951	.0072	-.2613, .2757	**-.1286**	-.2413, -.0399	**-.2457**	-.4490, -.0797
		Perceived Social Value					-.1338	-.3266, .0437	-.0671	-.1959, .0467

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Appendix L: Gender effects

Appendix L1: Custom PROCESS model syntax

process y=Purchaseintention/m=T_Quality
T_Socialvalue/x=PRSA_control/w=Category/bmatrix=1,1,0,1,1,1/wmatrix=1,0,0,0,0,0/seed
=031216.

Appendix L2: Women

Table L2.1: T-test PRSA and Control

	Condition						
	PRSA			**Control group**			Mean
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	difference
Purchase intention	98	4.22	1.468	102	3.73	1.517	**.499***
Personal product attitude	98	4.68	1.176	102	4.02	1.004	**.669****
3rd person product attitude	98	5.21	.997	102	5.03	1.164	.185

Table L2.2: T-test NPRSA and Control

	Condition						
	NPRSA			**Control group**			Mean
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	difference
Purchase intention	95	4.06	1.675	102	3.73	1.517	.338
Personal product attitude	95	4.40	1.226	102	4.02	1.004	**.385***
3rd person product attitude	95	5.07	1.347	102	5.03	1.164	.044

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Table L2.3: Moderated mediation, mediator: perceived product quality

Independent Variable	Dependent variable	Mediator	Direct effect		Indirect effect			
					Ephemeral		Durable	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase Intention	Perceived Product Quality	.1612	-.2081, .5304	**-.1485**	-.3047, -.0213	**-.1387**	-.3186, -.0142
PRSA – NPRSA	Purchase Intention	Perceived Product Quality	.1293	-.2514, .5100	-.0669	-.2093, .0507	-.0662	-.2293, .0343
NPRSA – Control	Purchase Intention	Perceived Product Quality	.0163	-.3575, .3902	-.0312	-.1576, .0404	-.0253	-.1352, .0562
PRSA – Control	Personal product attitude	Perceived Product Quality	-.0662	-.2994, .1670	**-.2059**	-.3795, -.0658	**-.1924**	-.3467, -.0618
PRSA – NPRSA	Personal product attitude	Perceived Product Quality	.0462	-.2011, .2934	-.1714	-.3698, .0098	**-.1694**	-.3632, -.0075
NPRSA – Control	Personal product attitude	Perceived Product Quality	-.1099	-.3366, .1168	-.0808	-.2947, .0940	-.0650	-.2421, .1214
PRSA – Control	3rd person's product attitude	Perceived Product Quality	-.0278	-.3499, .2944	-.0193	-.1445, .0957	-.0181	-.1400, .0887
PRSA – NPRSA	3rd person's product attitude	Perceived Product Quality	-.0344	-.3678, .2989	-.0130	-.1087, .0888	-.0128	-.1134, .0734
NPRSA – Control	3rd person's product attitude	Perceived Product Quality	.0769	-.2720, .4258	-.0239	-.1233, .0328	-.0194	-.1055, .0441

Values in bold are significant.

Table L2.4: Moderated mediation, mediator: perceived social value

Independent Variable	Dependent variable	Mediator	Direct effect		Indirect effect	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase Intention	Perceived Social Value	.1612	-.2081, .5304	**-.4843**	-.7503, -.2572
PRSA – NPRSA	Purchase Intention	Perceived Social Value	.1293	-.2514, .5100	-.1922	-.4451, .0274
NPRSA – Control	Purchase Intention	Perceived Social Value	.0163	-.3575, .3902	**-.3252**	-.5952, -.0819
PRSA – Control	Personal product attitude	Perceived Social Value	-.0662	-.2994, .1670	**-.3820**	-.5584, -.2195
PRSA – NPRSA	Personal product attitude	Perceived Social Value	.0462	-.2011, .2934	-.1392	-.3063, .0212
NPRSA – Control	Personal product attitude	Perceived Social Value	-.1099	-.3366, .1168	**-.2015**	-.3738, -.0514
PRSA – Control	3rd person's product attitude	Perceived Social Value	-.0278	-.3499, .2944	**-.1161**	-.2591, -.0044
PRSA – NPRSA	3rd person's product attitude	Perceived Social Value	-.0344	-.3678, .2989	-.0711	-.1969, .0098
NPRSA – Control	3rd person's product attitude	Perceived Social Value	.0769	-.2720, .4258	**-.0991**	-.2305, -.0113

Values in bold are significant.

Appendix L3: Men

Table L3.1: T-test PRSA and Control

	Condition						Mean difference
	PRSA			**Control group**			
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	
Purchase intention	73	3.88	1.624	71	3.59	1.653	.285
Personal product attitude	73	4.74	1.211	71	3.70	1.013	**1.036****
3rd person product attitude	73	5.04	1.060	71	4.85	.995	.196

Table L3.2: T-test NPRSA and Control

	Condition						Mean difference
	NPRSA			**Control group**			
Dependent variable	N	Mean	Std. Dev	N	Mean	Std. Dev	
Purchase intention	87	3.59	1.681	71	3.59	1.653	-.005
Personal product attitude	87	4.44	1.022	71	3.70	1.013	**.733****
3rd person product attitude	87	4.74	1.005	71	4.85	.995	-.109

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Table L3.3: Moderated mediation, mediator: perceived product quality

Independent Variable	Dependent variable	Mediator	Direct effect		Indirect effect			
					Ephemeral		Durable	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase Intention	Perceived Product Quality	**.6182**	.1151, 1.1214	**-.4628**	-.7941, -.1808	**-.5030**	-.8639, -.2042
PRSA – NPRSA	Purchase Intention	Perceived Product Quality	.0370	-.4266, .5006	**-.2398**	-.5467, -.0270	**-.1552**	-.3779, -.0074
NPRSA – Control	Purchase Intention	Perceived Product Quality	.4248	-.0242, .8737	-.0216	-.1949, .1621	-.1633	-.4064, .0232
PRSA – Control	Personal product attitude	Perceived Product Quality	**-.3590**	-.6884, -.0296	**-.3751**	-.6116, -.1633	**-.4077**	-.7354, -.1617
PRSA – NPRSA	Personal product attitude	Perceived Product Quality	-.0250	-.3412, .2912	**-.2492**	-.4546, -.0851	**-.1613**	-.3801, -.0203
NPRSA – Control	Personal product attitude	Perceived Product Quality	**-.4468**	-.7035, -.1901	-.0151	-.1433, .1065	-.1140	-.2753, .0153
PRSA – Control	3rd person's product attitude	Perceived Product Quality	.0636	-.2950, .4222	**-.3228**	-.5749, -.1200	**-.3508**	-.5905, -.1542
PRSA – NPRSA	3rd person's product attitude	Perceived Product Quality	-.2129	-.5523, .1265	-.0955	-.2798, .0323	-.0618	-.1824, .0213
NPRSA – Control	3rd person's product attitude	Perceived Product Quality	.1099	-.2115, .4312	-.0108	-.1049, .0815	-.0811	-.2255, .0156

Table L3.4: Moderated mediation, mediator: perceived social value

Independent Variable	Dependent variable	Mediator	Direct effect		Indirect effect	
			Effect	95% CI (LL, UP)	Effect	95% CI (LL, UP)
PRSA – Control	Purchase Intention	Perceived Social Value	**.6182**	.1151, 1.1214	**-.4162**	-.6859, -.1945
PRSA – NPRSA	Purchase Intention	Perceived Social Value	.0370	-.4266, .5006	-.1196	-.3792, .1082
NPRSA – Control	Purchase Intention	Perceived Social Value	.4248	-.0242, .8737	**-.3375**	-.5981, -.1184
PRSA – Control	Personal product attitude	Perceived Social Value	**-.3590**	-.6884, -.0296	**-.2816**	-.4684, -.1282
PRSA – NPRSA	Personal product attitude	Perceived Social Value	-.0250	-.3412, .2912	-.0620	-.2041, .0597
NPRSA – Control	Personal product attitude	Perceived Social Value	**-.4468**	-.7035, -.1901	**-.2285**	-.4004, -.0760
PRSA – Control	3rd person's product attitude	Perceived Social Value	.0636	-.2950, .4222	.0802	-.0168, .1995
PRSA – NPRSA	3rd person's product attitude	Perceived Social Value	-.2129	-.5523, .1265	-.0098	-.0701, .0235
NPRSA – Control	3rd person's product attitude	Perceived Social Value	.1099	-.2115, .4312	.0403	-.0549, .1505

Appendix M: Factor Analysis and Reliability Statistics – Social Value

Apenndix M1: Factor Analysis

Table M1.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	507.300
	Df	6
	Sig.	**.000****

Values in bold are significant. The * indicates significance level, where *= significant at a 5% level, and **= significant at a 1% level.

Table M1.2: Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Social Value 1	2.346	58.644	58.644	2.346	58.644	58.644
Social Value 2	.653	16.327	74.971			
Social Value 3	.557	13.929	88.900			
Social Value 4	.444	11.100	100.000			

Appendix M2: Reliability Statistics

Table M2.1: Item and Total-Item Statistics

Cronbach's Alpha (CA): .763

N of items: 4

| | **Item Statistics** | | | **Item – Total Statistics** | | | |
Item	Mean	SD	N	Scale Mean (if deleted)	Scale Variance (if deleted)	Corrected Total Correlation	CA (if deleted)
Social Value 1	3.09	1.598	523	10.55	12.727	.524	.729
Social Value2	4.21	1.463	523	9.43	13.119	.565	.705
Social Value 3	2.77	1.459	523	10.87	12.971	.585	.694
Social Value 4	3.56	1.508	523	10.08	12.781	.575	.699

Appendix N: E-Mail

Kjære medstudenter,

Som en del av vår masteroppgave vil vi gjerne invitere alle studenter ved NHH i alderen 16-30 år til å delta i en undersøkelse. Undersøkelsen omhandler holdninger til kles- og tilbehørsprodukter fra merker posisjonert i midtsjiktet mellom kjedebutikker og luksusmerker, og vil ta omtrent **8-9 minutter** å fullføre. Vi setter utrolig stor pris på alle svar og håper du kan avse noen minutter til å hjelpe oss med denne delen av oppgaven vår!

Ved å delta i undersøkelsen kan du vinne et par **AirPods Pro med støydemping** til en verdi av 2.990kr. For å være med i trekningen er du nødt til å besvare alle spørsmålene du blir presentert for, samt oppgi din mailadresse i slutten av undersøkelsen slik at vi kan kontakte deg dersom du vinner. Mailadressen vil ikke kunne kobles til dine svar i undersøkelsen.

- Undersøkelsen er anonym og vil kun bli brukt i forskningsøyemed. Svarene er konfidensielle og kan ikke spores tilbake til deg.
- Vær vennlig og svar på alle spørsmålene i undersøkelsen. Les hvert spørsmål nøye da enkelte formuleringer kan fremstå som like eller være utsatt for feiltolkning.

Trykk på linken for å komme til undersøkelsen:
Take the Survey

Eller kopier og lim inn nettadressen i nettleseren din:
https://nhh.eu.qualtrics.com/jfe/form/SV_01IXHWITmod669f?Q_DL=aNPMpV1F2r4OiWI_01IXHWITmod669f_MLRP_8I92bJpoQWCEY0B&Q_CHL=email

Vi takker for all hjelp og ønsker alle en fortsatt fin uke!

Mvh
Anne Sofie Heggem og Ingrid Reistad

Appendix O: Online Survey

Studieinformasjon og samtykke

Bakgrunn og fremgangsmåte: I denne studien vil vi undersøke holdninger til kles- og tilbehørsprodukter fra merker posisjonert i midtsjiktet mellom kjedebutikker og luksusmerker. Vi ber deg lese nøye gjennom all informasjon du får presentert og besvare samtlige spørsmål i undersøkelsen.
Deltakelsen vil ta ca. 8-9 minutter.

Konfidensialitet: Informasjonen du oppgir er konfidensiell etter norsk lov. Vi vil ikke samle inn identifiserende informasjon.

Frivillig deltakelse: Din deltakelse i denne studien er helt frivillig. Du står fritt til å velge å ikke delta, eller å avslutte studien når som helst dersom du ønsker det.

Spørsmål: Du kan kontakte Anne Sofie Heggem (anne.heggem@student.nhh.no) eller Ingrid Reistad (ingrid.reistad@student.nhh.no), begge ved Norges Handelshøyskole, dersom du har noen spørsmål. Grupperesultater kan bli tilsendt etter forespørsel.

Trekning av AirPods Pro: For å være med i trekningen av AirPods Pro må du fullføre hele spørreundersøkelsen og oppgi din mailadresse. Mailadressen vil ikke kunne kobles til dine svar i undersøkelsen da denne registreres uavhengig av øvrige svar.

Vennligst velg "Ja" nedenfor for å samtykke til denne studien og fortsette.

Ja

Nei

I denne spørreundersøkelsen vil du bli presentert for en kolleksjon fra et etablert og velkjent kles- og tilbehørsmerke.

Vi ønsker å kartlegge dine holdninger uavhengig av merkenavn og de assosiasjonene du måtte ha til dette, og kommer derfor ikke til å oppgi det faktiske merkenavnet. Besvar spørsmålene kun basert på informasjonen du mottar om produktene og selskapet.

Merket er posisjonert i midtsjiktet mellom kjedebutikker som H&M, ZARA og TopShop, og luksusmerker som Prada, Gucci og Versace. Dette segmentet omtales ofte som "Affordable Luxury".
Eksempler på konkurrerende merker i "Affordable Luxury"-segmentet er GANNI, Ralph Lauren, Calvin Klein, Holzweiler og Filippa K. Merket i undersøkelsen lanserer både dame- og herrekolleksjoner.

Vennligst trykk "Neste" for å starte spørreundersøkelsen.
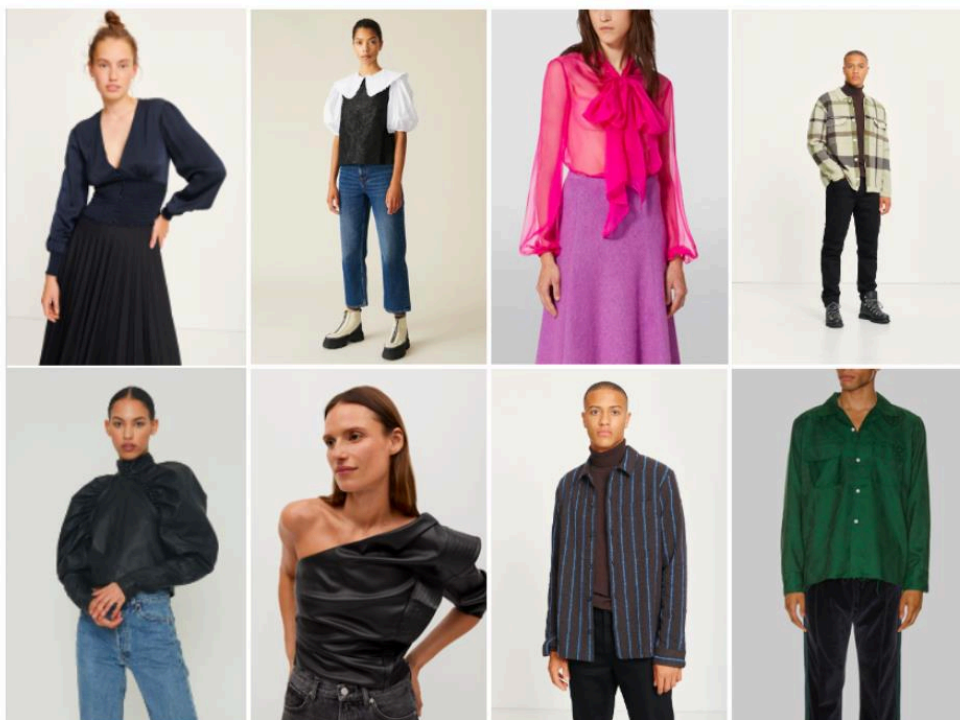
Noen av produktene i kolleksjonen regnes som vinterens store IT-plagg.
Disse er bluser/skjorter i sesongens mest populære snitt og mønster, og har blitt sett på mange kjente personligheter både på sosiale medier og andre visuelle medium. Blusene/skjortene har blitt omtalt av en rekke moteeksperter som denne sesongens viktigste tilskudd til garderoben.

Se eksempler på lignende produkter i collagen ovenfor.

Product-related sustainability attribute

Kolleksjonen du nettopp så har fått navnet "Focus" og har blitt utviklet med et fokus på bærekraft og omtanke for miljøet. Alle produktene er laget med bærekraftige materialer.

Blant annet består skjortene og blusene av **94% bærekraftige materialer** (56% sertifisert organisk bomull og 38% resirkulert polyester), der de resterende 6% er polyamid.

Non-product-related sustainability attribute

Kolleksjonen du nettopp så har fått navnet "Focus", der **10% av overskuddet vil bli donert til Ellen Macarthurs Plastic Commitment**. Merket har et etablert samarbeid med organsisasjonen, og donasjonene merket gir vil bidra i arbeidet med minimering av plastbruk gjennom redesign, innovasjon og sirkulære forretningsmodeller for å skape en mer bærekraftig moteindustri.

Skjortene og blusene i kolleksjonen består av 56% bomull, 38% polyester og 6% polyamid.

Control group

Kolleksjonen du nettopp så har fått navnet "Winter Wardrobe".
Skjortene og blusene består av 56% bomull, 38% polyester og 6% polyamid.

Durable product manipulation

Noen av produktene i kolleksjonen er vesker og bager med et klassisk og enkelt design. Disse har blitt omtalt av flere motemagasiner som produkter man kan forvente å bruke sesong etter sesong, grunnet deres tidløse design og anvendelige fasong.

Se eksempler på lignende produkter i collagen ovenfor.

Product-related sustainability attribute

Kolleksjonen du nettopp så har fått navnet "Focus" og har blitt utviklet med et fokus på bærekraft og omtanke for miljøet. Alle produktene er laget med bærekraftige materialer.

Blant annet er veskene og bagene Jacquard-vevd, og består av **100% bærekraftige materialer** (50% sertifisert organisk bomull og 50% resirkulert polyester).

Non-product-related sustainability attribute

Kolleksjonen du nettopp så har fått navnet "Focus", der **10% av overskuddet vil bli donert til Ellen Macarthurs Plastic Commitment**. Merket har et etablert samarbeid med organsisasjonen, og donasjonene merket gir vil bidra i arbeidet med minimering av plastbruk gjennom redesign, innovasjon og sirkulære forretningsmodeller for å skape en mer bærekraftig moteindustri.

Veskene og bagene er Jacquard-vevd, og består av 50% bomull og 50% polyester.

Control group

Kolleksjonen du nettopp så har fått navnet "Winter Wardrobe".
Veskene og bagene er Jacquard-vevd og består av 50% bomull og 50% polyester.

Vi lurer på i hvilken grad du tror produktene i kolleksjonen er av **høy kvalitet**.

Velg et punkt på skalaen nedenfor som sier hvor uenig eller enig du er i påstandene om kvalitet:

	1 Helt uenig	2	3	4	5	6	7 Helt enig
Produktene i kolleksjonen er av høy kvalitet	O	O	O	O	O	O	O
Materialene produktene består av er av høy kvalitet	O	O	O	O	O	O	O
Produktenes detaljer, som for eksempel sømmer og fôr, er av høy kvalitet	O	O	O	O	O	O	O

Vennligst ranger din holdning til produktene i kolleksjonen ut i fra påstandene nedenfor:

	1 I svært liten grad	2	3	4	5	6	7 I svært stor grad
I hvilken grad vil du si at denne typen kolleksjon er typisk deg?	O	O	O	O	O	O	O
I hvilken grad vil du si at det denne kolleksjonen står for passer med dine verdier?	O	O	O	O	O	O	O
I hvilken grad ville det å kjøpe denne typen kolleksjon hjelpe deg med å vise andre hva du står for?	O	O	O	O	O	O	O
I hvilken grad ville du likt at andre visste at du kjøper denne typen produkter?	O	O	O	O	O	O	O

Se for deg at du er ute etter å kjøpe et "Affordable Luxury"-produkt i samme kategori som produktene du har blitt presentert for. Hvor høy er sannsynligheten for at du, basert på informasjonen du har fått, ville vurdert å kjøpe et produkt fra denne kolleksjonen?

Velg det punktet på skalaen nedenfor som passer best, der 1 = svært usannsynlig og 7 = svært sannsynlig.

	1 Svært usannsynlig	2	3	4	5	6	7 Svært sannsynlig
Hvor sannsynlig er det at du ville vurdert å kjøpe et produkt fra kolleksjonen?	O	O	O	O	O	O	O

Basert på det du har fått vite om kolleksjonen i denne undersøkelsen, i hvilken grad er ditt inntrykk positivt eller negativt?

Velg et punkt på skalen nedenfor som passer best, der 1 = svært negativt og 7 = svært positivt.

	1 Negativt	2	3	4	5	6	7 Positivt
Hvor positivt eller negativt er ditt inntrykk av kolleksjonen?	O	O	O	O	O	O	O

Basert på det du har fått vite i denne undersøkelsen, hva er din holdning til produktene i kolleksjonen?

Velg et punkt på skalaen nedenfor som passer best, der 1= liker ikke og 7= liker.

	1 Liker ikke	2	3	4	5	6	7 Liker
Hvor godt liker du kolleksjonen?	O	O	O	O	O	O	O

Se vekk fra deg selv, og se for deg at andre forbrukere i din aldersgruppe ønsker å kjøpe et "Affordable Luxury"-produkt i samme kategori som du har blitt presentert for.
Hva tror du sannsynligheten er for at de ville vurdert et produkt fra denne kolleksjonen?

Velg det punktet på skalaen nedenfor som passer best, der 1 = svært usannsynlig og 7 = svært sannsynlig.

	» 1 Svært usannsynlig	» 2	» 3	» 4	» 5	» 6	» 7 Svært sannsynlig
Hvor sannynlig er det at andre i din aldersgruppe ville valgt et produkt fra denne kolleksjonen?	O	O	O	O	O	O	O

Vennligst oppgi hvilken aldersgruppe du faller innenfor:

16-23 (født mellom 1997 og 2004)
24-30 (født mellom 1990 og 1996)

Vennligst oppgi hvilken aldersgruppe du faller innenfor:

16-23 (født mellom 1997 og 2004)
24-30 (født mellom 1990 og 1996)

Vennligst oppgi ditt kjønn:

Mann
Kvinne
Ønsker ikke å oppgi

Vennligst ranger din holdning til "Affordable Luxury"-merker som for eksempel GANNI, Ralph Lauren, Calvin Klein, Holzweiler og Filippa K:

	1 Svært negativ	2	3	4	5	6	7 Svært positiv
Hva er din generelle holdning til slike merker?	O	O	O	O	O	O	O

Til hvilken grad er du interessert i å handle produkter fra "Affordable Luxury"-merker?

	Svært lite interessert	2	3	4	5	6	Svært interessert
Interesse for å handle	O	O	O	O	O	O	O

Hvor ofte handler du produkter fra merker i «Affordable Luxury»-segmentet?

Aldri

Sjelden

Noen ganger

Ofte

Veldig ofte

Vennligst ranger din holdning til følgende påstander:

	1 Helt uenig	2	3	4	5	6	7 Helt enig
Jeg foretrekker å kjøpe produkter som er miljømerket	O	O	O	O	O	O	O
For å ta hensyn til miljøet så begrenser jeg mitt forbruk (mat, strøm, klær etc.) til det jeg virkelig trenger	O	O	O	O	O	O	O

På hvilken kanal ble du presentert for denne undersøkelsen?

Studentmail (NHH)

Facebook

LinkedIn

Appendix P: Pre-test

Appendix P1: Original pre-test

I denne spørreundersøkelsen vil du bli presentert for en ny kolleksjon fra et etablert og velkjent kles- og tilbehørsmerke.

Vi ønsker å kartlegge dine holdninger uavhengig av merkenavn og de assosiasjonene du måtte ha til dette, og kommer derfor ikke til å oppgi det faktiske merkenavnet. Besvar derfor spørsmålene basert på informasjonen du mottar om produktene og selskapet.

Merket er posisjonert i midtsjiktet mellom kjedebutikker som H&M, ZARA og TopShop, og luksusmerker som Prada, Gucci og Versace. Eksempler på konkurrerende merker er GANNI, Ralph Lauren, Calvin Klein, Holzweiler og Filippa K. Merket lanserer både dame- og herrekolleksjoner.

Vennligst trykk "Neste" for å starte spørreundersøkelsen.

Et av produktene i kolleksjonen er vinterens store IT-plagg.
Dette er en bluse/skjorte i et av sesongens mest populære snitt og mønster, og har blitt sett på mange kjente personligheter både på sosiale medier og andre visuelle medium. Blusen/skjorten har blitt omtalt av en rekke moteeksperter som denne sesongens viktigste tilskudd til garderoben.
Se eksempler på lignende produkter i collagen ovenfor.

Produktet består av 56% bomull, 38% polyester og 6% polyamid.

Vennligst oppgi din holdning til produktet etter påstandene nedenfor.

	Helt uenig	Uenig	Delvis uenig	Verken enig eller uenig	Delvis enig	Enig	Helt enig
Disse produktene kan bli brukt i mange år og vil aldri gå av moten	○	○	○	○	○	○	○
Disse produktene er klassiske og tidløse	○	○	○	○	○	○	○
Disse produktene er deler av en forbigående trend	○	○	○	○	○	○	○
Disse produktene er trendy og midlertidige	○	○	○	○	○	○	○

Et av produktene i kolleksjonen er en veske/bag med et klassisk og enkelt design. Vesken/bagen har blitt omtalt av flere motemagasin som et produkt man kan forvente å bruke sesong etter sesong, grunnet dens tidløse design og anvendelige fasong. Se eksempler på lignende produkter i collagen ovenfor.

Produktet er Jacquard-vevd og består av 50% bomull og 50% polyester.

Vennligst oppgi din holdning til produktet etter påstandene nedenfor.

	» Helt uenig	» Uenig	» Delvis uenig	» Verken enig eller uenig	» Delvis enig	» Enig	» Helt enig
» Disse produktene kan bli brukt i mange år og vil aldri gå av moten	○	○	○	○	○	○	○
» Disse produktene er klassiske og tidløse	○	○	○	○	○	○	○
» Disse produktene er deler av en forbigående trend	○	○	○	○	○	○	○
» Disse produktene er trendy og midlertidige	○	○	○	○	○	○	○