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Exploring the Nexus Between Luxury and Sustainability Through Emerging Consumer Trends

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Systematic Review

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Abstract

This paper will attempt to map and synthesize the current and changing literature in the introspective of luxury consumption and sustainability, with a particular emphasis on the new consumer trends. It aims to fill the disjointedness of previous studies by providing a unified comprehension of theoretical viewpoints, contextual backgrounds, and behavioral knowledge in sustainable luxury. The research follows a systematic literature review (SLR) methodology, which is systematic and reproducible. The database of Web of Science was used to identify peer-reviewed articles according to predetermined inclusion and exclusion criteria. To present a thorough mapping of the field, the analysis includes several dimensions of analysis, such as theoretical backgrounds, contextual views, central variables, and methodological strategies. The results indicate that there is an increasing academic and market focus on sustainable luxury consumption due to the increased consumer awareness, ethical reasons and the changing socio-economic factors. The review reveals the prevailing theoretical frameworks of the stakeholder theory and the theory of planned behavior, as well as the key drivers such as value perceptions, identity signaling, and environmental consciousness. Moreover, the findings point out the changing consumer preferences to responsible and experience luxury, and it means the changing paradigms of luxury. This paper is relevant to the literature by providing a synthesis of sustainable luxury literature that is more recent and integrative in nature, especially with more recent studies, and focuses on consumer-based viewpoints. It contributes to current knowledge by charting the nexus of luxury and sustainability systematically and outlines the new research trends and gaps. The results offer practical lessons to luxury brand managers and marketing professionals, and the necessity to make sustainability a component of the fundamental strategic models. Firms need to keep up with changing consumer expectations by matching brand value propositions with environmental responsibility and ethical practices. The research is confined to peer-reviewed articles found in one database and proposes further research to examine cross-cultural differences, consumer behavior over time, and digital transformation effects on sustainable luxury markets.

1. INTRODUCTION

Globalization has placed a rather significant pressure on our ecosystem, causing the appearance of such adverse effects as air pollution, changes in the temperature, and the depletion of natural resources (Perkumienė et al., 2020). It is at this stage that people have started establishing their beliefs in favour of promoting environmentally friendly practices. These values are self-transcendence and self-improvement. Moreover, they make people more environmentally aware (Cheung & To, 2019). According to Li and Leonas (2019), luxury manufacturers are also experiencing increased pressure to enhance the sustainability of their operational practices. As Joy et al. (2012) have concluded, the luxury industry is instrumental in persuading customers to lead greener lives and changing the production process, which is required to solve the concerns mentioned in the present text.

Although the academic and industrial community is increasingly interested in it, the current body of knowledge should be better unified and unified (Alonso Sara, 2022). Moreover, absence of a thorough

literature review has been an obstacle to obtaining the required clarifications. Recently, two review articles by Kunz et al. (2020) and Athwal et al. (2019) have contributed greatly to the achievement of this goal. Nevertheless, the scope of both articles was quite small, with Athwal et al. (2019) including only peer-reviewed articles up to 2018 and focusing on the marketing perspective of sustainable luxury and Kunz et al. (2020) including only articles up to 2020 and focusing on organizational and consumer interests in this area. This review covers the limitations of the research of Athwal et al. (2019) and Kunz et al. (2020) by also considering the articles published since 2020 with a particular emphasis on the consumer perspective of the context of the consumption of high-end products and the sustainability concerns of consumers.

Table 1
Key Literature Reviews

Article	Focus
Athwal et al. (2019)	Synthesized extant literature only on marketing perspective on sustainable luxury by reviewing articles till 2018.
Kunz et al. (2020)	Synthesized existing literature more holistically addressing organizational considerations and consumer concerns by considering articles till 2020 only.

Sustainable luxury is not just focused on the manufacturing of goods but covers the whole value chain inclusive of the sourcing and use of raw materials like gold, this is what makes the difference between sustainable luxury commodity products and sustainable luxury products. The changing nature of the relationship between luxury and sustainability cannot be explained in an isolated and uninterdisciplinary way, which is why it is necessary to adopt an interdisciplinary method combining marketing, production, supply chain management, engineering and business ethics. Consistent with this view, the current research is based on the background literature by Athwal et al. (2019), Kunz et al. (2020), who conducted detailed reviews of the existing literature. Nevertheless, unlike the previous research that focused more on the marketing and organizational aspects, this paper focuses on mapping the nexus between luxury and sustainability with regards to the emerging consumer trends.

In addition, all recent academic works published since 2020 are also included in the study, and they were not discussed in previous studies by Athwal et al. (2019) and Kunz et al. (2020). In this way, it provides a more up-to-date and holistic view of sustainable luxury consumption, especially in a consumer-focused approach.

The current systematic review considers the interaction of luxury consumption and sustainability through a holistic approach. It critically examines a well-edited set of peer-reviewed articles to outline some of the most important topics, changing views, and new research directions. By doing this, the research will add to the existing knowledge of the theoretical background and modern trends in luxury consumption and sustainability, as well as outline gaps and opportunities of future research in the field.

The paper is structured in the following way: the first section is the introduction of the topic and setting the conceptual framework. The second part talks about the theoretical background as far as luxury consumption and its compatibility with sustainability are concerned. The third section presents the methodology that was followed in the systematic review. The fourth part introduces different theoretical and contextual viewpoints and the approaches used in research in the existing studies. Lastly, the paper concludes the study by generalizing the results, giving an opinion on their relevance, and recommending some future research in this area.

2. CONCEPT AND BACKGROUND

Sustainability

Sustainable development is generally defined as a type of advancement that fulfills present needs while not impeding the capacity of future lineage to meet their requirements (WCED 1987, p. 43). Contemporary customers are predicated on products that adhere to ethical standards and promote environmental sustainability, reflecting their values and convictions (Jain & Mishra, 2019). Pavone et al. (2016) define sustainability as a multifaceted notion encompassing elements of personal welfare, improved life quality, and a dedication to the advancement of the community.

Luxury

Since Adam Smith classified items in 1776/1976, luxury has transformed, encompassing essentials, basic goods, affluent goods, and luxuries. Modern academics commonly concur that luxury goods are distinguished by their limited availability, exclusivity, and steep price, rendering them mainly attainable to buyers with abundant resources. The differentiation between luxury items and other products in the market is highlighted by this distinction (Fuchs et al., 2013; Kuksov & Xie, 2012). Usually, these products are the most expensive and of the utmost quality, offering buyers an outstanding experience or a sense of prestige. Examples encompass opulent timepieces, exquisite adornments, sophisticated home decor, trendy merchandise, exclusive retreats, premier dining establishments, and distinctive and pleasurable encounters. These products elicit feelings of exclusivity, privilege, and a refined way of living (Rolling & Sadachar, 2018). Accordingly, luxury products are characterized by their exceptional performance in four key aspects: financial (including price and resale value), functional (including durability, quality, and dependability), individual (including pleasure and self-expression), and social (including visibility and status indicator) (Iyengar, 2022). Luxury enterprises aim to achieve exclusivity and originality in their products by carefully managing their distribution networks.

Luxury Consumption

Academic research on luxury consumption examines the process of acquiring and using things or services viewed as luxurious. These objects are characterized by their superior quality, distinctiveness, symbolic significance in social standing, and elevated price. As per the findings of scholars such as Vigneron and Johnson (1999), luxury spending goes beyond the practical use of things and

encompasses aspects of indulgence, social status, and a representation of personal or economic standing. This behavior is primarily observed among affluent social groups who utilize luxury products to distinguish themselves and express their identity or lifestyle preferences.

3. METHODOLOGY

The objective of the systematic literature review was to compile the findings of the various studies that have been done on luxury consumption and sustainability up to this point. A type of review known as a systematic review is one that applies rigorous and reproducible methods to locate, select, and aggregate all of the available information. Full research publications that were published in peer-reviewed journals were taken into consideration for this study. There were no restrictions placed on the period covered by the articles. To determine the suitable keywords, we adhered to the guidelines provided by Talwar et al. (2020) and conducted an online search for the keywords. Following a Google Scholar search for the keywords 'Luxury Consumption' AND 'Sustainability', we reviewed the initial 25 papers.

After doing the content analysis of those 25 papers we got the keywords that are used in the search string as ("luxury consumption" OR "luxury goods" OR "high-end products" OR "luxury market") AND (“sustainable*” OR "sustainable practices" OR "environmental impact" OR "sustainable luxury"). The review was done with the help of the database found on the Web of Science. In line with the research conducted by Dogra et al. (2022), Paul and Rosado-Serrano (2019), and Srivastava et al. (2020), we established inclusion and exclusion criteria to refine the selection process for pertinent scientific articles for this SLR.

Our criteria for inclusion included: (i) research studies in which the concept or variable sustainability has been examined within the context of luxury consumption; (ii) Research must be published in the English language; (iii) Papers that have undergone peer review; (iv) Conference proceedings, review articles, book chapters, and volumes are not included; (Fig. 1). A total of 109 research articles were obtained from the Web of Science database. Following the application of these criteria and an exhaustive review of each of the papers, it was determined that 30 of the articles were relevant to the overarching topic of this research.

Because the period of study in this field is less than two decades, there was no period specified for the review, and the 30 publications in question were made available online on January 8th, 2024. Considering the inclusion and exclusion criteria, our study demonstrated that the chosen collection of papers was exhaustive. Articles evaluated by a panel of experts and published in their entirety are eligible for inclusion. Books, lecture notes, review articles, conference papers written in a language other than English, and items that needed an available abstract were disqualified from the study. The preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol has been used widely (Roschket al., 2017; Tsiotsou & Boukis, 2022) as a review protocol. The author has opted for PRISMA 2020 as a review protocol in this paper.

4. ANALYSIS AND RESULTS

4.1 Year-Wise Publication Frequency

Table 2
Year-Wise Publication Frequency

Year	Number of Publications
2012	1
2013	1
2017	4
2019	4
2020	4
2021	6
2022	9
2023	2

The data demonstrates a consistent and overall increasing pattern in publications about luxury consumption and sustainability from 2012 to 2023. Commencing with a solitary publication in 2012 and 2013, there is a discernible surge in 2017, 2019, and 2020, with four publications per annum. 2021 there is a notable increase with six publications, which is then surpassed by the number nine in 2022. Nevertheless, there is a noticeable decrease in 2023, with just two publications. The data indicates an increasing interest and research activity in the topic, reaching its highest point in 2022, followed by a little decline in the subsequent year.

4.2 Theoretical Perspectives

Table 2
Theories Applied

Theory	Articles	Studies
Stakeholder Theory	4	Galli et al. (2020), Lim Weng Marc (2017), Areiza et al. (2021), Aliyev (2019)
Institutional Theory	3	Galli et al. (2020), Zhang et al. (2021), Kim et al. (2022)
Theory of Planned Behavior	3	Essiz et al. (2023), Moraes et al. (2017), Kelleci (2022)
Self-Determination Theory (SDT)	2	Ruan et al. (2022), Pai et al. (2022)
Heider's Balance Theory	1	Carranza et al. (2023)
Attribution Theory	1	Chen (2022)

Theories facilitate the investigation of research inquiries; therefore, substantial progress in existing literature can be made by employing theories (Lim et al., 2021). Our SLR unveils significant observations into the theoretical frameworks that have been applied to interpret and explain the phenomena of sustainability and luxury consumption. Diverse theories have been implemented in the domain of sustainable consumption and marketing to comprehend consumer behavior. An investigation into luxury-seeking consumer behaviors is the focus of Alghanim et al. (2022), whereas general theories of consumer behavior are examined by Achabou and Dekhili (2013) and Zhan et al. (2022). Through the integration of stakeholder and institutional theories, Galli et al. (2020) evaluate the impact of various interests on consumer decision-making.

Moraes et al. (2017) and Jaeger and Goessling (2020) offer valuable contributions to the discourse through their perspectives. Carranza et al. (2023) employ Heider's balance theory to elucidate how consumers endeavor to achieve concordance in their sustainability-related attitudes and beliefs. The Consumption Values Paradigm (CVP), the Theory of Planned Behavior (TPB), and the Value-Attitude-Behavior (VAB) model are utilized by Essiz and Senyuz (2023) to propose that consumer decisions are influenced by a combination of attitudes and values. Hofstede's cultural framework and Self-Determination Theory (SDT) are employed by Wang (2021) and Ruan et al. (2022) to comprehend the cultural and motivational elements that propel sustainable consumption. Empirical evidence supporting a paradigm in which sustainable luxury consumption improves both social-environmental well-being and personal self-esteem is presented by Pai et al. (2022).

In addition to TPB, Chen et al. (2022) examine social comparison and status consumption theories, suggesting that sustainable consumption decisions may be influenced by social status. Osburg et al. (2022) and Amatulli et al. (2020; 2021) propose that consumers utilize sustainable products to fulfill their psychological requirements and signal their identity through Social Identity Theory and Self-Determination Theory. Additionally, Atkinson and Kang (2022) utilize TPB to forecast sustainable

consumption behavior. Cuomo et al. (2019) and Kim et al. (2022) propose that social networks and cognitive processes influence sustainable consumption by integrating associative network theory, social cognitive theory, and social exchange theory. Hedonistic Theory, Social Network Theory, and Organizational Ecology Theory are incorporated by Kelleci (2022) to argue that organizational dynamics, social connections, and delight all contribute to sustainable consumption.

In their study, Sun et al. (2021) incorporate the value-belief-norm theory and the luxury consumption paradox, positing that the pursuit of luxury may be in conflict with one's values and perceived social norms. Pencarelli et al. (2020) comprehend the intricate interrelationships among variables that influence sustainable consumption by employing structural equation modeling (SEM). The demand hierarchy theory, stratification hypothesis, and standardization hypothesis are utilized by Kim and Oh (2022) and Zhang et al. (2021) to elucidate the impact of varying social divisions and levels of need on consumption patterns. In the realm of sustainable marketing, Aliyev et al. (2019) present the Brand Luxury Index (BLI) as a metric for assessing luxury perception.

The implications for sustainable consumption patterns of the theory of conspicuous consumption, which posits that consumers acquire products to exhibit their affluence and social standing, are examined in the article by Areiza-Padilla et al. (2021). Lim (2017) constructs a holistic understanding of the decision-making processes of consumers regarding sustainability by integrating responsible consumption, anti-consumption, and mindful consumption. Responsible consumption is characterized by the selection of ethical products, anti-consumption is preoccupied with the reduction of overall consumption, and mindful consumption emphasizes the recognition and contemplation of the wider consequences of consumer actions.

4.3 Contextual Perspective

As defined by Jebarajakirthy et al. (2021, p. 1276), the notion of context refers to the settings under which research is conducted. We performed content analysis to examine the contextual perspectives of the studies included in this SLR document. This analysis focused on the target population, data collection platform, and countries involved. The academic field of luxury consumption and sustainability is extensive and diverse, with scholars investigating the subject from various perspectives and situations. Alghanim et al. (2022) examine the behavior of affluent customers in Qatar, offering valuable insights into the consumption trends in the Middle East. Zhan et al. (2022) examine the psychological traits and attitudes of affluent Chinese customers towards luxury goods, emphasizing their importance in China's consumer market.

Galli et al. (2020) specifically examine the luxury goods industry in China, highlighting activities that are tailored to the unique Chinese environment. Moraes et al. (2017) examine purchasing patterns for consumers who take ethical factors into account while buying expensive jewelry, specifically focusing on the luxury segment. In their research, Carranza et al. (2023) examine the convergence of luxury fashion and sustainable development, with a specific focus on "green luxury consumption" and the factors that facilitate or hinder it in cultural settings like China and Italy. Jaeger and Goessling (2020) examine

European brand strategies and French consumer expectations in the luxury sector. Meanwhile, Essiz and Senyuz (2023) forecast the determinants of sustainable luxury consumption based on value, seeking to comprehend the characteristics and value perceptions of consumers in this market. Wang (2021) examines how value judgments influence the intention to purchase sustainable luxury brands in China and the UK. Ruan et al. (2022) investigate the underlying reasons for engaging in Luxury Fashion Renting (LFR) and its connection to the sharing economy. Pai et al. (2022) employ a methodology based on surveys to investigate these patterns. Chen et al. (2022), examine the phenomenon of luxury expenditure in developing economies, with a particular focus on the influence of individuals' subjective social status and their tendency to engage in conspicuous consumption.

Osburg et al. (2022) seek to comprehend the impact of sustainability and luxury communication on client behaviors, specifically their inclination to pay for sustainable luxury experiences. Amatulli et al. (2020), examine the influence of unsustainable luxury on customer behavior and the subsequent generation of adverse word-of-mouth. Atkinson and Kang (2022) examine the luxury consumption ideals of young American consumers and how these values influence their adoption of new luxury consumption habits. Amatulli et al. (2021), examine the impact of sustainability-oriented communication on luxury goods on consumers' inclination to purchase such products. Achabou and Dekhili (2013) examine customer inclinations towards recycled materials in high-end merchandise, particularly shirts produced by the "Hermès" brand. Cuomo et al. (2019) analyze the impact of celebrity endorsement on individuals' attitudes toward luxury companies within the framework of sustainable consumption. Kim et al. (2022), examine how childhood socioeconomic position influences individuals' inclination towards sustainable luxury brands, whereas Kelleci (2022) discusses the necessity for conventional luxury companies to adjust to evolving consumer expectations regarding sustainability.

In their study, Sun et al. (2021) present effective approaches that marketers can employ to encourage sustainable consumption by leveraging luxury products. Hammad et al. (2019) examine the connection between sustainable and luxurious spending, specifically focusing on recently industrialized countries such as Egypt. Wright et al. (2017) examine the difficulties associated with design, legislation, fashion, luxury goods, and sustainability, particularly about changing consumer demands and ethical concerns. Pencarelli et al. (2020) examine the sustainable inclinations of the Italian Generation Z and Y populations when buying luxury products. Lim (2017) establishes the groundwork for forthcoming marketing research on sustainable consumption by employing theories of responsible consumption, anti-consumption, and mindful consumption to comprehend consumer behavior within the realm of sustainability and marketing.

Table 3
Study Context

Study	Contextual Focus
Alghanim et al. (2022)	Affluent customers in Qatar, consumption trends in the Middle East
Zhan et al. (2022)	Psychological traits and attitudes of affluent Chinese customers, importance in China's market
Galli et al. (2020)	Luxury goods industry in China, activities tailored to the unique Chinese environment
Moraes et al. (2017)	Purchasing patterns of consumers considering ethical factors in luxury jewelry buying
Carranza et al. (2023)	Convergence of luxury fashion and sustainable development, focus on "green luxury consumption"
Jaeger and Goessling (2020)	European brand strategies, French consumer expectations in the luxury sector
Essiz and Senyuz (2023)	Determinants of sustainable luxury consumption based on value, characteristics of consumers
Wang (2021)	Influence of value judgments on intention to purchase sustainable luxury brands in China and the UK
Ruan et al. (2022)	Reasons for engaging in Luxury Fashion Renting (LFR), connection to the sharing economy
Pai et al. (2022)	Investigation of luxury expenditure patterns through surveys
Chen et al. (2022)	The phenomenon of luxury expenditure in developing economies, the influence of subjective social status
Osburg et al. (2022)	Impact of sustainability and luxury communication on client behaviors
Amatulli et al. (2020)	Influence of unsustainable luxury on customer behavior, generation of adverse word-of-mouth
Atkinson and Kang (2022)	Luxury consumption ideals of young American consumers, adoption of new luxury consumption habits
Amatulli et al. (2021)	Impact of sustainability-oriented Communication on consumer Inclination to Purchase
Achabou and Dekhili (2013)	Customer inclinations toward recycled materials in high-end merchandise
Cuomo et al. (2019)	Impact of celebrity endorsement on attitudes toward luxury companies in sustainable consumption
Kim et al. (2022)	Influence of childhood socioeconomic position on the inclination toward sustainable luxury brands
Kelleci (2022)	Discussion on conventional luxury companies adjusting to evolving consumer expectations

Study	Contextual Focus
Sun et al. (2021)	Approaches to encourage sustainable consumption using luxury products
Hammad et al. (2019)	The connection between sustainable and luxurious spending, focuses on recently industrialized countries
Wright et al. (2017)	Difficulties associated with design, legislation, fashion, luxury goods, and sustainability
Pencarelli et al. (2020)	Sustainable inclinations of Italian Generation Z and Y populations when buying luxury products
Lim (2017)	Theoretical exploration of sustainable consumption and marketing
Chen et al. (2019)	Analysis of governmental policies regarding the preservation of Aquilaria sinensis
Kim and Oh (2022)	Influence of materialistic tendencies on intentions to acquire luxury athleisure products
Zhang et al. (2021)	Impact of digital consumption innovation and socio-economic factors on low-carbon consumption
Aliyev et al. (2019)	Factors driving intentions to buy luxury cars and environmentally-friendly versions
Areiza-Padilla et al. (2021)	The conspicuous consumption phenomenon in emerging countries focuses on Starbucks in Colombia

In their study, Chen et al. (2019) analyze governmental policies regarding the preservation of Aquilaria sinensis, a plant species that holds significant socioeconomic value but is currently at risk. Kim and Oh (2022) elucidate the process by which customers' materialistic tendencies influence their intentions to acquire luxury athleisure products, considering the impact of sustainability. The primary focus of Zhang et al. (2021) is examining the impact of digital consumption innovation (DCI) and socio-economic factors on low-carbon consumption in China. Aliyev et al. (2019) investigate the factors that drive people's intentions to buy luxury cars and their environmentally-friendly versions. The study conducted by Areiza-Padilla et al. (2021) examines the phenomenon of conspicuous consumption in emerging countries, specifically focusing on Starbucks in Colombia.

4.4 Characteristics

The study in the domain of luxury consumption and sustainability examines many dependent and independent variables, elucidating the intricate dynamics of consumer behavior. Alghanim et al. (2022) investigate the correlation between sustainable luxury consumption and luxury value perceptions, such as conspicuousness, uniqueness, social appeal, emotional appeal, and quality. Zhan et al. (2022) examine the relationship between brand evaluation and brand attitude and how they are influenced by the need for uniqueness, value consciousness, and customer knowledge of luxury goods. Galli et al. (2020) examine the degree to which luxury firms disclose information regarding sustainability measures that are special to China and how this disclosure is related to various corporate factors, including

revenue, nationality, supply chain management, and operations in China. In their study, Moraes et al. (2017) examine customer behaviors within Magaudda's circuit of practice, revealing both deliberate and unintentional ethical consumer actions when purchasing high-end jewelry.

Carranza et al. (2023) examine the factors that influence the desire to acquire green luxury products, focusing on the variables that enable this intention (green identity and perceived readiness) as well as the variables that hinder it (perceived contradiction, greenwashing, green risk, and skepticism). Essiz and Senyuz (2023) investigate the relationship between purchase intention and many factors, including functional, emotional, social, epistemic, conditional, and situational values. In their study, Wang et al. (2021) examine the inclination to buy sustainable luxury products, taking into account factors such as the desire for uniqueness, want for conformity, pleasure-seeking need, and perceptions of value. Ruan et al. (2022) examine the factors influencing customers to participate in luxury fashion rentals, such as financial advantages, societal expectations, strategic shopping, self-protection, pleasure-related benefits, distinctiveness, and environmental consciousness.

In their study, Pai et al. (2022) investigate the way people perceive sustainability and craftsmanship in the context of sustainable luxury consumption. They examine how these views are related to brand authenticity, self-evaluation, reflected appraisal, and self-esteem. Chen et al. (2022) examine the relationship between subjective social class, gender, age, educational background, average yearly household disposable income, conspicuous expenditure, status anxiety, and social comparison orientation. Osburg et al. (2022) evaluate the relationship between customers' behavioral intentions and sustainability rating, luxury rating, and independent certification.

The study conducted by Amatulli et al. (2020) examines the relationship between guilt and intent to engage in bad word-of-mouth. The study takes into account many elements, including the nature of the product (luxury or mass-market), the presence of sustainability information, moral identity, and connectivity. Atkinson and Kang (2022) examine the concept of consumption value, which includes conspicuous consumption, self-indulgence, inherent experience worth, personal satisfaction, and sustainability.

Amatulli et al. (2021) investigate the extent to which customers are inclined to purchase luxury products and their intention to share information about them. The study specifically examines how luxury firms' communication efforts regarding sustainability, perceived distinctiveness, and the uniqueness of their strategies influence consumer behavior. Achabou and Dekhili (2013) examine consumer inclinations toward high-end shirts crafted from repurposed materials, considering fabric recycling, cotton variety, and price as crucial factors. Cuomo et al. (2019) investigate the opinions and intentions of consumers towards sustainable luxury items, considering factors such as the legitimacy of celebrities, familiarity, the value of premium brands, and awareness of sustainability.

Kim et al. (2022), examine individuals' inclinations toward sustainable luxury brands, examining how early socioeconomic background and the perceived significance of community collaboration impact these choices. Kelleci (2022) examines the relationship between customer purchasing intention and

competitive advantage. The study conducted by Sun et al. (2021) examines customer preferences regarding product features. Specifically, the researchers manipulated the prominence of durability, framed it as either an independent quality or a component of sustainability, and presented various levels of durability in choice-based conjoint surveys.

Hammad et al. (2019), Wright et al. (2017), Cassidy (2017), Pencarelli et al. (2020), Chen et al. (2019), Kim and Oh (2022), Zhang et al. (2021), Aliyev et al. (2019), and Areiza-Padilla et al. (2021) have also made significant contributions to the extensive research on luxury consumption and sustainability. Their studies have examined various factors that are influenced by or influence luxury consumption within the context of sustainability. These studies jointly offer significant insights into the complex and diverse aspects of consumer behavior in the luxury and sustainability fields.

4.5 Methodological Perspective

The selection of research methods for empirical and descriptive research in SLR is heavily influenced by the research methodology. Luxury consumption and sustainability study utilizes several analytical and data collection techniques. Alghanim et al. (2022) employed a survey using convenience sampling and conducted data analysis using SPSS, including hierarchical multiple regression and discriminant analyses. Zhan et al. (2022) conducted a study, whereas Galli et al. (2020) employed content analysis on sustainability reports from leading luxury firms and performed correlation analysis.

Moraes et al. (2017) employed an interpretive methodology, utilizing qualitative techniques and snowball sampling to recruit participants. Carranza et al. (2023) utilized quantitative methods employing partial least squares structural equation modeling (PLS-SEM) to evaluate their study model. Jaeger and Goessling (2020) used a mixed-method approach, utilizing both exploratory and descriptive approaches. This involved conducting interviews and surveys, followed by rigorous statistical and qualitative analysis. Essiz and Senyuz (2023) employed a deductive methodology via an online survey and PLS-SEM, whereas Wang (2021) utilized an online survey and structural equation modeling.

Ruan et al. (2022) conducted online questionnaires that specifically targeted a particular age group. Pai et al. (2022) employed an undefined social-environmental well-being (SE well-being) technique. Chen et al. (2022) used a combination of experimental methods, surveys, and statistical analysis to investigate the influence of subjective social class and conspicuous expenditure. Osburg et al. (2022), Amatulli et al. (2020), and Atkinson and Kang (2022) employed experimental designs in their studies. Additionally, Atkinson and Kang utilized exploratory factor analyses and path analyses using an online survey. Amatulli et al. (2021) employed a combination of online surveys, snowball sampling, and laboratory studies.

Achabou and Dekhili (2013) utilized a quantitative methodology, using convenience sampling and administering surveys. Cuomo et al. (2019) employed exploratory and confirmatory factor analysis and structural equation modeling (SEM). Kim et al. (2022) performed tests using individuals from an online panel, employing both within-subjects and between-subjects' designs. Kelleci (2022), Sun et al. (2021),

and Hammad et al. (2019) characterized their research as conceptual. Sun et al. furthermore employed experiments and surveys, including a conjoint choice-based study and framing experiment.

The methodology employed by Wright et al. (2017) involved the utilization of collaborative conversations and meetings. Pencarelli et al. (2020) conducted an empirical analysis using structural equation modeling on a group of young Italian customers. Chen et al. (2019) conducted an extensive literature study and interviews. Kim and Oh (2022) employed a scenario-based online survey and structural equation modeling (SEM). Zhang et al. (2021) utilized a quantitative methodology employing principal component analysis and regression models.

Table 4
Methods of Study

Study	Methodology
Alghanim et al. (2022)	Survey (convenience sampling); SPSS analysis
Zhan et al. (2022)	Descriptive
Galli et al. (2020)	Content analysis; correlation analysis
Moraes et al. (2017)	Interpretive methodology; qualitative techniques; snowball sampling
Carranza et al. (2023)	Quantitative methods; partial least squares structural equation modeling (PLS-SEM)
Jaeger and Goessling (2020)	Mixed-method approach; interviews; surveys; statistical and qualitative analysis
Essiz and Senyuz (2023)	Deductive methodology; online survey; PLS-SEM
Wang (2021)	Online survey; structural equation modeling (SEM)
Ruan et al. (2022)	Online questionnaires targeted at specific age group
Pai et al. (2022)	Undefined SE well-being technique
Chen et al. (2022)	Experimental methods; surveys; statistical analysis
Osburg et al. (2022)	Experimental design
Amatulli et al. (2020)	Experimental design
Atkinson and Kang (2022)	Experimental design; exploratory factor analyses; path analyses using an online survey
Amatulli et al. (2021)	Combination of online surveys, snowball sampling, laboratory studies
Achabou and Dekhili (2013)	Quantitative methodology; convenience sampling; surveys
Cuomo et al. (2019)	Exploratory and confirmatory factor analysis; structural equation modeling (SEM)
Kim et al. (2022)	Tests using individuals from an online panel; within-subjects and between-subjects designs
Kelleci (2022)	Conceptual methodology
Sun et al. (2021)	Conceptual methodology; experiments; surveys
Hammad et al. (2019)	Conceptual methodology
Wright et al. (2017)	Utilization of collaborative conversations and meetings
Pencarelli et al. (2020)	Empirical analysis; structural equation modeling

Study	Methodology
Chen et al. (2019)	Extensive literature study; interviews
Kim and Oh (2022)	Scenario-based online survey; structural equation modeling (SEM)
Zhang et al. (2021)	Quantitative methodology; principal component analysis; regression models
Aliyev et al. (2019)	Extensive survey using Brand Luxury Index; scale for measuring buying intentions
Areiza-Padilla et al. (2021)	Partial Least Squares Structural Equation Modeling (PLS-SEM); exploratory and confirmatory factor analysis
Lim (2017)	Conceptual methodology

Aliyev et al. (2019) performed an extensive survey using the Brand Luxury Index and a scale to measure buying intentions. Areiza-Padilla et al. (2021) employed Partial Least Squares Structural Equation Modeling (PLS-SEM) and exploratory and confirmatory factor analysis. Lim (2017) is recognized for using a conceptual methodology in their investigation of sustainable consumption and marketing. Each of these studies enhances the overall comprehension of luxury consumer behavior and the transition toward sustainability, utilizing diverse research approaches to extract insights into consumer attitudes, motives, and actions.

4.6 Results and Discussion

The comprehensive analysis of thirty peer-reviewed articles sourced from the Web of Science database provides significant findings regarding the complex correlation between luxury consumption and sustainability. The study by Alghanim et al. (2022) demonstrates the positive impact of luxury value perceptions, specifically sentiment and uniqueness, on sustainable luxury consumption. Furthermore, the authors find that income moderates this relationship. Zhan et al. (2022) provide significant marketing insights by elucidating the social implications and benefits that luxury products hold for Chinese middle-class consumers. The influence of firm size, nationality, and supply chain management on sustainability reporting within the Chinese luxury goods sector is emphasized by Galli et al. (2020).

The significance of green identity and perceived preparedness in influencing attitudes towards green luxury and subsequently impacting purchase intentions is underscored by Carranza et al. (2023). Jaeger and Goessling (2020) discuss the substantial environmental issue of energy consumption among luxury companies and propose that both employees and customers be engaged in initiatives to reduce consumption. Purchase intention is positively influenced by functional, affective, and social values, whereas it is negatively impacted by conditional and situational values, according to Essiz and Senyuz (2023). In their study, Wang et al. (2021) provide evidence that purchase intention is positively influenced by perceptions of quality and social responsibility, while perceptions of uniqueness have the opposite effect. The motives for participating in luxury fashion rentals are classified by Ruan et al. (2022), providing valuable insights into consumer behavior. Furthermore, the scholarly works of Pai et al. (2022),

Chen et al. (2022), and Osburg et al. (2022) offer significant contributions to the understanding of the impact of sustainability signals, conspicuous spending, and status anxiety on consumer behavior. Consumer guilt and negative word-of-mouth are emphasized by Amatulli et al. (2020) about unsustainable luxury products.

Atkinson and Kang (2022) emphasize the significance of intrinsic factors, such as sustainability and experiential value, in fostering consumer affinity towards premium brands. Amatulli et al. (2021) illustrate the effect that sustainability-oriented communication has on the purchasing decisions of premium brands. Achabou and Dekhili (2013) identify price and fabric recycling as determinants of consumer preferences for luxury apparel. Cuomo et al. (2019) investigate the relationship between consumer attitudes toward sustainable luxury products and celebrity credibility and sustainability consciousness. The association between formative experiences and a predilection for sustainable luxury brands is established by Kim et al. (2022).

Sustainability as a competitive advantage for luxury enterprises is supported by Kelleci (2022). The importance of consumer preferences regarding product durability is emphasized by Sun et al. (2021). The scholarly works of Wright et al. (2017), Chen et al. (2019), Kim and Oh (2022), Zhang et al. (2021), Aliyev et al. (2019), Areiza-Padilla et al. (2021), and Lim (2017) provide additional insights into the complex subject of consumer behavior and sustainability, thereby augmenting our overall comprehension of this enormous undertaking.

5. CONCLUSION

The author systematically reviews 30 peer-reviewed articles from the Web of Science database to synthesize the extant literature on luxury consumption and sustainability. The research paper focuses on integrating sustainability into luxury consumption, analyzing how this intersection evolves and its implications. The findings indicate a growing trend towards sustainable luxury practices, driven by increased consumer awareness and changing market dynamics. Theoretical perspectives like stakeholder theory and the theory of planned behavior provide insights into consumer behavior and decision-making processes. Methodologically, the paper considers a blend of qualitative and quantitative approaches to capture the complexity of sustainable luxury consumption. The research highlights the importance of sustainability in luxury brands' strategies and the need for continuous adaptation to changing consumer preferences and environmental concerns.

5.1 Research Implications

This research presents an extensive synthesis of established theories, methodologies, and results, highlighting the convergence of luxury and sustainability. This highlights the significance of conducting additional focused inquiries into diverse facets of sustainable luxury consumption, placing particular emphasis on the necessity for nuanced inquiries. These insights hold significant importance for marketing professionals as they formulate strategies that align with the ever-changing trends in

sustainable luxury consumption. Moreover, the research aids professionals in comprehending the evolving consumer patterns pertaining to luxury and sustainability, which necessitates modifications in strategies to adhere to ethical principles and satisfy consumer demands.

In general, the research emphasizes the importance of incorporating sustainability principles into the domain of luxury consumption, which has implications for academic investigation and real-world application. It is advisable to further explore the impact of cultural factors on the sustainability of luxury products in various geographic areas. Conducting research over an extended period of time is critical for assessing the consequences of digital transformation on luxury markets and tracking the development of consumer attitudes.

Furthermore, it is imperative to investigate efficacious strategies for involving consumers in the sustainability endeavors of high-end brands. It is crucial to conduct an analysis of the effects that regulations have on sustainable practices and to encourage the creation of innovations that improve the sustainability of luxury goods. Furthermore, the research emphasizes the significance of utilizing accurate methodologies when assessing the environmental footprint of high-end brands. The objective of this proposed agenda is to fill current knowledge voids and expand comprehension regarding the convergence of sustainability and luxury consumption.

5.2 Future research agenda

The research agenda seeks to increase knowledge regarding the relationship between luxury consumption and sustainability. The recommendation is to examine the cultural influences on the sustainability of luxury goods in different geographical areas, conduct long-term research to track the development of consumer attitudes, and assess the consequences of digital transformation on luxury markets. Furthermore, it is imperative to explore approaches that effectively involve consumers in the sustainability initiatives of luxury brands, analyze the impact of regulations on sustainable practices, and promote the development of innovations that enhance the sustainability of luxury products. In addition, it emphasizes the need for precise methods to assess the sustainability impact of luxury brands. This suggested agenda addresses deficiencies and broadens understanding of the intersection of sustainability and luxury.

Declarations

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This research was conducted without any financial assistance from outside or inside funding agencies. The authors declare that there was nothing received in the form of grants, sponsorship or monetary help from any governmental body, private organization, academic institution or commercial enterprise for this research. All aspects of this research have been accomplished independently by the authors without assistance from sources outside their own resources. The lack of funding did not affect objectivity,

integrity, or results of the research. The authors take full responsibility for all content and findings contained in this manuscript.

AUTHOR'S CONTRIBUTION

This project was conceptualized by Amanjeet Singh Sethi who designed the framework of the research as well and managed all aspects of the work overall. Suchita Gera contributed in helping with the literature search strategy, and collecting data. Kulbir Bhatti analysed the data and synthesized the findings. Vaishali Mittal assisted in drafting the manuscript as well as structuring key elements. Neha Rani provided assistance with editing, proofreading and revisions. All authors have read, discussed, and approved the final version of the manuscript and all authors agree to be responsible for the content of the manuscript.

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Figures

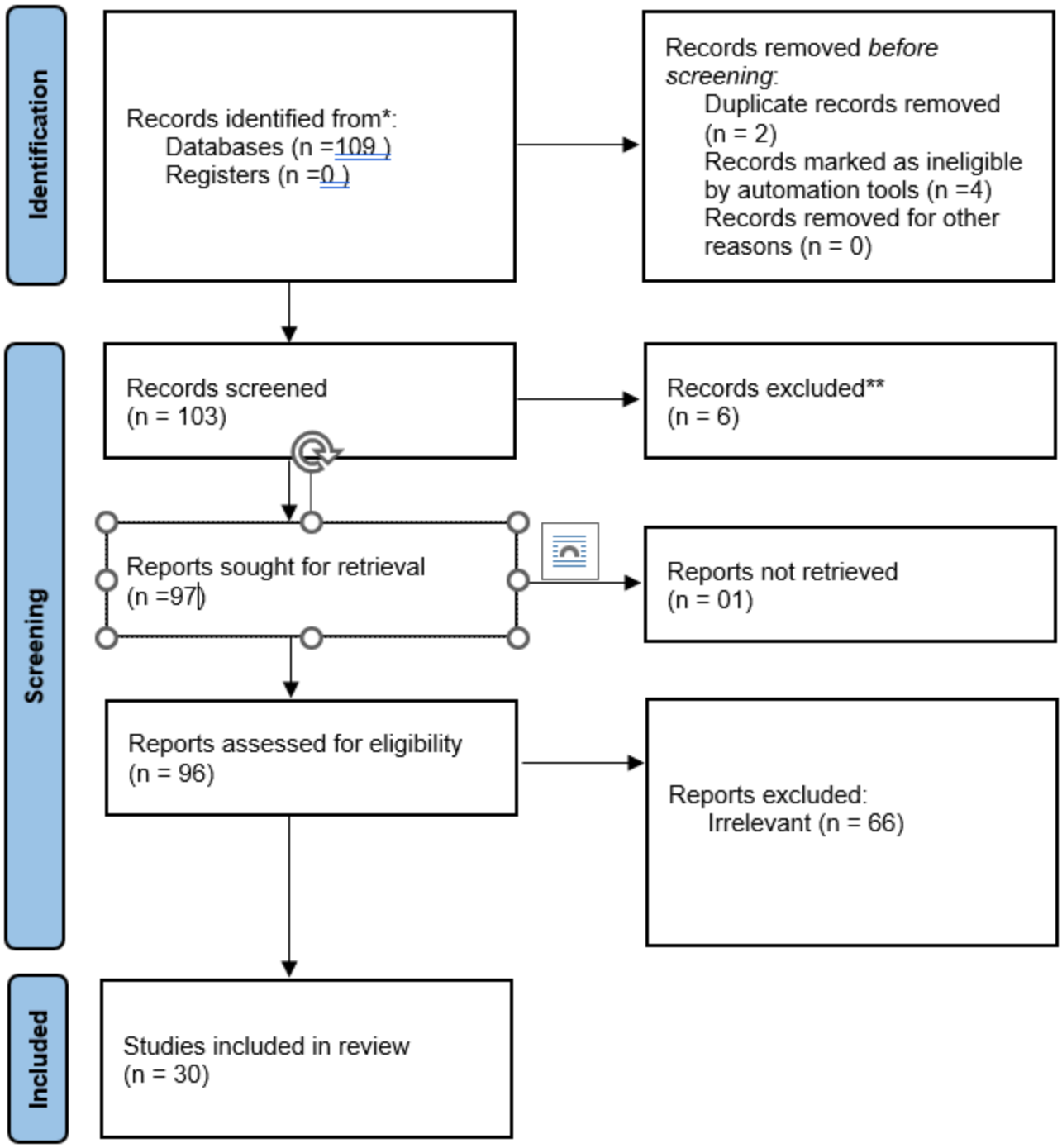


Figure 1

PRISMA 2020 Framework

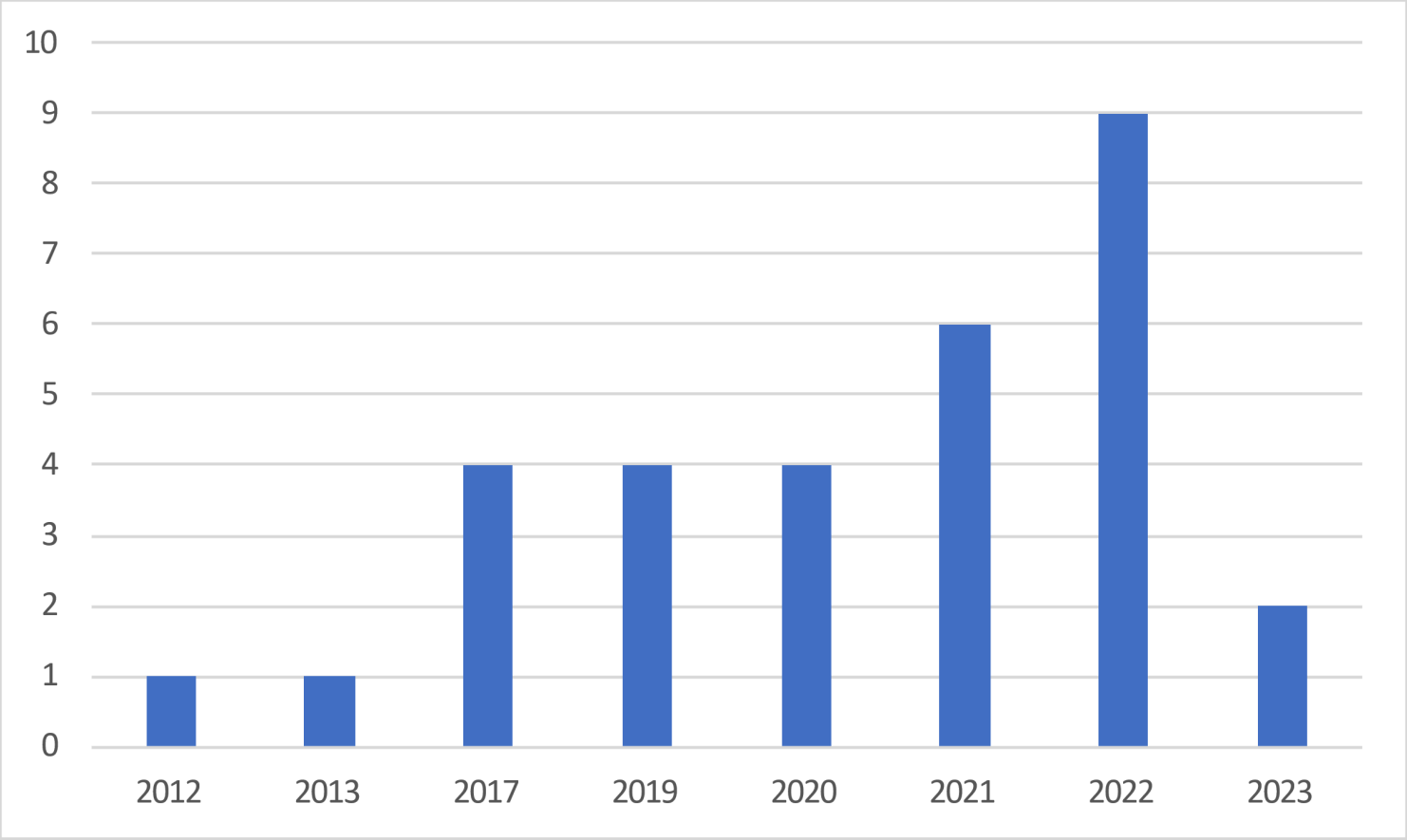


Figure 2

Year-Wise Publication Frequency