

Sustainable Design: elevating Products and Engagement with Luxury Furniture Brands

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MOTIVACIÓN CIENTÍFICA (MOTIVATION)

"Sustainability" in the Top10 luxury trends CEOs should focus on:

- Upcoming regulations
- Relevance for consumers

(Boston Consulting Group, 2023)

Luxury furniture brands increasingly embracing "sustainability" in:

- Product design
- Brand positioning

(Barbaritano et al., 2019; Codignola, 2018)

Academic literature on Marketing and Product Design

Ongoing academic debate on the compatibility between sustainability and luxury

(Kunz et al., 2020)

Critical research questions unclear:

- Is sustainable design compatible with luxury?
- Does sustainable design elevate consumer-luxury brand engagement?

Hemonnet-Goujot et al. (2022)

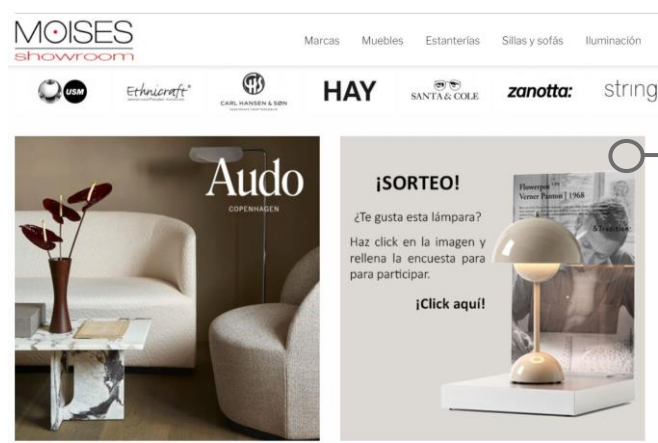
Research gap on the furniture category:

- Environmental impact
- Growth potential

Works on luxury, product design and sustainability, mainly focused on fashion

Hemonnet-Goujot et al. (2022)

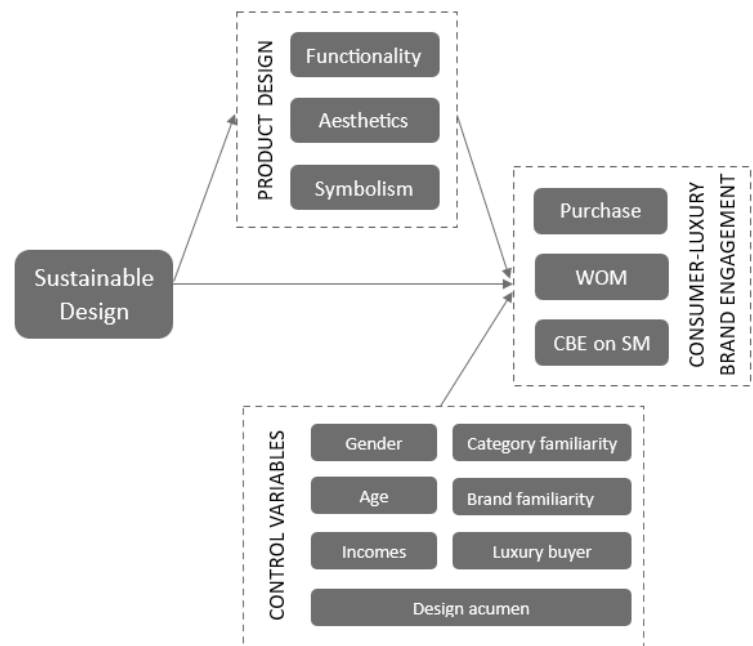
MÉTODOS (METHODS)



- Online "design survey" Incentive: lamp giveaway Main & control variables
- Via Moises Showroom: Main spanish distributor of high-end furniture brands
- Final sample: 448 respondents
- Data analysis PLS: structural equation modelling (SEM)

OBJETIVOS (OBJECTIVES)

- To empirically examine whether and how sustainable design is capable of fostering strong relationships between consumers and luxury furniture brands
- To analyse the potential mediating role of product design dimensions in the aforementioned relationship
- For managerial purposes, assist those brands in understanding the true impact of adopting sustainability in design and brand strategy



PRINCIPALES RESULTADOS (MAIN RESULTS)

- Sustainable Design exerts a direct positive influence on consumer-engagement behaviors with luxury furniture brands
- Sustainable design has a positive impact on consumer engagement with luxury brands by improving perceptions (except for functionality on Social Media behaviours)
- Sustainable Design elevates the brand directly and through products in the luxury furniture realm

BIBLIOGRAFÍA PRINCIPAL (MAIN REFERENCES)

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