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SUCCESSO
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PERSONE

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PROCEEDINGS

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SESSIONE TECHNOLOGY & INNOVATION MARKETING
PROF.SSA NICOLETTA BURATTI - PROF. MICHELE SIMONI
AULA 22

ORE 9.00 Consumer empowerment in the digital era: An exploratory study on the young generations. *Nicoletta Buratti, Giorgia Profumo, Luca Persico*

ORE 9.20 Data driven reputation management: la competitività delle destinazioni turistiche nella prospettiva del relationship marketing process. *Antonio Usai, Valentina Cillo*

ORE 9.40 Il consumo di musica digitale. Prime evidenze di una ricerca intergenerazionale. *Raffaele Campo, Oronzo Trio*

ORE 10.00 Industry 4.0: the strategic role of marketing. *Marco Bettiol, Mauro Capestro, Eleonora Di Maria*

ORE 10.20 From collection to co-creation: towards a new role for Open Innovation Intermediaries. *Barbara Aquilani, Tindara Abbate, Anna Codini*

ORE 10.40 The Determinants of Participation into Online Crowdfunding. *Alessandra Zammit, Sara Valentini, Elisa Montaguti*

ORE 11.00 De-humanizing the customer experience: A conceptual framework. *Daniela Corsaro, Francesco Massara, Stefania Romenti*

ORE 11.20 Smart Resource Integration. *Maria Colurcio, Bo Edvardsson, Stella Carè*

ORE 11.40 Digital servitization: opportunities and challenges for Italian SMES. *Marco Paiola*

SESSIONE INTERNET & DIGITAL MARKETING
PROF.SSA MARIA VERNUCCIO - PROF. RAFFAELE DONVITO
AULA 20

ORE 9.00 Insights from Google search user-generated data: a study on European Wine in the US Market. *Carlos Gonzalo Penela, Patrizia de Luca, Giovanna Pegan*

ORE 9.15 Consumers like and follow on social media. Do they actually impact sales? *Annamaria Tuan, Daniele Dalli, Kumar Ashish*

ORE 9.30 Assessing the impact of social media on customer relationship performance. *Alice Mazzucchelli, Roberto Chierici, Barbara Del Bosco, Francesca Ceruti*

ORE 9.45 Social media successful engagement: how Italian startups are interacting on Facebook. *Maddalena della Volpe, Francesca Esposito, Pierluigi Vitale*

ORE 10.00 Social Word-Of-Mouth as engine of growth for start-ups in their early stage. *Francesca Pucciarelli, Chiara Giachino, Bernardo Bertoldi, Davide Tamagno*

ORE 10.15 Social media marketing and online customer engagement in tourism. *Giovanni Satta, Nicoletta Buratti, Francesco Parola*

ORE 10.30 Cultural heritage e social media engagement: un'analisi esplorativa delle imprese storiche del Made in Italy. *Vittoria Marino, Letizia Lo Presti, Luigi Grasso*

ORE 10.45 What type of content does get the most positive response on Instagram? A content analysis of Italian celebrity chef profiles. *Marcello Sansone, Annarita Colamatteo, Maria Anna Pagnanelli*

ORE 11.00 Fake news, real problems for brands: The impact of content truthfulness and source credibility on consumers' attitude toward in-page ads. *Marco Visentin, Gabriele Pizzi, Marco Pichierrì*

ORE 11.15 Gamification: A Way to Increase Customer Base Value? *Sara Valentini, Alessandra Zammit, Elisa Montaguti*

ORE 11.30 E-commerce come driver di integrazione tra canali online ed offline nei mercati esteri: evidenze nella moda di lusso. *Simone Guercini, Silvia Ranfagni, Andrea Runfola*

ORE 11.45 Digital fundraising: the best practices of a non profit organization. *Giuseppe Tardivo, Milena Viassone, Francesca Serravalle, Veronica Scuotto*

ORE 12.00 Analisi esplorativa di un caso di Social Media Crisis Management nel retail: la soluzione Nietzsche. *Francesca Negri*

ORE 12.15 Essays in Customer Acquisition. *Federica Vecchioni*

SESSIONE SUSTAINABILITY MARKETING
PROF.SSA LAURA MICHELINI - PROF. CARLO ALBERTO PRATESI
AULA 13

ORE 9.00 Fundraising e marketing delle ONLUS. Un'indagine esplorativa della situazione italiana. *Fabio Forlani, Antonio Picciotti, Cristina Bufo*

ORE 9.20 Luxury and sustainability: The role of corporate social responsibility. *Carmela Donato, Matteo De Angelis, Cesare Amatulli*

ORE 9.40 Megamarketing and sustainability in contested markets: a longitudinal analysis of media discourses about palm oil. *Matteo Corciolani, Giacomo Gistri, Stefano Pace*

ORE 10.00 L'attitudine allo spreco alimentare tra i giovani. Un'indagine tra i Millennials spagnoli. *Laura Bravi, Federica Murmura, Elisabetta Savelli*

ORE 10.20 Pro-social marketing campaigns: Willingness to pay and purchase intention for fair-trade chocolate. *Cristina Zerbini, Donata Tania Vergura, Beatrice Luceri, Sabrina Latusi*

ORE 10.40 Alla ricerca del consumatore ecologico: un modello di analisi. *Anna Codini, Elisabetta Corvi, Michelle Bonera*

ORE 11.00 Flying Under the Radar vs. Walk or Talk: CSR Voluntary Disclosure in the Fashion Industry. *Mariachiara Colucci, Marco Visentin*

ORE 11.20 Dining motivations, experiences and loyalty at vegan/vegetarian restaurants. *Maria Rosita Cagnina, Lucia Cicero, Linda Osti*

SESSIONE MARKETING THEORY
PROF. SEBASTIANO GRANDI
AULA 23

ORE 9.00 From Businesses and Consumers to Actors relationships. *Francesco Polese, Debora Sarno*

ORE 9.20 Expanding Understanding of Interactive Value Formation. *Angela Caridà, Monia Melia*

ORE 9.40 Market system dynamics, "sociology of texts", and materiality of the book: Venice and the Renaissance printing industry. *Francesco Crisci*

ORE 10.00 What do we study when we study health in food marketing context? *Ksenia Silchenko, Elena Cedrola*



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PROGRAMMA DELLE SESSIONI PARALLELE

SESSIONE INTERNATIONAL MARKETING
PROF. GIUSEPPE BERTOLI - PROF.SSA MICHELA MATARAZZO
AULA 21

ORE 9.00 Sustainable Luxury and Word-of-Mouth: The Effects of Shame and Individualism.
Cesare Amatulli, Matteo De Angelis, Giovanni Pino, Gianluigi Guido

ORE 9.20 Investigating international pathways through brand authenticity: findings from an exploratory case study.
Silvia Ranfagni, Andrea Runfola, Daria Sarti

ORE 9.40 L'internazionalizzazione delle imprese Born global a conduzione familiare: un'indagine esplorativa.
Fabio Musso, Barbara Francioni, Giorgia Masili

ORE 10.00 Economic animosity feelings and willingness to buy foreign products: the mediating role of cosmopolitanism during Russian embargo.
Giada Mainolfi

ORE 10.20 What drives SMEs' escalation of commitment in Emerging Markets?
Yusaf Akbar, Bernardo Balboni, Guido Bortoluzzi, Desislava Dikova, Andrea Tracogna

ORE 10.40 L'attrattività dei paesi europei: una verifica empirica sugli investimenti esteri delle imprese.
Marina Gigliotti, Massimo Cossignani, Antonio Picciotti

ORE 11.00 The global market scope/export performance relationship in family SMEs: An analysis of the moderating effect of external managers and external capital in five European regions.
Alfredo D'Angelo, Antonio Majocchi

ORE 11.20 E-commerce for firms internationalization: a literature review.
Federica De Vanna

ORE 11.40 Entrepreneurial marketing as a key driver of early and accelerated internationalization.
Birgit Hagen, Antonella Zucchella

ORE 12.00 The mediating effect of store image and consumer attention to COO on the relationship of COO and retailers' intention to buy.
Donata Vianelli, Marco Gregori, Manuela Valta

ORE 12.20 The drivers of performance of exporting SMEs: The role of entry timing and initial speed.
Rubina Romanello, Maria Chiarvesio, Bernardo Balboni

ORE 12.40 Coping with uncertainty via a global niche strategy: An exploratory study on entrepreneurial firms.
Giovanna Magnani, Antonella Zucchella

SESSIONE CONSUMER BEHAVIOUR
PROF.SSA STEFANIA BORGHINI - PROF. DANIELE SCARPI
AULA 11

ORE 9.00 A two-edged sword: Immediate and complementary responses to disgust.
Carmela Donato, Gaetano "Nino" Miceli

ORE 9.15 Communicating the Creative Process: Preferences for Insight and Effort Differ across Domains and Audiences.
Gaetano "Nino" Miceli, Maria Antonietta Raimondo, Irene Scopelliti

ORE 9.30 Etica, attenzione alla salute, socializzazione e/o spiritualità? Le determinanti dell'atteggiamento verso il consumo di prodotti vegani.
Elisa Martinelli, Francesca De Canio

ORE 9.45 The role of consumers in challenging the value of the carb-based food market.
Costanza Nosi, Barbara Aquilani, Carlo Alberto Pratesi, Corrado Gatti

ORE 10.00 You can't always tell a book from its cover: effects of packaging visual cues on consumers' perceptions.
Daniele Scarpi, Gabriele Pizzi, Marco Pichierri

ORE 10.15 A cultural understanding of consumer-driven marketplace dynamics.
Silvia Biraghi, Rossella Gambetti, Stefano Pace

ORE 10.30 Digital helpers as marketers: How anthropomorphized digital entities support customers.
Katja Gelbrich, Julia Hagel, Chiara Orsingher

ORE 10.45 Percorsi esperienziali di consumo: effetti della sequenza di fruizione e del vincolo temporale sulla valutazione complessiva.
Alessandro M. Peluso, Giovanni Pino, Antonio Miletì

ORE 11.00 The impact of psychic distance on acquirer's corporate reputation in cross-border acquisition: a consumer perspective.
Giulia Lanzilli, Michela Matarazzo, Riccardo Resciniti

ORE 11.15 Pratiche di consumo e strategie narrative: i percorsi dello shopping in un centro urbano.
Gabriele Qualizza, Claudio Sambri

ORE 11.30 Drivers of trading-up in extreme sports: an empirical analysis.
Michela C. Mason, Andrea Moretti, Francesco Raggiotto, Daniele Scarpi

ORE 11.45 The Effect of *Au Naturel* Color on Consumers' Willingness To Pay. The Moderating Role of Product Category and Cognitive Load.
Veronica Marozzo, Maria Antonietta Raimondo, Gaetano "Nino" Miceli

ORE 12.00 Consumer Ambivalence in Luxury Personal Selling: On Sales Assistant Side.
Stefano Prestini, Roberta Sebastiani

ORE 12.15 Come promuovere comportamenti alimentari sani tra gli adolescenti seguendo le loro preferenze? Indicazioni da un esperimento di scelta discreta.
Ilaria Corazza, Sabina De Rosis

ORE 12.30 The year-of-establishment effect.
Gabriele Pizzi, Daniele Scarpi

SESSIONE MARKETING COMMUNICATION & BRANDING
PROF.SSA ROSSELLA GAMBETTI - PROF.SSA FEDERICA CECCOTTI
SALA BERTOCCHI

ORE 9.00 Brand identity e comunicazione on-line. Un'analisi sulle imprese viti-vinicole toscane.
Matteo De Vigili, Tommaso Pucci, Lorenzo Zanni

ORE 9.20 Family-based brand identity: una revisione della letteratura.
Daniela Andreini, Cristina Bettinelli

ORE 9.40 A linguistic approach for the luxury advertising: Effects on consumer perceptions.
Muro Capestro, Giovanni Pino, Cesare Amatulli

ORE 10.00 L'identità storica nella mission dell'impresa: fattore di longevità o contenuto temporal-based?
Raffaella Montera, Vittoria Marino, Marco Pellicano

ORE 10.20 Consumer engagement e local brand. Indagine esplorativa in un territorio di frontiera.
Gabriele Qualizza, Maria Vernuccio

ORE 10.40 When Tension Leads to Action: Different Paths of Fear Arousal in Commercial and Social Ads.
Marco Picchierri, Daniele Scarpi, Marco Visentin

ORE 11.00 Do You Really Feel a Superhero? Antecedents and Consequences of Brand Engagement in Self Concept.
Valentina Mazzoli, Diletta Acuti, Raffaele Donvito

SESSIONE B2B MARKETING
PROF.SSA ROBERTA BOCCONCELLI - PROF.SSA CHIARA CANTÙ
LABORATORIO 19

ORE 9.00 Customer-centric innovation: Implementazione della Stampa 3D nel settore della gioielleria italiana.
Elisa Martina Martinelli

ORE 9.20 Crescita relazionale e prossimità. Casi di contratti di rete nella pelletteria.
Matilde Milanese, Simone Guercini, Annalisa Tunisini

ORE 9.40 Partecipazione alle fiere B2B e ruolo dei social media: il caso Biesse.
Maria Gabriella Mele, Alessandro Pagano, Tonino Pencarelli

ORE 10.00 Il ruolo del decision-maker durante il global sourcing decision process nelle Piccole e Medie Imprese Italiane.
Kevin D. Clark, Barbara Francioni

ORE 10.20 Riconversione imprenditoriale e Business Networks: la sfida innovativa del biologico nelle piccole imprese agro-alimentari.
Raffaele Silvestri, Francesco Petrucci, Savino Santovito

SESSIONE SERVICE, RETAILING & CHANNEL MANAGEMENT
PROF. EDOARDO FORNARI - PROF. FRANCESCO IZZO
AULA 14

ORE 9.00 Sales capabilities in the wine industry: current scenario and emerging issues.
Alberto Mattiacci, Attilio Bruni, Francesca Magno, Fabio Cassia

ORE 9.20 Inducing perceptual super-items on-shelf: results from an eye-tracking experiment.
Daniele Porcheddu, Salvatore Saiu

ORE 9.40 Senior customer shopping and in-store design.
Elena Bellio, Luca Buccoliero

ORE 10.00 The Mediation Path from Participating to the Web Community to the Intention to Purchase: How Trust Develops in The Healthcare Context.
Giuseppe Cappiello, Marco Visentin

ORE 10.20 I trend del mercato della consulenza in Italia: risultati preliminari.
Linda Gabbianelli

ORE 10.40 Online reviews: preliminary evidence from an international retail chain.
Daniele Dalli, Annamaria Tuan, David D'Acunto

ORE 11.00 Effectiveness of Customized Price Promotions. A study on the moderating role of contextual and temporal components.
Laura Grazzini, Gaetano Aiello

ORE 11.20 From customer experience to customer loyalty: the role of touchpoints in retailing.
Marco Ieva, Cristina Ziliani

SESSIONE TOURISM, CULTURE & ARTS MARKETING
PROF. TONINO PENCARELLI - PROF. ANDREA MORETTI
SALA GALEOTTI

ORE 9.00 Cibo, paesaggio e territorio: l'esperienza di sorprendente basilicata, un progetto di marketing territoriale.
Angelo Bencivenga, Livio Chiarullo, Anna Maria Giampietro

ORE 9.15 Profiling wine tourists' motivations, wine tourism attributes and wine-oriented travel barriers: Insights from Sardinia.
Giacomo Del Chiappa, Ester Napolitano, Aise Kim

ORE 9.30 Analysing motivations driving Italians to use Airbnb: a factor-cluster approach.
Giacomo Del Chiappa, Luca Sini, Marcello Atzeni

ORE 9.45 Sostenibilità e competitività delle destinazioni turistiche: la visione degli operatori turistici.
Giacomo Del Chiappa, Stefano Usai, Antonio Cocco, Marcello Atzeni

ORE 10.00 Empathetic post-disaster communication affects self-image congruity with a touristic destination.
Francesco Massara, Lingling Wu, Dragana Medic

ORE 10.15 Analyzing travellers' expenditure behavior in an airport-based retail contest.
Antonio Salvatore Loriga, Giacomo Del Chiappa

ORE 10.30 La co-creazione delle esperienze museali. Un'indagine esplorativa sui visitatori della Galleria Nazionale delle Marche.
Emanuela Conti

ORE 10.45 Analisi del posizionamento esperienziale di un format recettivo.
Giuseppe Bertoli, Michelle Bonera, Alessandro Bigi, Elisabetta Corvi

ORE 11.00 Politiche di comunicazione delle imprese termali italiani.
Tonino Pencarelli, Mauro Dini

ORE 11.15 "We wear culture, we eat culture". Effetto Paese di origine, *cultural heritage image* e segmentazione internazionale nei mercati emergenti.
Antonello D'Avino, Alessandro De Nisco, Maria Rosaria Napolitano

ORE 11.30 Applicazioni e piattaforme di sharing: un primo focus su musei internazionali.
Piergiorgio Re, Chiara Giachino, Margherita Stupino

ORE 11.45 The influence of servicescape on experiential consumption and consumer delight: insights from a cruise setting.
Annarita Sorrentino, Marcello Risitano, Giacomo Del Chiappa, Marco Ferretti

ORE 12.00 Why tourists buy souvenirs on holiday: investigating values and benefits through a qualitative approach.
Alessia Eleonora Usai, Giacomo Del Chiappa

ORE 12.15 The transformative power of tourism experiences and related barriers: a qualitative study.
Jessica Mei Pung, Giacomo Del Chiappa

ORE 12.30 Destination authenticity: developing and testing a measurement scale.
Marcello Atzeni, Giacomo Del Chiappa, Giuseppe Melis

Bergamo 26-27 ottobre 2017

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Luxury and sustainability: The role of corporate social responsibility

Abstract

The present research investigates whether and under what conditions consumers react to different kinds of luxury companies' CSR initiatives. Using the Carroll's four dimensions model of CSR, we argue and demonstrated that luxury companies' internal (versus external) CSR initiatives increase willingness to buy luxury products for customers who buy luxury mainly for individual style and not for status.

Keywords: Corporate Social Responsibility, luxury brand, luxury consumption, internalized vs. externalized luxury, willingness to buy

INTRODUCTION

Most companies are today highly committed toward sustainability (e.g., Gershoff and Frels, 2015; Luo and Du, 2015). Luxury brands are no exception, thus they are increasingly trying to enhance and improve their Corporate Social Responsibility (hereafter CSR) (Janssen et al., 2014), which can be defined as the continuous effort and commitment made by a company in order to behave ethically and contribute to the improvement of the quality of life of the involved community (Maignan and Ferrell, 2001). Examples of luxury companies focusing on CSR are several. To mention some, Tiffany started certifying its diamonds as "conflict free", Chanel incorporated "earthy materials" in its 2016 collection, and Bulgari has recently funded restoration of Rome's Spanish Steps. These examples show that luxury brands are nowadays interested not only in promoting their prestige and status, but also in promoting altruistic and moral values.

Despite this evidence, however, little is known about the effectiveness of CSR activities in the luxury industry, and in particular about how such initiatives might influence consumer behavior. Some studies even suggest that CSR is not a key factor in determining luxury consumption (e.g., Davies et al., 2012; Griskevicius et al., 2010), whereas other studies underline a potential positive role of CSR in developing luxury consumption (e.g., Kapferer, 2010; Janssen et al., 2014). Our study aims at shedding new light on the role of CSR in luxury by proposing that different dimensions of CSR might have different effect on luxury consumers' perceptions and behaviors.

CONCEPTUAL FRAMEWORK

Increasing attention to issues concerning the environment, workers, customers and society is pushing companies to behave ethically (e.g., Gershoff and Frels 2015). Luxury is one industry in which the pressures to devote more attention to these social

issues has grown steadily over the last decade (Davies et al. 2012; Janssen et al. 2014). As a result, many luxury firms are using CSR as a focal component of their marketing strategies. However, literature concerning the role of CSR activities in luxury industry seems to be contrasting. According to some streams of research (e.g., Achabou and Dekhili 2013; Griskevicius et al. 2010), luxury and CSR are seen as incompatible concepts by a number of consumers. Indeed, luxury is generally related to hedonism, excess, and ostentation (Cristini et al. 2017; De Barnier et al. 2012), while CSR is generally based on sobriety, moderation and ethics (Lochard and Murat 2011).

On the other hand, there is emerging evidence of compatibility between luxury and CSR activities (e.g., Janssen et al. 2014), fundamentally because “both focus on rarity and beauty” (Kapferer, 2010, p. 41). On the basis of those insights, therefore, CSR activities may potentially play a positive role also in luxury industry. However, this issue has received very limited empirical investigation. As a consequence, the present research aims to empirically test whether and under what conditions consumers might react positively to CSR initiatives undertaken by luxury companies.

According to the Carroll’s perspective (1979, 1991), CSR is a multidimensional construct made up of four dimensions: economic (i.e., companies are expected to produce and sell products at a profit), legal (i.e., companies are expected to comply with the requirements imposed by the legal system at play), ethical (i.e., companies are expected to endorse principles of fairness and justice in their activities) and philanthropic (i.e., companies are expected to engage in voluntary actions which qualify them as “good corporate citizens”). We look at such four dimensions in greater detail, arguing that while initiatives concerning legal and philanthropic dimensions are easily visible to and noticeable by consumers, initiatives concerning economic and legal dimensions are not immediately visible to and noticeable by consumers. Building on such a visibility-based distinction, we identify two categories of CSR dimensions: the “internal” dimensions category (which encompasses economic and ethical dimensions) and the “external” dimensions category (which encompasses legal and philanthropic dimensions) (Pino et al., 2016). Considering this visibility-based distinction, the objective of the present research is to identify which CSR dimension category (internal vs. external) is more effective in driving consumers’ willingness to buy (hereafter, WTB) luxury products.

As regards luxury consumption, we build on the distinction between externalized and internalized consumption (e.g., Amatulli and Guido 2012). Consumers with an externalized luxury consumption approach are mostly driven by impersonal motivations such as the desire to get the approval of others, while those with an internalized approach are mostly driven by personal motivations such as the desire to experience pleasing feelings and emotions. Thus, whereas externalized luxury consumption refers to consumers’ desire to communicate status and prestige to others, internalized luxury consumption refers to consumers’ desire to satisfy their personal taste and style. In other words, consumers who mainly have an externalized luxury approach place greater importance on the “visibility” component of luxury

goods than those who mainly have an internalized luxury approach (Nueno and Quelch, 1998).

Based on this reasoning, we expect that the effectiveness of internal versus external CSR initiatives in driving consumers' WTB luxury products will depend on the personal benefits that the consumer derives from those initiatives (Bhattacharya et al. 2009). More specifically, our prediction is that luxury brands' actions related to internal CSR dimensions, such those in the realm of economic and ethical dimensions, may be particularly appealing to those consumers who buy luxury products mainly to satisfy their personal taste and style; in contrast, consumers with an externalized approach to luxury will value those benefits to a lesser degree. Formally:

H₁: Compared to external CSR initiatives, internal CSR initiatives undertaken by a luxury brand are more likely to lead to a higher consumers' WTB products from that brand, but only for consumers with internalized luxury consumption orientation.

We tested our hypothesis through one experimental study, which we present here as follows.

EMPIRICAL STUDY

We used a single factor (internal vs. external CSR) between-subjects design. One hundred sixty-two M-Turk workers (97 females; Mage = 40.76, SD = 13.01) took part in the experiment.

Participants were firstly asked to indicate their luxury consumption orientation, through a question asking them the reason why they would buy a luxury product on a seven-point scale (1 = "Mainly for internal motivation, related to my individual style and my taste"; 7 = "Mainly for an external motivation, related to my economic and social status"). Then, each participant was randomly assigned to one of the two experimental conditions (internal vs. external CSR). In the internal CSR condition participants read a description of a fictitious luxury brand that recently developed ethical (i.e., working benefits to their employees) and economic (i.e., presence of a software aiming at reducing internal producing costs) CSR activities. In the external CSR condition participants read a description of the same fictitious luxury that recently developed philanthropic (i.e., donation for a pediatric hospital) and legal (i.e., attainment of a certification attesting traceability of raw materials) CSR activities. Finally, we measured WTB the fictitious luxury brand using a three-item, seven-point scale (e.g., "the probability that I will buy is high", 1 = strongly disagree, 7 = strongly agree; $\alpha = .92$).

In order to test our hypothesis we dummy-coded the CSR variable (0 = internal CSR condition, 1 = external CSR condition). Consistent with *H₁*, we employed Model 1 included in PROCESS SPSS Macro (Hayes, 2013), which is aimed at testing moderations models. The measure of luxury consumption orientation served as the moderator in the relationship between the CSR dimensions and WTB. The results showed a significant and negative main effect of CSR dimensions on

WTB ($b = -.92$; $p = .03$) and a non-significant main effect of luxury consumption orientation on WTB ($b = .01$; $p = .99$). Of greater importance, the interaction between CSR dimensions and consumers' luxury consumption orientation was significant ($b = .17$; $p = .03$). Further, since the moderator was a continuous variable, such a significant interaction effect was explored via the Johnson-Neyman "floodlight" approach. Results revealed that the magnitude of the negative effect of CSR dimension on WTB turned out to be significant only for luxury consumption orientation levels equal to 1.00 ($b_{JN} = -.66$, $SE = .31\%$ confidence interval: -1.28 ; $-.033$).

Overall, consistent with H_1 , these results suggest that luxury consumption motivation acts a catalyst of the effect of CSR dimensions on WTB, as the magnitude of the effectiveness of communicating ethical and economic initiatives, compared to communicating legal and philanthropic initiatives, in terms of WTB is higher the higher consumers' tendency to buy luxury products for internal motivation.

CONCLUSION

Overall, this research offers some relevant contributions to the advancement of current knowledge about luxury and CSR. First and foremost, against the backdrop of a great deal of studies documenting the incompatibility between luxury and sustainability issues, our study is one of the very first attempts to empirically test whether and in what conditions CSR initiatives undertaken by luxury companies might encounter consumers' favor. Second, our research tries to connect CSR dimensions with luxury goods' perceptions offering a rethinking of the four dimensions of the Carroll's CSR model (i.e., the distinction between external and internal dimensions) that is particularly suitable to the study of luxury goods as it implies that luxury brands' initiatives belonging to internal CSR dimensions are likely to encounter higher consumers' favor with internalized consumption than initiatives belonging to external CSR dimensions. From a managerial perspective, our results suggest that when implementing their CSR actions, luxury companies should consider them in light of their visibility to consumers. In particular, managers should be aware that for those customers that have a lower conspicuous consumption orientation and that, therefore, buy luxury products mainly because of their quality, internal CSR activities are able to elicit more favorable reactions than external CSR activities.

However additional studies are needed in order to identify the underlying mechanism explaining the relationship between internal CSR activities and the willingness to buy luxury products. Additionally, further research could focus on external CSR activities in influencing willingness to buy luxury brands.

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