

## Article

# The Impact of Green Perceived Value Through Green New Products on Purchase Intention: Brand Attitudes, Brand Trust, and Digital Customer Engagement

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**Abstract:** This study examines how the introduction of green new products (GNPs) by luxury brands contributes to building brand equity (i.e., brand attitude and trust) through green perceived value (GPV) and empirically assesses its impact on consumers' purchase intentions. Furthermore, it explores the moderating role of digital customer engagement (DCE) in the relationship between GPV and building brand equity. To verify the hypothesis, we performed the partial least squares structural equation model (PLS-SEM) as an analytical technique using 572 datasets from luxury consumers in China. The results revealed that GPV through GNPs significantly influences both brand attitude and brand trust. In addition, brand attitude and brand trust were found to have a significantly positive effect on purchase intention. Moreover, DCE was observed to positively moderate the relationship between GPV and brand trust. To enhance the purchase intentions for luxury brands, it is essential to foster brand attitude and brand trust by developing a multidimensional GPV through GNPs. Furthermore, DCE plays a crucial role in strengthening the brand trust component of GPV.

**Keywords:** green new products; green perceived value; brand equity; purchase intention; luxury consumers



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## 1. Introduction

In today's business environment, sustainability has become an indispensable factor in the advancement of luxury brands [1]. As many fashion houses' commitment to protecting the natural environment increasingly influences consumers' purchasing decisions, more luxury brands are dedicated to implementing environmentally focused measures [2,3]. In this context, the launch of green new products (GNPs) by luxury brands has become central to their marketing strategies, aiming to build brand equity by enhancing brand attitude and trust [4]. GNP refers to products manufactured in facilities that utilize natural resources, apply fewer hazardous chemicals, or minimize emissions of waste and pollutants, serving as an indicator of a brand's sustainability transformation [5,6]. Marketing professionals within firms strategically develop and implement diverse initiatives to encourage consumer adoption of eco-friendly products, thereby aligning such efforts with the pursuit of long-term business objectives and sustained profitability [7].

This study explores how the introduction of GNPs by luxury brands contributes to building brand equity through green perceived value (GPV) and evaluates their impact on

consumers' purchase intentions. GPV refers to the overall value that consumers assign to a product or service after considering their personal needs, expectations for sustainability, and preferences for environmental responsibility. Consequently, consumers' demands, expectations, and aspirations significantly shape their subjective evaluation of GPV [8]. While GPV has been examined multiple times in the context of green marketing, many studies have explored it within an incomplete multidimensional framework [9,10]. Previous research has suggested expanding the scope of green purchasing behavior studies by considering the incomplete multidimensional aspects of GPV [11,12]. Consequently, this study advances current trends in green behavior research by leveraging GPV to comprehensively measure its impact on consumers' purchasing intentions through the introduction of GNPs by luxury brands.

While developing their storytelling and unique identity remains fundamental for luxury brands, embracing ethical values like sustainability has become equally critical in recent years, alongside highlighting the distinctive qualities of their products [13]. Some luxury brands have experienced steady growth in recent years by developing GNPs aligned with eco-friendly policies [14], which constitutes the primary focus of this study. For instance, Burberry has launched an eco-friendly collection using recycled nylon 'Econyl', made from discarded waste and recycled plastic materials. Similarly, Gucci and Louis Vuitton are utilizing nylon fabric scraps and recycled Econyl to enhance sales of their GNP lines. To remain competitive, luxury brands should increasingly adopt sustainability measures while maintaining their high-end appeal, fostering positive brand attitude, and strengthening consumer trust [15].

Meanwhile, luxury brands have been leveraging digital platforms to drive consumer engagement with GNPs, thereby fostering customer loyalty [16,17]. Since the COVID-19 pandemic, global fashion houses have increasingly turned to social media and digital platforms as effective strategies to enhance brand attitude and trust by actively engaging with customers and encouraging participation. As digitalization continues to transform consumption practices, it is crucial for luxury brands to focus on digital customer engagement (DCE) to attract sustainability-conscious consumers and secure a competitive edge [18]. In the contemporary marketing landscape, customer engagement predominantly occurs through digital platforms. Accordingly, the concept of DCE has emerged, which extends beyond mere purchasing behavior to encompass consumers' active participation with brands via online channels [19].

There are several primary reasons why we focus on luxury brands. Previous studies on sustainable product consumption have generally focused on purchasing intentions within the mass market product sector [20,21]. These studies have often viewed luxury and sustainability as trade-offs, making it essential to understand the recent compatible changes [22,23]. Previous studies on sustainable product consumption have predominantly focused on consumers' purchase intentions within the mass market segment. Although there is a growing body of research examining sustainability, consumer attitudes, and behavioral intentions in the context of luxury brands, the findings remain mixed and inconclusive. For instance, some studies suggest that sustainability messaging may conflict with the traditional values associated with luxury brands, potentially eliciting negative consumer attitudes [24]. Conversely, other research indicates that consumers may seek to construct an image of themselves as responsible citizens through the consumption of sustainable luxury products, thereby reinforcing their social status [25]. Given these contrasting perspectives, a more in-depth investigation is warranted to understand how green new products (GNPs) offered by luxury brands influence consumers' purchase intentions via green perceived value (GPV). In particular, it is essential to explore how the seemingly opposing notions of premium quality and sustainability can coexist and generate

value in the luxury marketplace. Furthermore, DCE is increasingly expanding in luxury brands as a new practice to enhance brand attitude and trust based on GPV with GNPs, although research in this area is still in its infancy. To address the aforementioned research gap, this study proposes the following research questions and aims to offer scholarly contributions from three key perspectives.

RQ1. Does the GPV formed through GNPs in luxury brands positively influence consumers' brand trust and brand attitudes?

RQ2. Does DCE moderate the relationship between GPV and consumers' brand trust and brand attitudes by strengthening its influence?

RQ3. Do consumers' brand attitudes and brand trust toward luxury brands positively affect their purchase intention?

By addressing this gap, this study aims to contribute to three key aspects, challenging the perception that luxury brands find it difficult to pursue sustainability. First, this study extends our understanding of consumption value beyond the inherent limitations of luxury brands by considering GPV inspired by GNPs. As consumers become more environmentally conscious, they recognize products that use recycled materials to minimize pollutant emissions as valuable [26]. In this context, consumers expect their preferred brands to act morally and ethically while maintaining an opulent atmosphere. Consequently, GPV is becoming an important determinant for consumers who purchase luxury brands [14]. This study will contribute to enhancing the sustainability of luxury products and leading new consumption trends through GNPs.

Second, to investigate the impact of GNPs on consumer behavior, we consider attitude and trust to identify reasons and conditions that can further increase consumer acceptance. Some studies suggest that green practices can enhance brand perceptions and trust, thereby influencing consumer behavior outcomes [27,28]. However, in the luxury fashion market, there is limited research on how GPVs formed by GNPs affect purchasing behavior. Therefore, the purpose of this study is to identify the factors that shape brand perceptions and trust through GPVs in luxury brands, and to investigate their impact on consumer intentions. These efforts advance consumer behavior research by empirically demonstrating that GPVs formed by GNPs are linked to brand attitude, trust building, and customer purchase intentions.

Third, this study aims to examine whether rapidly expanding DCE practices are effective in enhancing attitude and trust in luxury brands, with an emphasis on GPV through GNPs. As technological advances expand digital platforms, brands are leveraging these platforms to convey their unique values to customers, aiming to enhance loyalty [18]. In particular, the emergence of Generation Z, with its digital and sustainability-conscious mindset, increasingly reveals opportunities to leverage new DCE practices [29]. This study aims to assist practitioners in promoting the use of digital participation practices by identifying the moderating role of these practices in inspiring consumers' brand attitudes and trust, based on GPV. Additionally, by linking the formation of brand loyalty based on GPV with DCE practices, this approach expands green marketing strategies and lays the groundwork for further research.

## 2. Literature Review

### 2.1. Understanding Green Perceived Value Through Green New Products

The concept of value plays a crucial role for both business marketers and customers, as it can be the most valuable component linked to the current business market [30]. Perceived value is a subjective concept that varies based on the unique characteristics of different products and contexts, and it has been recognized as a major determinant of consumer purchasing behavior [31]. Particularly, with the rising risk of environmental pollution

from mass production and consumption in recent years, the perceived value of green consumption has become closely linked to consumer behavior [11,32].

Over the past few decades, the phenomena of green consumption values have been extensively studied [33], with a particular focus on their antecedents and consequences, based on the theory of consumption values [34]. Several studies have explored and applied GPV structures, based on the theory of consumption values, to enhance customer purchase intentions. For example, Chen and Chang [9] examined the relationships among GPV, green perceived risk, green trust, and green purchase intentions, finding that GPV positively influences both green trust and green purchase intentions. Additionally, Chen [27] and Lin et al. [35] sought to explore the relationship between GPV and consumer behavior.

However, their studies acknowledge that one-dimensional GPV structures may fall short in explaining the complex and multidimensional nature of perceived values [36]. To address this, Sangroya and Nayak [36] proposed a multidimensional GPV, originating from Patterson and Spreng's [37] GPV definition. In addition, Roh, Seok, and Kim [12] investigated the intricate and multifaceted nature of GPV by applying the theory of consumption values within the context of sustainable consumption. These studies indicated that GPV is treated as a multidimensional construct and proposed four sub-constructs: functional value, social value, conditional value, and emotional value.

Although GPV has been widely studied in the context of green marketing, there is limited literature specifically exploring GPV in the consumption values of GNPs. The adoption of GNPs, such as organic, energy-efficient, and environmentally friendly approaches, has been extensively utilized in brand positioning [38]. Fashion houses adopt GNPs for several reasons: (1) utilizing green opportunities; (2) enhancing corporate image; (3) increasing product value; (4) strengthening competitive advantages; and (5) adhering to environmental trends. Indeed, luxury brands have shown that sustainable GNPs enable them to create GPV, providing a competitive edge. Thus, this study focuses on the context of GNP consumption with multidimensional GPV and contributes to bridging the literature gap. The aforementioned values are discussed in the following sub-section.

#### 2.1.1. Functional Value

Functional value significantly influences customers' attitudes, perceptions, and behaviors, driven by the economic and practical benefits they gain during the consumption process [39,40]. Sangroya and Nayak [36] extended this concept to the green consumption context, associating it with the perceived functional value derived from environmentally friendly goods or services, which result in economic or practical benefits. In the context of luxury brands, the quality and scarcity of products are important factors for consumers [41,42]. Environmental pollution has become a particularly important determinant in increasing the sustainable value of luxury consumption [43]. Consumers desire GNPs that pursue sustainability, even if they are a bit more expensive. Scarcity remains an important factor in evaluating the functional value of luxury goods [42]. Generally, prices greatly influence consumption decisions, but when product quality and scarcity are justified, consumers are willing to pay premium prices [41]. The existing literature identifies a significant relationship between the functional value of luxury goods and consumer attitude, highlighting the importance of incorporating this insight into marketing strategies [44–46].

#### 2.1.2. Social Value

Social value pertains to the usefulness of a product or service in encouraging consumers to engage with particular social groups [47]. Sweeney and Soutar [48] explain that these dimensions of perceived value are closely related to self-image and social iden-

tity. When GNPs are perceived to enhance self-image, the intention to purchase them increases [49]. This is because adopting green products or services signals to customers that they are concerned about the environment [50]. Previous studies have shown that consumers who purchase green products tend to value their symbolic identity in society [51]. Additionally, buying green products has served as a significant motivation for others within the same society to make similar purchases [12]. Studies have found a positive relationship between social values and sustainable consumption, as well as green consumption behavior [52,53]. Moreover, some research indicates that social values significantly influence consumption decisions in the luxury product sector [54,55]. The positive relationship between social values and consumer behavior suggests that consumers are driven to communicate their social status through luxury brands choices and express their identity to other members of society [44].

#### 2.1.3. Conditional Value

Conditional value pertains to the perceived utility derived from alternatives based on specific situations or conditions faced by the decision-maker [47]. Diverse infrastructural and contextual factors can either facilitate or inhibit pro-environmental behavior [56]. Examples of these conditional factors include monetary incentives or subsidies from the government [57], promotional discounts [52], regulations and laws [58], and physical accessibility to green products [40]. Previous literature has found that various conditional factors positively impact the adoption of GNPs, particularly those related to sustainable product consumption, such as monetary incentives, product access, and promotions [40,52,59]. However, while the effects of conditional value may vary depending on the situation and context [47], the understanding of GNP consumption behavior in the luxury market is very limited. Therefore, it is necessary to further study and clarify the effect of conditional value on the consumption of GNPs by luxury brands.

#### 2.1.4. Emotional Value

Emotional value refers to the perceived benefit that consumers derive from a product or service through feelings or emotional states [47]. In the realm of green consumption, emotional value significantly influences consumers' decision-making processes [40]. Some scholars have found that while functional values are necessary, they are not sufficient to predict eco-friendly purchasing behavior. Instead, a combination of emotional, conditional, and social values is required to understand green consumption [53]. Additionally, Khan and Mohsin [60] found that emotional value plays a crucial role in green consumption choices. For example, when consumers use green products, they experience a sense of well-being from the moral satisfaction of contributing to environmental protection [61]. This has been empirically proven by Wüstenhagen and Bilharz [62], who found that the primary reason consumers are willing to pay a premium for green energy is the emotional benefit they derive. Indeed, the luxury industry has also recognized the importance of emotional value in the consumption of green products [63]. Many luxury brands are enhancing their legitimacy by focusing on vegan materials instead of fur or leather to avoid accusations of vanity-driven environmental destruction, and by launching new products made from discarded waste and recycled plastic materials [64]. Thus, purchasing GNPs made from eco-friendly ingredients by luxury brands provides consumers with psychological benefits, as it aligns with their desire to act morally and become better individuals.

### 2.2. Brand Attitude

Brand attitude refers to consumers' willingness to consistently respond and show a desirable or undesirable reaction toward a particular brand [65]. While brand attitude may not be a strong indicator of consumers' purchasing behavior, its importance should

not be underestimated. This is because consumers' attitudes toward brands can present new opportunities and threats [12]. Additionally, a positive attitude toward a brand can serve as leverage for the success of firms in this field [66]. When consumers have a positive attitude toward a brand based on the values they perceive, the firm's economic and social benefits are more likely to be guaranteed compared to other factors. Generally, attitude toward a brand is based on values obtained through a particular source, combined with the act of participation. Luxury brands are distinguished by their prestige, which is derived from their association with reputable names [67]. GNPs launched by luxury brands can further inspire positive attitudes without compromising their reputation by enhancing the sustainable value that consumers appreciate [68]. Consequently, marketers prioritize the introduction of GNPs to maintain and enhance consumer attitudes toward luxury brands [6]. Over time, GNPs shape consumer attitudes driven by perceived value, which resists external changes and strengthens brand loyalty.

### 2.3. Brand Trust

Trust is defined by an individual's willingness, desire, and ability to rely on something while accepting minimal vulnerability based on its performance, reliability, and past functionality [69]. Trust in a brand can be considered a fundamental factor in determining long-term customer behavior and purchasing patterns. Brand trust can significantly influence customers' purchasing attitudes and intentions, ultimately promoting their actual behavior [70]. Previous studies have identified trust as a key determinant of customer purchase intentions. For example, Chen and Chang [9] empirically verified the positive relationship between GPV, green trust, and green purchase intention. Furthermore, Amin and Tarun [71] empirically tested the positive effects of GPV on purchase intentions through green trust. Conversely, Luo et al. [72] highlight that green products may suffer from a lack of customer trust due to excessive exaggeration and ambiguity. Therefore, some studies emphasize that accurately conveying perceived value is crucial to increasing trust in green products [12,27]. Thus, recognizing the GPV of GNPs can enhance brand trust and reduce consumer skepticism.

### 2.4. Digital Customer Engagement

DCE has become a crucial factor in understanding the impact of online platform proliferation on business-to-consumer interactions [73]. Key aspects of DCE include specific online contexts, conversational interactions, and exchanges that extend beyond mere purchases or consumption of products and services. Mollen and Wilson [74] define online engagement as a cognitive and emotional commitment to an active relationship with the brand, as represented by the website or other digital entities designed to convey brand value. Gavilanes et al. [75] emphasize the importance of conceptualizing consumer participation in digital media and demonstrate that such participation can influence consumer attitudes and trust building. Al-Kfairy et al. [76] define DCE as a process through which user experience and interaction on digital platforms help build customer trust and ultimately promote shopping intentions. Their findings suggest that DCE fosters active consumer participation, thereby strengthening the relationship between the customer and the brand. Similarly, Nabivi [77] found that eco-friendly social media content positively influences brand attitude, purchase intention, and word-of-mouth by enhancing informativeness, entertainment value, and personal relevance. These findings indicate that eco-friendly digital content plays a crucial role in encouraging consumer engagement and shaping sustainable brand images. Extending this perspective, Eigenraam, Eelen, Van Lin, and Verlegh [18] provide a comprehensive framework for digital engagement, developing a consumer-based taxonomy that categorizes engagement into five distinct types: fun

practices, learning practices, customer feedback, working for a brand, and talking about a brand. Their findings further reveal that these types of engagement align with different motivational drivers—cognitive, emotional, and behavioral—highlighting the need for luxury brands to tailor their strategies accordingly. Thus, firms are advised to leverage the aforementioned classification framework to strategically foster consumer engagement on digital platforms. By doing so, they may exert a meaningful influence on brand perception and promote sustainable consumption behavior.

### 2.5. Purchase Intention

Purchase intention refers to anticipated or planned actions in the future, indicating the likelihood of converting beliefs and attitudes toward a product into actual behavior [78]. Therefore, purchase intention reflects the customer's willingness, preference, and likelihood to choose environmentally friendly and sustainable products and brands. To conceptualize perceived value as a key indicator of attitude toward behavior, Laroche et al. [79] argued that individuals' attitude levels vary based on whether they consider certain behaviors essential to them. When consumers visit luxury brands and experience the value of GNPs, they may exhibit certain purchasing behaviors, such as recommending them to colleagues and paying premium prices. Eventually, as Chan and Lau [80] and Son et al. [81] proposed, recognizing the value of GNPs can lead to actual customer purchasing behavior.

## 3. Hypothesis Development

### 3.1. Green Perceived Value, Brand Attitude, and Brand Trust

Luxury goods are esteemed as works of art crafted for an exclusive market [82]. This is due to the relatively low price-to-value ratio of functional utility, contrasted with the high price-to-value ratio of situational and intangible utility [83]. The luxury industry, known for its standout, unique, and meticulously crafted products, is a complex, vast, and highly competitive space [67]. Consequently, luxury brands explore perceived values that can be more strongly positioned for their customers, and recent GNPs are designed to meet this demand [4].

As consumers' interest in launching GNPs increases, luxury brands perceive this as both a new opportunity and a threat [84]. Given the importance of GPVs, especially in light of environmental issues, consumer attitudes are influenced by the launch of GNPs as part of the brand's efforts [4,52]. GPV refers to the belief in the environmental benefits that customers gain when purchasing products, and it is increasingly recognized as a driver of behavioral intentions [12]. Since the GPV through GNPs can directly influence the formation of a positive attitude toward a brand, creating a positive signal is crucial for securing a luxury brand's sustainability [85].

The perceived functional value derived from green product quality—such as durability, reliability, and price—has been recognized as a significant factor in shaping customer attitudes toward luxury brands [86]. Consumers form their attitudes toward a brand, expecting it to better contribute to the social and environmental values of green products [87]. The conditional value derived from the utilization of materials and energy in reducing environmental damage during the production process positively impacts customer attitudes [88]. Additionally, luxury brands cultivate customer-friendly attitudes through green products by leveraging emotional values grounded in legitimacy [89].

Previous studies indicate that, empirically, GPVs can significantly influence brand attitude formation. Sweeney and Soutar [48] identified consumption value as comprising functional, emotional, and social aspects, and found that these values influence product attitude. Woo and Kim [90] discovered that the functional, conditional, social, and emotional values of green food products, referred to as GPVs, positively influence attitudes toward

purchasing green products. Roh, Seok, and Kim [12] stated that GPVs, such as functional, social, emotional, conditional, and cognitive values, are essential in shaping consumer attitudes toward purchasing organic products. Bringing these discussions together, we can conclude that the GPV gained from launched GNPs can positively influence consumer attitudes toward luxury brands.

**Hypothesis 1.** *GPV through GNPs has a significantly positive effect on consumer attitudes toward luxury brands.*

Trust is the resolve to embrace vulnerability, driven by an optimistic belief in another's intentions or actions [91]. Customers' trust in a brand increases based on the perceived green value of GNPs [27]. According to Chen and Chang [92], greater trust in green products fosters customer trust and enhances organizational performance. However, despite manufacturing products that harm the ecosystem, some brands deceive customers by projecting an eco-friendly image amid the rising demand for GNPs [89]. These brands fail to deliver the perceived green value through their products, leading to a loss of customer trust [93].

When it comes to brand trust, the information provided by GNPs includes labels and certifications that guarantee the use of eco-friendly materials [94]. The functional value of GNPs enhances consumer trust by ensuring they meet environmental benefits [95]. Brands that demonstrate pro-social behavior by considering social norms, identity, and influence are viewed as engaging in valuable actions that boost consumer confidence and attract public attention [96]. Transparency in the green production process fosters conditional values that enhance customer trust [88]. Additionally, the emotional value derived from the legitimacy of green products is linked to consumers' brand trust [89].

Studies on customers' reasoned actions indicate a positive correlation between perceived value and customer trust [12,97]. This positive relationship between GPV and trust is empirically evident across various consumption contexts. Konuk [98] found that the functional value of organic food enhances consumer confidence. Watanabe et al. [99] conducted a survey of Brazilian consumers and revealed that the four components of GPV—functional, economic, social, and emotional values—positively influence consumer trust. Therefore, the following hypothesis can be reasonably asserted:

**Hypothesis 2.** *GPV through GNPs has a significantly positive effect on consumer trust toward luxury brands.*

### 3.2. Digital Customer Engagement as a Moderator

Fueled by the rapid evolution of the digital landscape and the desire to forge personal connections, brands are increasingly engaging with consumers on digital platforms [100,101]. Various engagement practices have been developed on these platforms to attract consumers, such as viewing, liking, sharing, advertising, customer reviews (and writings), branded videos, blogs, and other content [18]. These practices can be conceptualized as behavioral manifestations of customer brand engagement, defined as a consumer's positively valenced, brand-related cognitive, emotional (or affective), and behavioral activity during or related to focal consumer/brand interactions [102]. As Van Doorn et al. [103] noted, the practice of DCE through a platform goes beyond simply purchasing and consuming products and services; it is a motivated behavior.

Prior literature on customer engagement identifies it as the interaction with cognitive, emotional, behavioral, and social resources specific to brands [104]. Consumers' green consumption values are linked to their tendency to express environmental protection values through purchasing and consumption behaviors [105]. DCE can encourage brands to

support environmental sustainability and shape GPV in line with sustainable consumption. Prothero et al. [106] found that digital platforms significantly enhance the value of consumers' green consumption by facilitating sustainable changes in the consumer market. Tan et al. [107] mapped consumers' green consumption values within the context of peer-to-peer (P2P) platforms, demonstrating that digital consumer engagement can impact GPV.

Digital engagement practices are known to effectively enhance customer attitudes and trust [108]. When consumers become aware of a brand's environmental benefits through digital platforms, it encourages them to practice the brand's green consumption values while fostering a positive attitude and trust in the brand [109,110]. The environmental benefits of DCE aim to preserve natural resources and foster a sense of community. By engaging with digital platforms and sharing diverse opinions, consumers can develop a positive attitude toward brands that adopt green consumption values.

Previous research has shown that environmentally motivated consumer engagement on digital platforms significantly promotes a brand's green practices, reduces its carbon footprint, and enhances consumer attitudes and trust by minimizing the brand's negative environmental impact [107,111,112]. When engaging on digital platforms, consumers adhere to social and environmentally friendly practices. This practice of DCE not only promotes social connections but also enhances the value of green consumption, thereby increasing positive attitudes towards and trust in brands. Thus, we hypothesize the following:

**Hypothesis 3a.** *DCE moderates the relationship between GPV and customers' brand attitudes.*

**Hypothesis 3b.** *DCE moderates the relationship between GPV and customers' brand trust.*

### 3.3. Brand Attitude and Brand Trust as Drivers of Purchase Intention

As concerns and motivations for sustainability grow, consumers' attitudes toward luxury brands launching GNPs enhance their purchase intentions. Recent social support for sustainability has influenced consumers' purchase intentions through the adoption of attitudes that regard brands launching GNPs as standout brands. This significance is further underscored by various studies. According to the elaboration likelihood model [113], brand purchase intention is driven by brand attitude. The technology acceptance model [114] and the hierarchy of effects model [115] also support the notion that brand attitude leads to purchase intention. Furthermore, prior research in green marketing has empirically demonstrated and reported a significant relationship between attitude toward green products and purchase intentions. For instance, Mostafa [116] demonstrated that consumers with positive attitudes toward green products are more likely to develop a stronger inclination to purchase them, referencing green brands and heavily relying on green brand positioning. Similarly, Felix and Braunsberger [117] observed that, for Mexican consumers, purchasing decisions for green products are typically based on their environmental attitude. Paul et al. [118] also identified that Indian consumers' attitudes significantly predict their intentions to purchase green products. As a result, consumers with a positive attitude toward a particular brand tend to have a strong intention to purchase from that brand [119]. The findings of these studies suggest that consumers' favorable attitudes toward brands launching GNPs may lead to increased purchase intentions. Hence, we hypothesize the following:

**Hypothesis 4.** *Consumers' attitudes toward green luxury brands have a significantly positive effect on purchase intention.*

Trust is a crucial factor in predicting consumers' willingness to make a purchase [120]. Trust helps consumers overcome perceived risks, significantly impacting their purchase intentions [91]. When consumers have confidence in the green products released by a brand,

they believe and expect that the brand's future behavior will be beneficial and environmentally friendly [121]. Researchers have found that consumers' trust positively influences their purchase intentions [122]. Previous green marketing studies have demonstrated that a brand's eco-friendly behavior significantly enhances purchase intentions by increasing consumer trust. According to Chen and Chang [9], trust in a green product leads to higher purchase intentions. Roh, Seok, and Kim [12] observed that a higher degree of trust in the organic label increased consumers' purchase intentions. Similarly, Tandon et al. [123] demonstrated that consumers with higher trust exhibit favorable buying behavior toward green products. Thus, we can propose the following hypothesis:

**Hypothesis 5.** *Consumers' trust toward green luxury brands has a significantly positive effect on purchase intention.*

We summarize all the hypotheses discussed above in Figure 1.

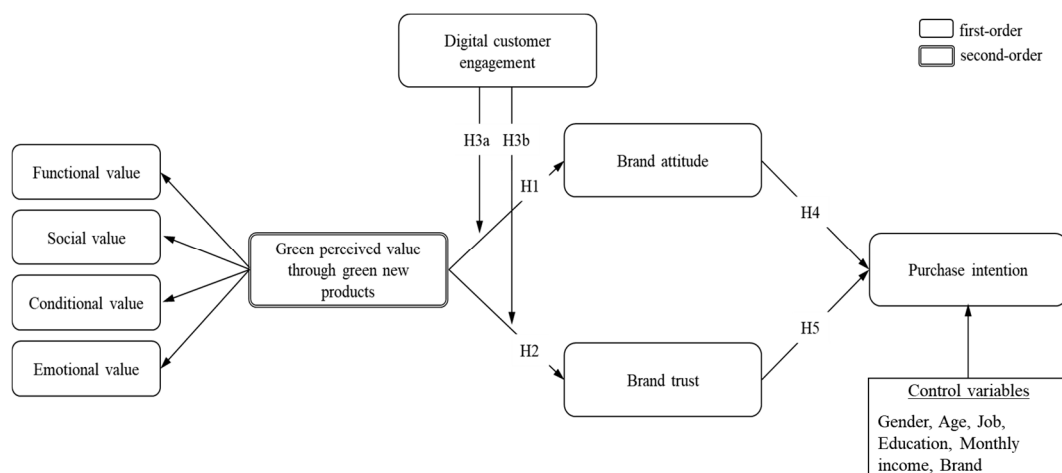


**Figure 1.** Research model.

## 4. Methodology

### 4.1. Research Context and Sample Collection

To test our hypotheses, we selected a high-end store in Shanghai, China, as the primary location for data collection. With the world's largest population and rapid economic growth, China has emerged as a key luxury consumer market [124]. Moreover, sustainable consumption behavior has been on the rise in recent years, particularly in urban areas [125]. The growth in Chinese demand for luxury products is driven both by increased brand engagement in marketing campaigns tailored for the Chinese market and rising investments in emerging markets. For instance, Wang et al. [126] highlight that Chinese consumers are willing to pay more for sustainable products or services, based on data from the China Chain Store and Franchise Association. Additionally, Lee et al. [127] note that Chinese media and non-governmental organizations (NGOs) are accelerating green production and consumption trends by identifying firms that emit environmental pollutants and pressuring them to adopt more sustainable practices.

This study focused on luxury consumers who shop at large retailers (e.g., specialty store chains, department stores, discount stores) and small retailers (e.g., boutiques) in Shanghai, China. To ensure that the research remains focused on high-end products, only consumers who primarily purchase GNPs were included in the sample.

Given the challenges of obtaining primary data from Chinese retail stores and the importance of *guanxi*—the cultivation of strong personal connections and trust—in securing

participant responses, we partnered with a leading market research agency. This agency maintained established relationships with store managers, who played a crucial role in granting access to the target population (i.e., luxury consumers) and authorizing survey distribution within luxury brand stores.

To facilitate efficient data collection, we employed a snowball sampling method. Before visiting each luxury store, the researcher scheduled appointments with prospective respondents. Although convenience sampling can potentially limit diversity, the sampling frame in this study comprised a large and demographically diverse group. Heckathorn [128] suggested that respondent-driven sampling—an advanced form of snowball sampling—can produce results comparable to those of probability sampling. Furthermore, Bahng and Kincade [129] emphasized the value of snowball sampling for accessing hard-to-reach populations.

With the support of the research agency, the research team successfully engaged customers at ten selected luxury brand stores. These brands were chosen from Forbes' 2023 list of the most popular luxury brands [130], which included Burberry, Chanel, Christian Dior, Gucci, Hermès, Louis Vuitton, Prada, Rolex, Tiffany, and Versace. Forbes is a highly reputable organization known for its annual rankings of global fashion brands.

Data collection was conducted over a one-month period, spanning from the first to the last week of August 2024. Respondents who completed the questionnaire received gift certificates valued at 10 RMB. A total of 610 customers participated in the study; however, after excluding responses with missing data, 572 valid responses were retained for the final analysis.

To assess potential non-response bias, Chi-square tests and t-tests were used to compare the characteristics of early and late respondents. The results revealed no statistically significant differences between the two groups ( $p > 0.05$ ), indicating minimal risk of non-response bias [131]. Table 1 presents the demographic profiles of the respondents.

**Table 1.** Demographic characteristics of the study sample ( $n = 572$ ).

| Variable                 | Frequency (N) | Percentage (%) |
|--------------------------|---------------|----------------|
| Gender                   |               |                |
| Female                   | 314           | 54.90          |
| Male                     | 258           | 45.10          |
| Age                      |               |                |
| Less than 20             | 7             | 1.22           |
| 20–30                    | 193           | 33.74          |
| 30–40                    | 294           | 51.40          |
| 40–50                    | 61            | 10.66          |
| More than 50             | 17            | 2.97           |
| Education degree         |               |                |
| High school or below     | 146           | 25.52          |
| Undergraduate degree     | 310           | 54.20          |
| Master's degree or above | 116           | 20.28          |
| Job                      |               |                |
| Student                  | 21            | 3.67           |
| Public servant           | 30            | 5.24           |
| Private business         | 53            | 9.27           |
| Office worker            | 376           | 65.73          |
| Housewife                | 23            | 4.02           |

Table 1. *Cont.*

| Variable             | Frequency (N) | Percentage (%) |
|----------------------|---------------|----------------|
| Other                | 69            | 12.06          |
| Monthly income (RMB) |               |                |
| 5000 (and below)     | 74            | 12.94          |
| 5001–10,000          | 205           | 35.84          |
| 10,001–30,000        | 182           | 31.82          |
| 30,001–50,000        | 86            | 15.03          |
| 50,001 (and above)   | 25            | 4.37           |
| Brand                |               |                |
| Burberry             | 67            | 11.71          |
| Chanel               | 76            | 13.29          |
| Dior                 | 55            | 9.62           |
| Gucci                | 66            | 11.54          |
| Hermès               | 66            | 11.54          |
| Louis Vuitton        | 67            | 11.71          |
| Rolex                | 37            | 6.47           |
| Prada                | 58            | 10.14          |
| Tiffany              | 40            | 6.99           |
| Versace              | 40            | 6.99           |
| Total                | 572           | 100            |

#### 4.2. Analysis Methods

Partial least squares structural equation modeling (PLS-SEM) is an analytical approach that elucidates the formation of latent constructs from observable variables and assesses the interrelations among them [132]. This method is particularly advantageous due to its capacity to identify principal components through factor analysis while simultaneously optimizing the explanatory potential of latent variables influencing dependent constructs. In this study, PLS-SEM was employed using the Smart PLS 4 software. A significant benefit of PLS-SEM is its robustness in situations that do not meet the normal distribution prerequisites necessary for covariance-based multivariate analyses, thus allowing flexibility regarding sample size requirements. The study's framework was initially substantiated through confirmatory factor analysis (CFA), followed by an examination of the hypothesized linkages within the structural model. After validating the CFA, the research model's reliability, convergent validity, and discriminant validity metrics were systematically evaluated, and the formulated hypotheses were tested [133]. To corroborate the empirical findings derived from the structural model, a bootstrapping technique with resampling was employed, reinforcing the research outcomes' reliability and validity.

#### 4.3. Measurement

In the present study, a 5-point Likert scale (1 = strongly disagree and 5 = strongly agree) was employed to assess constructs related to GPV, which is segmented into functional, social, conditional, and emotional value components [9,36]. GPV encapsulates the net benefits perceived by consumers from GNPs, aligning with their environmental and sustainable objectives. Functional value measures were derived from the practical benefits of GNPs, while social value assessed the societal recognition obtained from such purchases. Emotional value items probed the affective satisfaction consumers anticipate, and conditional value captured the situational influences on their purchasing decisions [12,134].

Brand attitude was measured by the eco-friendliness, ethics, quality, and attractiveness that consumers perceive in GNPs [135,136], which refers to the degree to which an individual gives a favorable or unfavorable appraisal of a specific behavior [137]. Brand trust was defined as consumers' perception that a particular product is useful or at least harmless

to the natural environment and was evaluated using four items [138]. DCE, inspired by Eigenraam, Eelen, Van Lin, and Verlegh [18], was assessed using a five-item scale developed for this study. To evaluate purchase intentions that represent consumers' willingness to purchase a particular brand, we constructed four questions about GNP preferences and considerations [135,136].

## 5. Empirical Results

### 5.1. Validity and Common Method Bias Test

We assessed the acceptability of each latent variable by evaluating CFA, reliability, convergent validity, and discriminant validity for the hypothesized research model [139]. As shown in Table 2, the standardized factor loadings of all observed variables exceeded the recommended level of 0.7, indicating that an acceptable level of CFA was achieved.

**Table 2.** Results of confirmatory factor analysis for the measurement items.

| Construct                   | Items | Mean  | SD    | SFL   |
|-----------------------------|-------|-------|-------|-------|
| Green perceived value *     | FV1   | 3.517 | 1.237 | 0.720 |
|                             | FV2   | 3.516 | 1.076 | 0.706 |
|                             | FV3   | 3.376 | 0.983 | 0.702 |
|                             | FV4   | 3.490 | 1.072 | 0.728 |
|                             | SV1   | 3.505 | 1.065 | 0.766 |
|                             | SV2   | 3.507 | 1.020 | 0.747 |
|                             | SV3   | 3.288 | 1.082 | 0.722 |
|                             | CV1   | 3.441 | 1.020 | 0.704 |
|                             | CV2   | 3.521 | 1.037 | 0.704 |
|                             | CV3   | 3.371 | 0.982 | 0.711 |
|                             | EV1   | 3.348 | 0.979 | 0.772 |
|                             | EV2   | 3.505 | 1.083 | 0.718 |
| Functional value            | EV3   | 3.607 | 1.110 | 0.757 |
|                             | FV1   | 3.517 | 1.237 | 0.891 |
|                             | FV2   | 3.516 | 1.076 | 0.881 |
|                             | FV3   | 3.376 | 0.983 | 0.876 |
| Social value                | FV4   | 3.490 | 1.072 | 0.893 |
|                             | SV1   | 3.505 | 1.065 | 0.831 |
|                             | SV2   | 3.507 | 1.020 | 0.867 |
| Conditional value           | SV3   | 3.288 | 1.082 | 0.866 |
|                             | CV1   | 3.441 | 1.020 | 0.840 |
|                             | CV2   | 3.521 | 1.037 | 0.852 |
| Emotional value             | CV3   | 3.371 | 0.982 | 0.734 |
|                             | EV1   | 3.348 | 0.979 | 0.837 |
|                             | EV2   | 3.505 | 1.083 | 0.888 |
| Brand attitude              | EV3   | 3.607 | 1.110 | 0.886 |
|                             | BA1   | 3.077 | 1.009 | 0.843 |
|                             | BA2   | 2.743 | 1.128 | 0.843 |
|                             | BA3   | 2.680 | 1.028 | 0.852 |
| Brand trust                 | BA4   | 3.178 | 1.168 | 0.893 |
|                             | BT1   | 3.589 | 0.920 | 0.806 |
|                             | BT2   | 3.633 | 1.008 | 0.889 |
|                             | BT3   | 3.652 | 0.996 | 0.805 |
| Digital customer engagement | BT4   | 3.659 | 0.985 | 0.876 |
|                             | DCE1  | 2.549 | 1.229 | 0.817 |

**Table 2.** *Cont.*

| Construct          | Items | Mean  | SD    | SFL   |
|--------------------|-------|-------|-------|-------|
| Purchase intention | DCE2  | 2.399 | 1.204 | 0.829 |
|                    | DCE3  | 2.484 | 1.137 | 0.835 |
|                    | DCE4  | 2.495 | 1.159 | 0.847 |
|                    | DCE5  | 2.486 | 1.145 | 0.856 |
|                    | PI1   | 3.920 | 0.755 | 0.836 |
|                    | PI2   | 3.858 | 0.745 | 0.828 |
|                    | PI3   | 3.766 | 0.688 | 0.852 |
|                    | PI4   | 3.747 | 0.791 | 0.747 |

Notes: \* Reflective–reflective second-order latent; SFL = standardized factor loading. All SFLs are significant at 0.01.

Table 3 displays the correlations between latent variables, including Cronbach’s alpha, composite reliability (CR), rho\_A, average variance extracted (AVE), square-rooted AVE, and HTMT. The values for Cronbach’s alpha, composite reliability, and rho\_A were all above 0.7, indicating sufficient convergent validity with internal consistency and reliability for structural model analysis [140]. The AVE for each latent variable was above 0.5, and the square-rooted AVE was greater than the correlations of each latent variable. In Table 3, all HTMT (heterotrait–monotrait ratio) correlation coefficients are below 0.85, indicating feasible discriminant validity [139].

**Table 3.** Inter-construct correlations, convergent and discriminant validity.

| Construct             | GPV    | BA     | BT     | DCE    | PI    |
|-----------------------|--------|--------|--------|--------|-------|
| GPV *                 | 0.722  |        |        |        |       |
| BA                    | 0.332  | 0.858  |        |        |       |
| BT                    | 0.569  | 0.247  | 0.845  |        |       |
| DCE                   | −0.741 | −0.352 | −0.438 | 0.841  |       |
| PI                    | 0.475  | 0.210  | 0.410  | −0.396 | 0.817 |
| Cronbach’s alpha      | 0.923  | 0.880  | 0.865  | 0.896  | 0.834 |
| Composite reliability | 0.934  | 0.918  | 0.909  | 0.924  | 0.889 |
| rho_A                 | 0.924  | 0.881  | 0.866  | 0.898  | 0.845 |
| AVE                   | 0.521  | 0.736  | 0.714  | 0.707  | 0.667 |
| HTMT < 0.85           | Yes    | Yes    | Yes    | Yes    | Yes   |

Notes: \* Reflective–reflective second-order latent; GPV = green perceived value; BA = brand attitude; BT = brand trust; DCE = digital customer engagement; PI = purchase intention; rho\_A = Dijkstra and Henseler’s composite reliability; AVE = average variance extracted; HTMT = heterotrait–monotrait ratio.

To demonstrate that there is minimal risk of common method bias (CMB) between latent variables, we applied three methods. First, the degree of explanation by a single factor in our research model was 32.45%. According to Harman’s single-factor analysis, the recommended threshold for a single factor explaining observed variables should be less than 50% [141]. Second, the variance inflation factor (VIF), used to detect multicollinearity between latent variables after PLS-SEM, was found to be less than 3.3, with values ranging from 1.565 to 3.215 [142]. Third, following the marker variable technique, which constructs a marker variable (M1) that has an independent relationship with the existing latent variables [143], the correlation between the M1 and existing latent variables was estimated to be statistically insignificant, ranging from 0.002 to 0.016. We used respondents’ attitude toward the color blue as the M1.

## 5.2. Structural Model Assessment Using PLS-SEM

Figure 2 illustrates the standardized path coefficients, significance levels, and explanatory power of the endogenous latent variables, along with the results of validating the effectiveness of each latent variable using PLS-SEM.

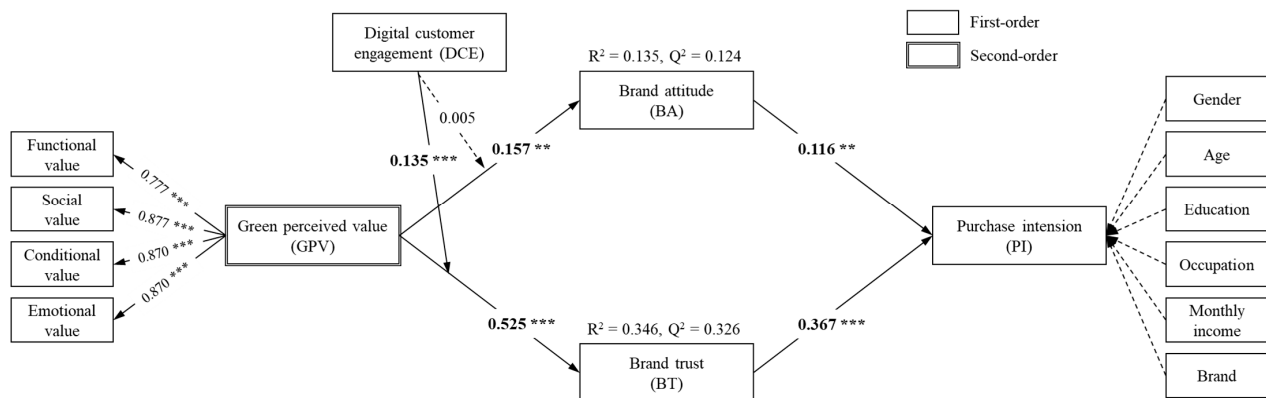


**Figure 2.** Results of PLS-SEM. Notes: Non-significant paths are shown by a dotted line; \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .

First, we established GPV as a higher-order construct before identifying the hypothesized path. The coefficient and endogenous explanatory power of each path exceeded 0.7, indicating that GPV can serve as a reflective–reflective second-order latent variable [144,145]. In configuring GPV as a second-order latent variable, we employed a repeated indicator approach by incorporating all first-order latent variables related to perceived value for GNPs [146].

Second, the path analysis for hypothesis testing showed that GPV affects brand attitude ( $b = 0.157$ ,  $p < 0.01$ ) and brand trust ( $b = 0.525$ ,  $p < 0.001$ ), supporting H1 and H2. H3 and H4 examined the impact of brand attitude and brand trust on purchase intention. The results confirmed that brand attitude→purchase intention ( $b = 0.116$ ,  $p < 0.01$ ) and brand trust→purchase intention ( $b = 0.367$ ,  $p < 0.001$ ) were statistically significant, supporting H3 and H4.

The effect size ( $f^2$ ) measures the contribution of any exogenous variable in the model. Table 3 also shows the  $f^2$  of the relationships and the outcomes of hypothesis testing, with effect sizes ranging from small ( $0.02 < f^2 < 0.15$ ) to medium ( $0.15 < f^2 < 0.35$ ) for significant relationships [132]. Comparing the direct effect size, GPV→brand trust ( $f^2 = 0.189$ ) was the highest while GPV→brand attitude ( $f^2 = 0.025$ ) was the lowest.

Third, we verified the moderating effect of DCE. The analysis revealed that DCE had a significant positive moderating effect between GPV and brand trust ( $b = 0.135$ ,  $p < 0.001$ ), but there was no statistical significance between GPV and attitude. Thus, H3b was accepted, while H3a was rejected.

Meanwhile, an analysis of the control variables—such as gender, age, education, job, monthly income, and brand—showed no statistically significant influence on purchase intention.

The detailed path analysis is described in Table 4.

**Table 4.** Path analysis using PLS-SEM.

| Path               | Coefficient | t-Value | p-Values | R <sup>2</sup> | f <sup>2</sup> | Hypothesis |
|--------------------|-------------|---------|----------|----------------|----------------|------------|
| Direct effects     |             |         |          |                |                |            |
| GPV→BA             | 0.157       | 2.724   | 0.006    | 0.135          | 0.023          | Support    |
| GPV→BT             | 0.525       | 10.739  | 0.000    | 0.346          | 0.189          | Support    |
| BA→PI              | 0.116       | 2.788   | 0.005    | 0.194          | 0.025          | Support    |
| BT→PI              | 0.367       | 7.825   | 0.000    |                | 0.153          | Support    |
| Moderation effects |             |         |          |                |                |            |
| DCE × GPV→BA       | 0.005       | 0.161   | 0.872    |                |                | Reject     |
| DCE × GPV→BT       | 0.135       | 3.497   | 0.000    |                |                | Support    |
| Indirect effects   |             |         |          |                |                |            |
| GPV→BA→PI          | 0.018       | 1.729   | 0.084    |                |                |            |
| GPV→BT→PI          | 0.193       | 5.965   | 0.000    |                |                |            |

Notes: GPV = green perceived value; BA = brand attitude; BT = brand trust; DCE = digital customer engagement; PI = purchase intention. The effect size ( $f^2$ ) is classified as small ( $f^2 = 0.02$ ), medium ( $f^2 = 0.15$ ), and large ( $f^2 = 0.19$ ).

## 6. Conclusions and Implications

### 6.1. Discussion

First, our findings suggest that recognizing the GPV of GNPs is consistent with prior research demonstrating their positive influence on purchasing decisions. For example, Sweeney and Soutar [48] found that consumers place high value on the practical benefits of products, indicating that functional value positively influences purchase intention. Similarly, Ahmad and Thyagaraj [147] showed that social value enhances consumers' purchase intentions, as choosing eco-friendly brands enables individuals to express social responsibility. Additionally, Wang [148] emphasized that the emotional satisfaction derived from product usage not only increases purchase intention but also fosters brand loyalty.

Second, this study demonstrates that green practices related to GNPs can enhance brand attitudes and trust, which in turn positively influence consumer behavior outcomes. Ngo et al. [149] analyzed the impact of green perceived value (GPV), social influence, product design, and environmental concern on purchase intention among Generation Z consumers in Vietnam. Their findings indicated that GPV positively influenced purchase intention through the mediating roles of environmental attitude and product attitude. These results are consistent with the study by Ngo, Vo, Tran, Nguyen, Tran, and Trinh [149], which, based on consumer value theory (CVT), found that functional, emotional, and relational values positively affect GPV, which in turn significantly enhances purchase intention.

Third, the moderating effect of DCE on the relationship between GPV and brand attitude was found to be statistically insignificant. Brand attitude is influenced by various factors, including consumers' personal values, prior brand experiences, and social influence. While DCE can strengthen consumer–brand relationships through interactive engagement, such participation may not directly influence brand attitude unless consumers exhibit a high level of involvement or already hold favorable perceptions of the brand. In other words, the impact of DCE on brand attitude may depend on the quality of consumer engagement and their initial perceptions of the brand, which could limit its overall influence [150–152].

### 6.2. Theoretical Implications

The theoretical implications of our research are as follows. This study explores the role of GPV as a comprehensive multidimensional reflective–reflective higher-order construct, encompassing the functional, social, emotional, and conditional values of GNPs. With the growing consensus on environmental pollution issues, we aim to investigate the green perceived value of GNPs within the fashion industry [4,153]. As highlighted in previous research, recognizing the value of GNPs in the consumption context is a key determinant of purchasing decisions [154,155]. Accordingly, this study expands the scope of existing environmental consumption research by examining the multidimensional value of GNPs based on GPV and linking it to consumers' purchase intentions.

Second, to contribute to the existing literature on green purchase behavior, this study establishes a holistic framework to examine the relationship between GPV and purchase intention for GNPs in luxury brands. Notably, it distinguishes itself from previous research by incorporating consumers' brand attitudes and brand trust into the context of purchasing GNPs. Prior studies on environmental consumption emphasize that green practices can positively influence consumer behavior outcomes by enhancing brand attitude and trust [9,156]. However, research on GNP consumption, particularly from the perspective of consumer brand perception, remains relatively underexplored. Our findings demonstrate that high GPV plays a pivotal role in strengthening brand attitude and brand trust, both of which significantly and positively impact purchase intentions. Accordingly, this study identifies the factors that shape brand attitude and brand trust through GPV within the

context of luxury brands and connects them to consumer behavioral intentions, offering a novel perspective on luxury brand research.

Third, this study examines the impact of DCE on brand attitude and brand trust through GPV. Digital platforms play a vital role in the sustainability marketing efforts of brands [157], as they enable continuous communication about green practices, thereby increasing brand awareness. Luxury brands can leverage DCE to deliver clear and trustworthy information, showcasing their dedication to sustainability and strengthening both brand attitude and trust [109]. According to our findings, DCE fosters empathy among consumers regarding the GPV of GNPs, ultimately increasing trust in the brand. Therefore, this suggests that to establish a high level of brand trust, it is crucial to effectively convey GPV by fostering empathy for GNPs through DCE.

### 6.3. Managerial Implications

Our findings have important managerial implications. First, we discovered that multidimensional GPVs, facilitated through GNPs, enhance brand attitude and brand trust, thereby indirectly influencing purchase intentions. Consequently, luxury brand managers should design GNPs that foster consumers' overall value formation and implement strategic marketing programs. For instance, luxury brands could run campaigns emphasizing the functional benefits of eco-friendly materials or showcasing the social prestige associated with luxury brand consumption. Advertisements that effectively highlight diverse value dimensions can help cultivate a positive multidimensional GPV.

Second, we found that brand attitude and brand trust are pivotal factors in determining purchase intentions for luxury brand products. Brand trust, in particular, has been recognized as a critical element when purchasing luxury goods [158,159]. While most luxury brands endeavor to maintain impeccable quality control, completely mitigating environmental risks remains unattainable. For instance, many luxury brands have traditionally adhered to over-packaging strategies, considering the stability of their products and the unboxing experience as integral components of the luxury experience. However, such practices have faced criticism for exacerbating environmental pollution. This backlash has been amplified by the contradiction between these practices and the brands' claims of transitioning to eco-friendly materials and promoting sustainable development. Furthermore, it is essential for luxury brands to cultivate a positive consumer attitude by staying true to their brand values and heritage [13]. Without establishing a long-term brand identity and fostering emotional connections with their customers, luxury brands risk losing their relevance in the market. Thus, building trust and a robust brand attitude is critical not only to gain consumer empathy but also to encourage purchases. By emphasizing their legacy, craftsmanship, and originality, luxury brands can form deeper emotional connections with their consumers, solidifying their position in the highly competitive fashion market.

Third, luxury brand managers should recognize the significant impact of DCE on building and enhancing brand trust [109]. Luxury fashion houses, which have often neglected DCE, have faced criticism and been shunned by consumers, particularly as the use of digital platforms has surged since the COVID-19 pandemic. Our findings reveal that DCE plays a crucial role in boosting brand trust. Therefore, managers should leverage digital platforms to emphasize the product's quality, sustainability, durability, and design excellence. By focusing on these attributes and enhancing DCE, brands can increase trust by aligning with the customer's GPV.

Fourth, to strengthen the moderating effect of DCE in the relationship between GPV and brand attitude, digital participation must move beyond quantitative metrics to emphasize qualitative depth. For example, encouraging active customer involvement through user-generated content and integrating online-to-offline (O2O) strategies can enhance

brand experiences and foster deeper, more meaningful engagement. Such approaches may amplify the influence of DCE in shaping brand attitudes based on GPV.

#### 6.4. Limitations and Future Research

While this study provides various implications for luxury brands, future research may address its limitations. First, this study was conducted with Chinese consumers, raising questions about its generalizability to other markets. Given that luxury brands are often valued for their heritage, authenticity, and craftsmanship, future research could test the proposed model in European markets, such as Italy, France, or the UK, to explore whether cultural differences influence the effectiveness of sustainability signals. Additionally, the limited sample size for each brand poses challenges in drawing broader conclusions about the overall customer base. Increasing the sample size in future studies would enhance the reliability and generalizability of the findings.

Second, this study's results have limitations in generalizing eco-friendly purchase behaviors beyond the luxury brand context. While we derived meaningful insights into consumer behavior within the luxury sector, these implications may not uniformly apply to other eco-friendly products, such as organic food [12], green energy [36], bioplastic products [10], and electric vehicles [160]. Future research could expand on this by integrating findings across a range of eco-friendly products to provide a more comprehensive understanding of sustainable purchase behaviors.

Third, the cross-sectional design of this study presents inherent limitations in capturing changes in consumer perceptions over time. To address this, future research could adopt a longitudinal approach to explore how brand sustainability efforts influence consumer trust and loyalty as sustainability initiatives continue to evolve.

Finally, although the control variables—such as gender, age, education, occupation, monthly income, and brand—did not significantly impact purchase intention in this study, future research could enhance the depth of analysis by examining whether these factors mediate the relationships between GPV, brand attitude, and brand trust.

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