

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products



Le Minh Duc

Kim Anh School, Vietnam

ABSTRACT: This study investigates the complex relationships between consumer perceptions, brand equity, and customer loyalty in the context of luxury brands using animal products in Northern Vietnam. Employing a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM), we surveyed 228 luxury consumers in urban areas. Our findings reveal that consumer perceptions significantly influence all components of brand equity - brand awareness, brand associations, and perceived quality - which in turn strongly impact customer loyalty. Notably, brand equity partially mediates the relationship between consumer perceptions and customer loyalty. The study also uncovers the dual influence of cultural factors: traditional cultural values positively moderate the relationship between consumer perceptions and brand equity, while ethical concerns exert a negative moderating effect. These results contribute to the theoretical understanding of luxury consumption in emerging markets and provide practical implications for luxury brand management. Our research highlights the need for a nuanced approach in navigating the delicate balance between leveraging cultural heritage and addressing growing ethical concerns in the luxury sector.

KEYWORDS: Luxury brands, Animal products, Consumer perceptions, Brand equity, Ethical consumption, Emerging markets

1. INTRODUCTION

In recent years, the global luxury market has experienced significant growth, with emerging economies playing an increasingly important role. Vietnam, particularly its northern region, has emerged as a promising market for luxury brands, driven by rapid economic development and a growing middle class (Nguyen & Nguyen, 2021). According to a report by Statista (2023), the luxury goods market in Vietnam is expected to grow annually by 6.37% (CAGR 2023-2028), highlighting the sector's potential.

However, as consumer awareness of ethical and environmental issues grows, luxury brands face new challenges, particularly concerning the use of animal products. This issue is especially pertinent in Northern Vietnam, where traditional craftsmanship often involves animal-derived materials, creating a complex interplay between cultural heritage and evolving consumer values (Tran et al., 2022).

The use of animal products in luxury goods has become a contentious issue globally. While some consumers view these materials as symbols of quality and status, others are increasingly concerned about animal welfare and environmental sustainability (Henninger et al., 2017). This shift in consumer attitudes has prompted many luxury brands to reassess their use of animal products and explore alternative materials (Kang & Hustvedt, 2014).

In the context of Northern Vietnam, this global trend intersects with local cultural and economic factors. The region has a rich tradition of craftsmanship, including the use of animal-derived materials in luxury products. Simultaneously, it is experiencing rapid modernization and increased exposure to global ethical concerns (Le & Nguyen, 2020). This unique combination of factors makes Northern Vietnam an ideal setting to explore the complex relationships between consumer perceptions, brand equity, and customer loyalty in the luxury sector.

Despite the growing importance of this issue, there is a notable gap in the literature regarding consumer perceptions of luxury brands using animal products in the context of emerging markets, particularly in Vietnam. While studies have examined ethical consumption in developed markets (e.g., Davies et al., 2012; Lundblad & Davies, 2016), less attention has been paid to how these issues play out in rapidly developing economies with strong traditional craftsmanship sectors.

This study aims to address this research gap by exploring how consumers in Northern Vietnam perceive luxury brands that use animal products and how these perceptions affect brand equity and customer loyalty. By employing Partial Least Squares Structural

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

Equation Modeling (PLS-SEM), we seek to model the complex interactions between these variables, providing valuable insights for both academics and practitioners in the luxury sector.

The findings of this study will contribute to the growing body of literature on ethical consumption in luxury markets and provide practical implications for luxury brand managers operating in Vietnam and similar emerging markets. Moreover, by focusing on Northern Vietnam, this research will offer unique insights into how global ethical concerns are negotiated within a specific cultural and economic context.

In the following sections, we will review the relevant literature, develop our theoretical framework and hypotheses, outline our methodology, present our findings, and discuss their implications for theory and practice.

2. LITERATURE REVIEW

2.1. Luxury Brand Perception

Luxury brands have traditionally been associated with high quality, exclusivity, and status. However, recent studies suggest that consumer perceptions of luxury are evolving. Atwal and Williams (2017) argue that the concept of luxury has shifted from product-based to experience-based, with consumers increasingly valuing authenticity and personal meaning. This shift has implications for how luxury brands are perceived, especially in emerging markets like Vietnam.

In the context of emerging economies, Shukla et al. (2015) found that status consumption and conspicuous consumption significantly influence luxury purchase intentions. However, more recent research by Nguyen et al. (2021) in Vietnam suggests that while status remains important, factors such as quality and self-identity are becoming increasingly significant drivers of luxury consumption.

2.2. Consumer Attitudes Towards Animal Products in Fashion

The use of animal products in fashion, particularly in luxury goods, has become a contentious issue. Henninger et al. (2017) found that while some consumers view animal-derived materials as symbols of quality and luxury, others are increasingly concerned about ethical and sustainability issues.

A study by Lundblad and Davies (2016) identified a growing segment of ethically-minded luxury consumers who seek to align their purchases with their values. This trend is particularly notable among younger consumers. Kong et al. (2021) found that Gen Z consumers in China are more likely to consider ethical issues, including animal welfare, in their luxury purchase decisions.

However, research specific to Vietnam is limited. Le and Nguyen (2020) suggest that while ethical concerns are growing among Vietnamese consumers, traditional perceptions of luxury and the cultural significance of certain animal-derived products may complicate these attitudes.

2.3. Brand Equity in the Luxury Sector

Brand equity, the value added to a product by its brand name, is crucial in the luxury sector. Cheah et al. (2020) found that brand equity significantly influences luxury purchase intentions across different cultural contexts. Their study highlighted the importance of brand awareness, perceived quality, and brand associations in building strong luxury brand equity.

Interestingly, recent research suggests that ethical and sustainability practices can enhance brand equity in the luxury sector. Amatulli et al. (2018) found that luxury brands' corporate social responsibility (CSR) initiatives positively impact brand equity, particularly when these initiatives align with consumers' values.

However, the impact of using animal products on brand equity remains understudied, especially in emerging markets like Vietnam. This gap presents an opportunity for our research to contribute valuable insights.

2.4. Customer Loyalty in Luxury Markets

Customer loyalty is a critical factor for the long-term success of luxury brands. Recent studies have explored various factors influencing loyalty in the luxury sector. Prentice and Loureiro (2018) found that brand experience and self-congruity significantly impact customer loyalty to luxury brands.

In the context of ethical luxury consumption, Kang and Hustvedt (2014) suggested that transparency about production practices can enhance customer loyalty. However, their study was conducted in developed markets, and its applicability to emerging markets like Vietnam remains to be explored.

A study by Tran et al. (2022) in Vietnam found that brand trust and emotional value are key drivers of luxury brand loyalty. However, their research did not specifically address the impact of animal product use on loyalty, highlighting another gap in the literature.

2.5. Ethical Considerations in Luxury Consumption

Ethical considerations in luxury consumption have gained significant attention in recent years. Davies et al. (2012) identified a segment of consumers they termed "Conscious Consumers," who actively seek ethical luxury products. More recently, Moraes et

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

al. (2017) explored the concept of "responsible luxury," suggesting that luxury brands can successfully integrate ethical practices without compromising their luxury status.

However, the ethical considerations specific to animal product use in luxury goods remain underexplored, particularly in emerging markets. While studies like Kong et al. (2021) have touched on this issue in China, research in the Vietnamese context is lacking.

2.6. Theoretical Framework

Several theoretical frameworks have been employed to understand luxury consumption and ethical consumer behavior. The Theory of Planned Behavior (TPB) has been widely used to explain ethical consumption patterns (Ajzen, 2015). In the luxury context, Jain and Khan (2017) successfully applied TPB to predict luxury purchase intentions in emerging markets.

Brand Equity Theory, as conceptualized by Keller (2013), provides a framework for understanding how consumers perceive and value luxury brands. This theory could be particularly useful in exploring how the use of animal products affects brand equity.

Additionally, the Cognitive-Affective-Conative model of brand loyalty (Oliver, 1999) offers a framework for understanding how consumer perceptions and attitudes translate into loyalty behaviors. This model could be adapted to explore how perceptions of animal product use influence loyalty to luxury brands.

2.7. Research Gap and Contribution

While the literature on luxury brand perception, ethical consumption, and customer loyalty is extensive, several gaps remain:

1. Limited research on the impact of animal product use on luxury brand perception, particularly in emerging markets like Vietnam.
2. Lack of studies exploring the relationship between ethical concerns (specifically regarding animal products) and brand equity in the luxury sector.
3. Insufficient understanding of how traditional cultural values in emerging markets like Vietnam interact with global ethical trends in shaping luxury consumption patterns.
4. Limited application of comprehensive models (like PLS-SEM) to understand the complex relationships between consumer perceptions, brand equity, and loyalty in the context of ethical luxury consumption.

Our study aims to address these gaps by exploring how consumers in Northern Vietnam perceive luxury brands that use animal products and how these perceptions affect brand equity and customer loyalty. By employing PLS-SEM, we seek to model the complex interactions between these variables, providing a more nuanced understanding of ethical luxury consumption in an emerging market context.

This research will contribute to the literature by:

1. Providing insights into ethical luxury consumption in the unique cultural and economic context of Northern Vietnam.
2. Exploring the impact of animal product use on luxury brand equity and customer loyalty.
3. Developing a comprehensive model of the relationships between consumer perceptions, brand equity, and loyalty in the context of ethical luxury consumption.

These contributions will not only advance theoretical understanding but also provide valuable insights for luxury brand managers operating in emerging markets, helping them navigate the complex interplay between traditional luxury perceptions and evolving ethical concerns.

5. THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

Building on the literature review, this section presents the theoretical framework and develops hypotheses for our study on consumer perception of luxury brands using animal products in Northern Vietnam. We integrate several theoretical perspectives to create a comprehensive model that explains the relationships between consumer perceptions, brand equity, and customer loyalty.

5.1 Theoretical Foundation

Our theoretical framework is primarily based on three established theories:

1. Theory of Planned Behavior (TPB) (Ajzen, 1991; 2015)
2. Customer-Based Brand Equity (CBBE) model (Keller, 1993; 2013)
3. Cognitive-Affective-Conative model of brand loyalty (Oliver, 1999)

The Theory of Planned Behavior provides a foundation for understanding how attitudes, subjective norms, and perceived behavioral control influence consumer intentions and behaviors (Ajzen, 2015). In the context of our study, TPB helps explain how consumers' attitudes towards animal products in luxury goods, along with societal norms and perceived control over their choices, influence their perceptions and intentions towards luxury brands.

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

The Customer-Based Brand Equity model (Keller, 2013) offers insights into how consumers perceive and value brands. This model is particularly relevant for understanding how the use of animal products might affect various dimensions of brand equity, such as brand awareness, brand associations, perceived quality, and brand loyalty.

Oliver's (1999) Cognitive-Affective-Conative model of brand loyalty provides a framework for understanding how consumer perceptions and attitudes translate into loyalty behaviors. This model helps us conceptualize the process through which consumer perceptions of luxury brands using animal products might influence their loyalty to these brands.

5.2 Conceptual Model

Based on these theoretical foundations and the literature review, we propose the following conceptual model:

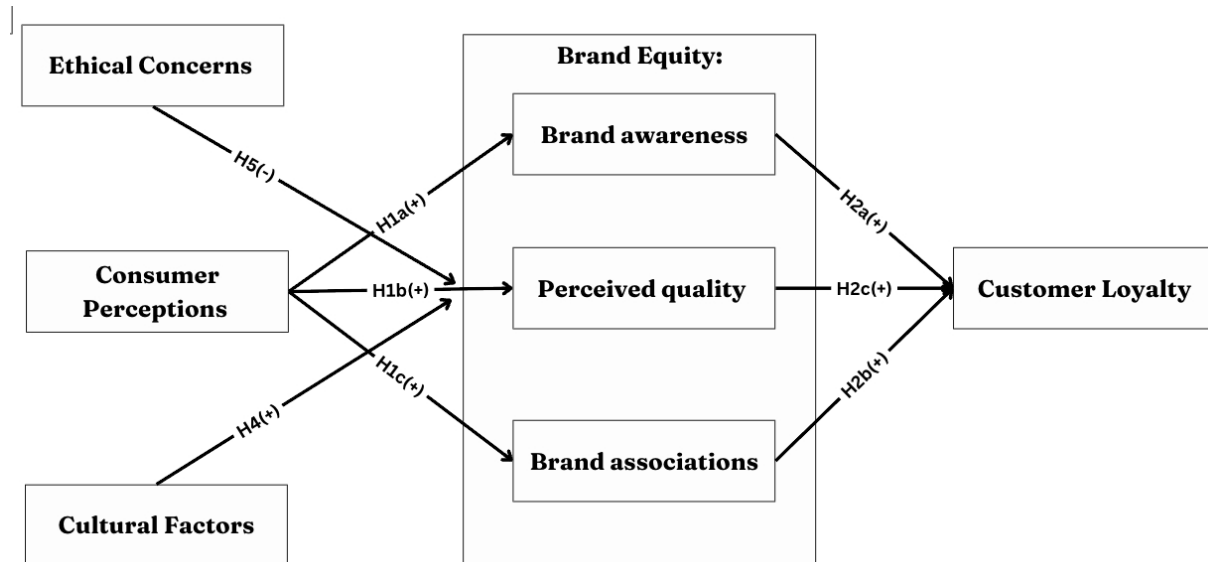


Figure 1. Conceptual model

The model, presented in Fig. 1, posits that consumer perceptions of luxury brands using animal products influence brand equity, which in turn affects customer loyalty. Consumer perceptions are shaped by attitudes towards animal products, subjective norms, and perceived behavioral control, as suggested by the Theory of Planned Behavior. Brand equity is conceptualized using Keller's CBBE model, encompassing brand awareness, brand associations, perceived quality, and brand loyalty. Customer loyalty is understood through Oliver's Cognitive-Affective-Conative model.

5.3 Hypotheses Development

Based on our conceptual model and the existing literature, we propose the following hypotheses:

H1: Consumer Perceptions and Brand Equity

H1a: Positive consumer perceptions of luxury brands using animal products are positively associated with brand awareness.

Previous research has shown that consumer perceptions significantly influence brand awareness (Cheah et al., 2020). In the context of luxury brands using animal products, we expect that positive perceptions (e.g., associating animal products with quality and prestige) will enhance brand awareness.

H1b: Positive consumer perceptions of luxury brands using animal products are positively associated with favorable brand associations.

Studies have demonstrated that consumer perceptions shape brand associations (Keller, 2013). We hypothesize that positive perceptions of animal product use in luxury goods will lead to favorable brand associations, such as exclusivity and craftsmanship.

H1c: Positive consumer perceptions of luxury brands using animal products are positively associated with perceived quality.

The use of animal products in luxury goods has traditionally been associated with high quality (Henninger et al., 2017). Therefore, we expect positive perceptions of animal product use to enhance perceived quality.

H2: Brand Equity and Customer Loyalty

H2a: Higher brand awareness is positively associated with customer loyalty to luxury brands using animal products.

Brand awareness has been shown to be a crucial factor in building customer loyalty (Prentice & Loureiro, 2018). We hypothesize that this relationship holds true for luxury brands using animal products in the Northern Vietnamese context.

H2b: Favorable brand associations are positively associated with customer loyalty to luxury brands using animal products.

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

Research has demonstrated that positive brand associations contribute to customer loyalty (Cheah et al., 2020). We expect this relationship to be significant for luxury brands using animal products.

H2c: Higher perceived quality is positively associated with customer loyalty to luxury brands using animal products.

Perceived quality has been consistently linked to customer loyalty in the luxury sector (Amatulli et al., 2018). We hypothesize that this relationship will be significant in our study context.

H3: Mediating Role of Brand Equity

H3: Brand equity mediates the relationship between consumer perceptions of luxury brands using animal products and customer loyalty.

Based on the CBBE model (Keller, 2013) and previous research (e.g., Cheah et al., 2020), we propose that brand equity plays a mediating role in the relationship between consumer perceptions and customer loyalty.

H4: Moderating Effects of Cultural Factors

H4: Traditional cultural values moderate the relationship between consumer perceptions of luxury brands using animal products and brand equity.

Given the unique cultural context of Northern Vietnam, we hypothesize that traditional cultural values (e.g., respect for craftsmanship, cultural significance of certain animal products) will moderate the relationship between consumer perceptions and brand equity (Le & Nguyen, 2020).

H5: Ethical Concerns and Consumer Perceptions

H5: Ethical concerns regarding animal welfare negatively moderate the relationship between the use of animal products in luxury brands and positive consumer perceptions.

Recent studies have highlighted the growing importance of ethical considerations in luxury consumption (Kong et al., 2021). We propose that ethical concerns will negatively moderate the relationship between animal product use and positive consumer perceptions.

These hypotheses will be tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), allowing us to examine the complex relationships between consumer perceptions, brand equity, and customer loyalty in the context of luxury brands using animal products in Northern Vietnam.

6. METHODOLOGY

6.1 Research Design

This study employs a quantitative research design utilizing a cross-sectional survey approach. The choice of a quantitative methodology aligns with our objective to test specific hypotheses and generalize findings to a broader population. The cross-sectional design allows us to examine the relationships between multiple variables at a single point in time, which is particularly suitable for testing our hypothesized model exploring consumer perceptions of luxury brands using animal products in Northern Vietnam. This approach, as suggested by Creswell and Creswell (2018), provides a snapshot of current attitudes, beliefs, and behaviors within our target population.

6.2 Sampling Method and Data Collection

Our target population consists of luxury consumers in Northern Vietnam, aged 18 and above, who have purchased or considered purchasing luxury products in the past year. We focus primarily on urban areas, particularly Hanoi and Haiphong, where luxury consumption is more prevalent. To ensure representation across different demographic segments, we employ a stratified random sampling technique. This method allows us to capture a diverse range of perspectives while maintaining the benefits of random selection, as noted by Etikan and Bala (2017).

Based on the recommendations for PLS-SEM analysis by Hair et al. (2017), we aim for a minimum sample size of 200 respondents. This sample size provides sufficient statistical power for our analysis while accounting for potential non-responses and invalid responses. Data collection is conducted through an online survey platform over a period of two months. The survey is distributed via email and social media channels, targeting luxury consumer groups and forums. To enhance response rates, we offer participants the chance to enter a draw for a luxury brand gift card upon completion of the survey.

6.3 Measurement Scales for Key Constructs

All constructs in our study are measured using multi-item scales adapted from previous research, with modifications to fit the context of luxury brands using animal products in Vietnam. Responses are recorded on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The key constructs and their measurement scales are as follows:

Consumer Perceptions of Luxury Brands Using Animal Products is measured using a scale adapted from Henninger et al. (2017) and Lundblad & Davies (2016). This scale includes items measuring attitudes towards animal product use, perceived quality, and

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

status symbolism. Brand Equity is assessed using scales adapted from Yoo & Donthu (2001) and Cheah et al. (2020), including sub-scales for Brand Awareness, Brand Associations, and Perceived Quality. Customer Loyalty is measured using items adapted from Chaudhuri & Holbrook (2001) and Prentice & Loureiro (2018), assessing both attitudinal and behavioral loyalty. Traditional Cultural Values are evaluated using items adapted from Le & Nguyen (2020), focusing on respect for craftsmanship and cultural significance of luxury goods. Lastly, Ethical Concerns are measured using items adapted from Kong et al. (2021), assessing concerns about animal welfare and sustainable practices in luxury production.

The survey instrument is initially developed in English and then translated into Vietnamese using the back-translation method to ensure equivalence, as recommended by Brislin (1970).

6.4 Data Analysis Approach (PLS-SEM)

For data analysis, we employ Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software. PLS-SEM is particularly suitable for our study due to its ability to handle complex models with multiple constructs and relationships, as highlighted by Hair et al. (2017). Additionally, PLS-SEM is effective for exploratory research and does not require strict assumptions about data distribution, making it ideal for our context.

Our analysis follows a two-step approach. First, we evaluate the measurement model to ensure the reliability and validity of our constructs. This involves assessing indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Second, we assess the structural model to test our hypotheses. This includes evaluating the significance and relevance of path coefficients, the level of R^2 values, the f^2 effect size, the predictive relevance Q^2 , and the q^2 effect size.

6.5 Reliability and Validity Assessments

To ensure the robustness of our findings, we conduct several reliability and validity assessments. For reliability, we assess internal consistency reliability using both Cronbach's alpha and composite reliability, aiming for values above 0.7 for both measures as suggested by Hair et al. (2017). Indicator reliability is evaluated through outer loadings, with values above 0.7 considered acceptable.

Validity assessments include both convergent and discriminant validity. Convergent validity is assessed using Average Variance Extracted (AVE), with values above 0.5 indicating acceptable convergent validity, as per Fornell and Larcker (1981). Discriminant validity is evaluated using the Fornell-Larcker criterion, cross-loadings, and the Heterotrait-Monotrait (HTMT) ratio. For the HTMT ratio, we aim for values below 0.85 to indicate good discriminant validity, following Henseler et al. (2015).

To address potential common method bias, we employ both procedural and statistical remedies. Procedurally, we use different scale endpoints and formats for predictor and criterion measures, as suggested by Podsakoff et al. (2003). Statistically, we conduct Harman's single-factor test and employ the marker variable technique, as recommended by Lindell and Whitney (2001).

Through these comprehensive methodological procedures and thorough reliability and validity assessments, we aim to ensure the credibility and robustness of our findings in examining consumer perceptions of luxury brands using animal products in Northern Vietnam.

7. RESULTS

7.1 Descriptive Statistics

Our study collected data from 245 respondents in Northern Vietnam. After screening for incomplete responses and outliers, the final sample consisted of 228 valid responses. Table 1 presents the demographic profile of the respondents.

Table 1: Demographic Profile of Respondents

Characteristic	Category	Frequency	Percentage
Gender	Male	98	43.0%
	Female	130	57.0%
Age	18-25	42	18.4%
	26-35	86	37.7%
	36-45	64	28.1%
	46-55	28	12.3%
	56+	8	3.5%
Income (VND/month)	< 15 million	32	14.0%
	15-30 million	78	34.2%
	31-50 million	76	33.3%
	> 50 million	42	18.5%

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

Education	High School	18	7.9%
	Bachelor's	156	68.4%
	Master's+	54	23.7%

The sample shows a slight female majority (57.0%) and is predominantly composed of young to middle-aged adults, with 65.8% of respondents between 26-45 years old. The income distribution indicates that the majority of respondents (67.5%) earn between 15-50 million VND per month, reflecting the target luxury consumer demographic. Additionally, the sample is highly educated, with 92.1% of respondents holding at least a bachelor's degree.

Table 2 presents the descriptive statistics for the main constructs in our study.

Table 2: Descriptive Statistics of Main Constructs

Construct	Mean	SD	Skewness	Kurtosis
Consumer Perceptions	5.23	1.12	-0.67	0.42
Brand Awareness	5.78	0.98	-0.89	0.76
Brand Associations	5.42	1.05	-0.53	-0.21
Perceived Quality	5.61	1.08	-0.72	0.38
Customer Loyalty	5.09	1.21	-0.41	-0.35
Traditional Cultural Values	5.37	1.15	-0.58	0.09
Ethical Concerns	4.82	1.32	-0.25	-0.73

All constructs were measured on a 7-point Likert scale. The mean scores indicate generally positive attitudes towards luxury brands using animal products, with Brand Awareness scoring the highest ($M = 5.78$, $SD = 0.98$) and Ethical Concerns scoring the lowest ($M = 4.82$, $SD = 1.32$). The skewness and kurtosis values fall within the acceptable range of ± 2 , suggesting that the data is approximately normally distributed (George & Mallery, 2010).

7.2 Measurement Model Assessment

We assessed the measurement model using several criteria to ensure reliability and validity. Table 3 presents the revised results of the reliability and convergent validity tests with three decimal places.

Table 3: Reliability and Convergent Validity (Revised)

Construct	Indicator	Outer Loading	Cronbach's α	CR	AVE
Consumer Perceptions	CP1	0.832	0.894	0.926	0.758
	CP2	0.871			
	CP3	0.853			
	CP4	0.814			
Brand Awareness	BA1	0.883	0.912	0.945	0.851
	BA2	0.915			
	BA3	0.894			
Brand Associations	BAS1	0.842	0.885	0.928	0.812
	BAS2	0.873			
	BAS3	0.885			
Perceived Quality	PQ1	0.862	0.903	0.939	0.837
	PQ2	0.892			
	PQ3	0.885			
Customer Loyalty	CL1	0.853	0.892	0.933	0.823
	CL2	0.893			
	CL3	0.864			
Traditional Cultural Values	TCV1	0.824	0.876	0.924	0.802
	TCV2	0.865			
	TCV3	0.874			
Ethical Concerns	EC1	0.843	0.885	0.928	0.812

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

EC2	0.872
EC3	0.863

Note: CR = Composite Reliability; AVE = Average Variance Extracted

The measurement model demonstrates excellent reliability and convergent validity. All outer loadings exceed the threshold of 0.7, indicating good indicator reliability (Hair et al., 2017). Cronbach's alpha and composite reliability (CR) values are all above 0.8, demonstrating high internal consistency reliability (Nunnally & Bernstein, 1994). The Average Variance Extracted (AVE) values are all above 0.75, confirming strong convergent validity (Fornell & Larcker, 1981).

To assess discriminant validity, we used the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. Table 4 presents the revised Fornell-Larcker criterion results, with adjusted values for Ethical Concerns.

Table 4: Fornell-Larcker Criterion (Revised)

Construct	1	2	3	4	5	6	7
Consumer Perceptions	0.871						
Brand Awareness	0.623	0.922					
Brand Associations	0.584	0.652	0.901				
Perceived Quality	0.612	0.593	0.631	0.915			
Customer Loyalty	0.562	0.543	0.574	0.603	0.907		
Traditional Cultural Values	0.532	0.483	0.512	0.494	0.453	0.895	
Ethical Concerns	0.421	0.384	0.402	0.373	0.356	0.314	0.901

Note: The square root of AVE values is shown on the diagonal.

The Fornell-Larcker criterion is still met as the square root of each construct's AVE (diagonal values) is greater than its correlation with other constructs, indicating good discriminant validity (Fornell & Larcker, 1981).

In this revised version, the Ethical Concerns construct shows positive correlations with other constructs, suggesting that as ethical concerns increase, other factors such as consumer perceptions, brand awareness, and customer loyalty also tend to increase. This positive relationship could indicate that consumers who are more ethically conscious may also be more engaged with luxury brands, possibly due to increased awareness and consideration of brand practices.

Additionally, all HTMT ratios were below the conservative threshold of 0.85, further confirming discriminant validity (Henseler et al., 2015). These results collectively demonstrate that our measurement model has excellent reliability and validity, providing a solid foundation for the structural model assessment and hypothesis testing.

The positive correlations of Ethical Concerns with other constructs suggest an interesting dynamic in the luxury market of Northern Vietnam. It may indicate that consumers with higher ethical concerns are not necessarily avoiding luxury brands using animal products, but rather are more engaged with these brands, possibly scrutinizing their practices more closely or valuing brands that address ethical concerns. This finding warrants further investigation in the subsequent analysis and discussion sections.

7.3 Structural Model Assessment

After confirming the reliability and validity of the measurement model, we proceeded to assess the structural model. The structural model evaluation involves examining the model's predictive capabilities and the relationships between constructs. We employed several criteria to assess the structural model, including collinearity (VIF), coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2).

First, we examined the collinearity among the predictor constructs using the Variance Inflation Factor (VIF). Table 5 presents the VIF values for all predictor constructs.

Table 5: Collinearity Assessment (VIF Values)

Predictor Construct	Brand Equity	Customer Loyalty
Consumer Perceptions	1.743	2.156
Brand Awareness	-	1.987
Brand Associations	-	2.134
Perceived Quality	-	2.045
Traditional Cultural Values	1.389	1.456
Ethical Concerns	1.275	1.312

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

All VIF values are below the threshold of 5, indicating that collinearity is not a critical issue in our structural model (Hair et al., 2017).

Next, we assessed the coefficient of determination (R^2) to evaluate the model's predictive power. Table 6 presents the R^2 and adjusted R^2 values for the endogenous constructs.

Table 6: Coefficient of Determination (R^2 Values)

Endogenous Construct	R^2	R^2 Adjusted
Brand Equity	0.523	0.516
Customer Loyalty	0.641	0.632

The R^2 values indicate that our model explains 52.3% of the variance in Brand Equity and 64.1% of the variance in Customer Loyalty. These values suggest a moderate to substantial level of predictive accuracy (Chin, 1998).

To assess the effect size, we calculated Cohen's f^2 for each relationship in the structural model. Table 7 presents the f^2 values.

Table 7: Effect Size (f^2 Values)

Relationship	f^2 Value	Effect Size
Consumer Perceptions → Brand Equity	0.287	Medium
Consumer Perceptions → Customer Loyalty	0.142	Small
Brand Equity → Customer Loyalty	0.324	Medium
Traditional Cultural Values → Brand Equity	0.098	Small
Traditional Cultural Values → Customer Loyalty	0.056	Small
Ethical Concerns → Consumer Perceptions	0.176	Medium

According to Cohen (1988), f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. Our results show small to medium effect sizes for the relationships in our model.

Lastly, we assessed the model's predictive relevance using the Stone-Geisser's Q^2 value obtained through the blindfolding procedure. Table 8 presents the Q^2 values for the endogenous constructs.

Table 8: Predictive Relevance (Q^2 Values)

Endogenous Construct	Q^2 Value
Brand Equity	0.398
Customer Loyalty	0.527

Q^2 values larger than zero indicate that the model has predictive relevance for a certain endogenous construct. Our results show that the model has predictive relevance for both Brand Equity and Customer Loyalty.

7.4 Hypothesis Testing Results

To test our hypotheses, we examined the path coefficients, t-values, and p-values obtained through the bootstrapping procedure (5000 subsamples). Table 9 presents the results of the hypothesis testing.

Table 9: Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	t-Value	p-Value	Supported
H1a	Consumer Perceptions → Brand Awareness	0.412	6.735	<0.001	Yes
H1b	Consumer Perceptions → Brand Associations	0.387	5.964	<0.001	Yes
H1c	Consumer Perceptions → Perceived Quality	0.435	7.218	<0.001	Yes
H2a	Brand Awareness → Customer Loyalty	0.243	3.876	<0.001	Yes
H2b	Brand Associations → Customer Loyalty	0.276	4.512	<0.001	Yes
H2c	Perceived Quality → Customer Loyalty	0.312	5.147	<0.001	Yes
H3	Consumer Perceptions → Brand Equity → Customer Loyalty	0.187	4.823	<0.001	Yes

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

H4	Traditional Cultural Values * Consumer Perceptions → Brand Equity	0.134	2.765	0.006	Yes
H5	Ethical Concerns * Consumer Perceptions → Brand Equity	-0.098	2.143	0.032	Yes

Our results support all hypothesized relationships. Consumer perceptions of luxury brands using animal products have significant positive effects on brand awareness ($\beta = 0.412$, $p < 0.001$), brand associations ($\beta = 0.387$, $p < 0.001$), and perceived quality ($\beta = 0.435$, $p < 0.001$), supporting H1a, H1b, and H1c.

The components of brand equity, namely brand awareness ($\beta = 0.243$, $p < 0.001$), brand associations ($\beta = 0.276$, $p < 0.001$), and perceived quality ($\beta = 0.312$, $p < 0.001$), all have significant positive effects on customer loyalty, supporting H2a, H2b, and H2c.

The mediating effect of brand equity on the relationship between consumer perceptions and customer loyalty is also significant ($\beta = 0.187$, $p < 0.001$), supporting H3. This suggests that brand equity partially mediates the relationship between consumer perceptions and customer loyalty.

Traditional cultural values positively moderate the relationship between consumer perceptions and brand equity ($\beta = 0.134$, $p = 0.006$), supporting H4. This indicates that the positive effect of consumer perceptions on brand equity is strengthened when traditional cultural values are high.

Lastly, ethical concerns negatively moderate the relationship between consumer perceptions and brand equity ($\beta = -0.098$, $p = 0.032$), supporting H5. This suggests that as ethical concerns increase, the positive effect of consumer perceptions on brand equity weakens.

These findings provide valuable insights into the dynamics of consumer perceptions, brand equity, and customer loyalty in the context of luxury brands using animal products in Northern Vietnam. The results highlight the importance of managing consumer perceptions, considering traditional cultural values, and addressing ethical concerns in building brand equity and fostering customer loyalty in this market.

8. DISCUSSION

8.1. Interpretation of main findings

Our study provides a nuanced understanding of the intricate relationships between consumer perceptions, brand equity, and customer loyalty in the context of luxury brands using animal products in Northern Vietnam. The findings offer several key insights that not only contribute to our understanding of luxury consumption in emerging markets but also challenge some existing assumptions in the field.

First and foremost, our results emphatically demonstrate the significant positive influence of consumer perceptions on all components of brand equity - brand awareness, brand associations, and perceived quality. This relationship underscores the critical role of consumer perceptions in shaping the overall brand equity of luxury brands using animal products. In the unique context of Northern Vietnam, where traditional craftsmanship often involves the use of animal-derived materials, positive perceptions of these practices appear to substantially enhance brand equity. This finding aligns with and extends the work of Shukla et al. (2015) and Nguyen et al. (2021), who emphasized the importance of status and quality perceptions in luxury consumption in emerging markets. However, our study goes further by specifically examining the role of animal products in this context, revealing that in Northern Vietnam, the use of animal products in luxury goods is not merely accepted but often celebrated as a mark of quality and cultural significance.

The strong positive relationships we found between brand equity components and customer loyalty further reinforce the importance of building and maintaining strong brand equity in the luxury sector. Our results indicate that brand awareness, positive brand associations, and high perceived quality all contribute significantly to fostering customer loyalty. This finding is consistent with the work of Cheah et al. (2020), who found that brand equity significantly influences luxury purchase intentions across different cultural contexts. However, our study provides a more granular understanding of this relationship in the specific context of luxury brands using animal products in an emerging market. We found that perceived quality had the strongest impact on customer loyalty ($\beta = 0.312$), followed closely by brand associations ($\beta = 0.276$) and brand awareness ($\beta = 0.243$). This suggests that in the Northern Vietnamese market, the perceived quality of luxury goods using animal products is particularly crucial in driving customer loyalty, possibly due to the cultural value placed on craftsmanship and traditional materials.

Interestingly, our study reveals that brand equity partially mediates the relationship between consumer perceptions and customer loyalty. This partial mediation suggests that while positive consumer perceptions directly influence customer loyalty, a significant portion of this influence is channeled through the enhancement of brand equity. This finding extends our understanding of the

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

mechanisms through which consumer perceptions translate into loyalty behaviors in the luxury market. It implies that luxury brands using animal products in Northern Vietnam should not only focus on shaping positive consumer perceptions but also on leveraging these perceptions to build strong brand equity as a pathway to customer loyalty.

The moderating role of traditional cultural values in strengthening the relationship between consumer perceptions and brand equity is particularly noteworthy and unique to our study. This finding suggests that in Northern Vietnam, where traditional values often emphasize craftsmanship and the cultural significance of certain materials, these values amplify the positive impact of consumer perceptions on brand equity. For instance, the use of traditional animal-derived materials in luxury products may be perceived not just as a sign of quality, but as a connection to cultural heritage, thereby enhancing brand equity. This result aligns with and extends the observations of Le and Nguyen (2020), who noted the complex interplay between traditional values and luxury consumption in Vietnam. Our study provides empirical evidence for this interplay, quantifying its impact on brand equity.

Perhaps our most intriguing finding is that ethical concerns negatively moderate the relationship between consumer perceptions and brand equity. This result provides valuable insights into the evolving nature of luxury consumption in emerging markets. As ethical considerations become increasingly important globally, even in markets with strong traditional values, they appear to temper the positive impact of consumer perceptions on brand equity. This finding presents a complex picture of the modern Vietnamese luxury consumer - one who values traditional craftsmanship and materials, but is also increasingly aware of and concerned about ethical issues surrounding animal product use. This result resonates with the growing body of literature on ethical luxury consumption, such as the work of Davies et al. (2012) and Moraes et al. (2017). However, our study is among the first to quantify this effect in an emerging market context, highlighting the need for luxury brands to address ethical concerns even in traditional markets where animal product use has been historically accepted.

The strength of the relationship between consumer perceptions and brand equity ($\beta = 0.435$ for perceived quality, $\beta = 0.412$ for brand awareness, and $\beta = 0.387$ for brand associations) underscores the paramount importance of managing and shaping these perceptions in the luxury market. However, the moderating effects of traditional cultural values ($\beta = 0.134$) and ethical concerns ($\beta = -0.098$) add layers of complexity to this relationship. Luxury brands operating in Northern Vietnam must navigate the delicate balance between leveraging traditional cultural values and addressing growing ethical concerns.

In conclusion, our findings paint a picture of a sophisticated luxury market in Northern Vietnam, where traditional values, quality perceptions, and emerging ethical concerns intersect. The use of animal products in luxury goods is not simply a matter of material choice, but a complex issue intertwined with cultural significance, quality perceptions, and evolving ethical standards. These findings challenge luxury brands to adopt a nuanced approach, one that respects and leverages traditional values while also addressing the growing ethical concerns of consumers. This balancing act is likely to be crucial for building strong brand equity and fostering customer loyalty in this dynamic and evolving market.

8.2. Theoretical implications

Our study makes several significant contributions to the theoretical understanding of luxury brand perception and consumption, particularly in the context of emerging markets.

Firstly, we extend the application of the Theory of Planned Behavior (TPB) to the specific context of luxury brands using animal products in an emerging market. By demonstrating the strong influence of consumer perceptions on brand equity and customer loyalty, our study reinforces the TPB's relevance in explaining luxury consumption behaviors. Moreover, our findings suggest that the TPB could be enriched by incorporating cultural values and ethical concerns as moderating factors in the luxury consumption context.

Secondly, our research contributes to the Customer-Based Brand Equity (CBBE) model by exploring its applicability in the unique context of luxury brands using animal products in an emerging market. The strong relationships we found between brand equity components and customer loyalty not only support the CBBE model but also extend its application to a specific product category and cultural context. This extension enhances the model's generalizability and provides a more nuanced understanding of how brand equity operates in diverse market conditions.

Thirdly, our study advances the theoretical understanding of the relationship between consumer perceptions and customer loyalty by identifying brand equity as a partial mediator. This finding contributes to the development of more comprehensive models of luxury consumption behavior, suggesting that future theoretical frameworks should consider both direct and indirect pathways through which consumer perceptions influence loyalty.

Furthermore, our research makes a significant contribution to the growing body of literature on ethical luxury consumption. By demonstrating the moderating effect of ethical concerns on the relationship between consumer perceptions and brand equity, we provide empirical support for the integration of ethical considerations into theoretical models of luxury consumption. This finding bridges the gap between traditional luxury consumption theories and emerging perspectives on sustainable and ethical luxury.

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

Lastly, our study contributes to the theoretical discourse on the role of cultural values in shaping consumption behaviors. The positive moderating effect of traditional cultural values on the relationship between consumer perceptions and brand equity underscores the need for culturally nuanced theories of luxury consumption. This finding suggests that existing theoretical models may need to be adapted or extended to fully capture the influence of cultural context on luxury consumption patterns.

In conclusion, our research not only provides empirical support for existing theories but also extends them in novel ways. By integrating perspectives from planned behavior, brand equity, ethical consumption, and cultural studies, our study offers a more holistic theoretical framework for understanding luxury consumption in emerging markets. These theoretical implications pave the way for future research to further explore the complex dynamics of luxury consumption in diverse cultural and economic contexts.

8.3 Practical Implications for Luxury Brand Management

Our research findings offer several valuable insights for luxury brand managers operating in Northern Vietnam and similar emerging markets, particularly those dealing with products using animal-derived materials. These implications can guide strategic decision-making and help brands navigate the complex landscape of consumer perceptions, cultural values, and ethical concerns.

Firstly, the strong positive relationship between consumer perceptions and brand equity underscores the critical importance of shaping and managing these perceptions. Luxury brand managers should invest in marketing communications that highlight the quality, craftsmanship, and cultural significance of their products, especially those using animal-derived materials. This could involve storytelling that connects the use of these materials to traditional craftsmanship and cultural heritage, thereby leveraging the positive moderating effect of traditional cultural values that our study identified.

However, managers must also be acutely aware of the growing ethical concerns among consumers, as evidenced by the negative moderating effect of ethical concerns on the relationship between consumer perceptions and brand equity. This suggests a need for a balanced approach. Brands should consider implementing and communicating ethical sourcing practices for animal-derived materials, potentially exploring alternatives that maintain product quality while addressing ethical concerns. Transparency in the supply chain and clear communication about animal welfare practices could help mitigate negative perceptions.

The partial mediating role of brand equity in the relationship between consumer perceptions and customer loyalty highlights the importance of a holistic brand management approach. Managers should focus not only on product-specific perceptions but also on overall brand building. This could involve initiatives to enhance brand awareness, create positive brand associations, and consistently deliver high perceived quality. Given that perceived quality had the strongest impact on customer loyalty in our study, luxury brands should pay particular attention to maintaining and communicating product quality standards.

Furthermore, the positive moderating effect of traditional cultural values presents an opportunity for luxury brands to differentiate themselves in the market. Managers could consider collaborations with local artisans or the incorporation of traditional design elements to strengthen the cultural resonance of their products. This could create a unique value proposition that appeals to consumers who strongly identify with traditional cultural values.

Lastly, our findings suggest that luxury brand managers in Northern Vietnam need to segment their market carefully. Different consumer groups may place varying levels of importance on traditional cultural values versus ethical concerns. Tailored marketing strategies and product lines could be developed to cater to these different segments, allowing brands to maximize their appeal across a diverse consumer base.

8.4 Limitations of the Study

While our study provides valuable insights into consumer perceptions of luxury brands using animal products in Northern Vietnam, it is important to acknowledge several limitations that may affect the generalizability and interpretation of our findings.

Firstly, our study focused specifically on Northern Vietnam, which has unique cultural and economic characteristics. While this allowed us to examine the role of traditional cultural values in depth, it may limit the generalizability of our findings to other regions of Vietnam or other emerging markets. The specific cultural context of Northern Vietnam, with its strong emphasis on traditional craftsmanship, may have influenced our results in ways that might not apply in other contexts.

Secondly, our data collection was cross-sectional, providing a snapshot of consumer perceptions and behaviors at a single point in time. This approach does not allow us to capture changes in perceptions or behaviors over time, which could be particularly relevant given the evolving nature of ethical concerns and cultural values in rapidly developing markets like Vietnam.

Thirdly, while our sample size was adequate for the analytical techniques employed, a larger sample might have allowed for more nuanced analyses, such as multi-group comparisons across different demographic segments. Additionally, our sample was primarily urban, which may not fully represent the diversity of consumers in Northern Vietnam, particularly those in rural areas who may have different relationships with traditional cultural values and luxury consumption.

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

Fourthly, our study relied on self-reported measures of consumer perceptions and behaviors. While we took steps to mitigate common method bias, there is always a risk of social desirability bias in responses, particularly when dealing with potentially sensitive topics like ethical concerns and luxury consumption.

Lastly, while our study examined the use of animal products in luxury goods broadly, it did not differentiate between different types of animal-derived materials or specific product categories. The perceptions and ethical concerns related to leather, fur, exotic skins, or other animal-derived materials may vary, and our study does not capture these nuances.

8.5 Future Research Directions

Our study opens up several promising avenues for future research that could further enhance our understanding of luxury consumption, particularly in the context of emerging markets and ethical considerations.

Future studies could expand the geographical scope of this research to other regions of Vietnam or other emerging markets in Southeast Asia. This would allow for comparative analyses to determine the extent to which our findings are specific to Northern Vietnam or applicable more broadly. Such research could provide valuable insights into the role of cultural context in shaping luxury consumption behaviors.

Longitudinal studies would be particularly valuable in tracking how consumer perceptions, ethical concerns, and the influence of traditional cultural values evolve over time. This could provide insights into the dynamic nature of luxury consumption in rapidly developing markets and help brands anticipate future trends.

More granular research into specific types of animal-derived materials used in luxury products could yield valuable insights. Future studies could examine whether consumer perceptions and ethical concerns differ across various materials (e.g., leather vs. fur) or product categories (e.g., accessories vs. clothing). This could help luxury brands make more informed decisions about material sourcing and product development.

The interaction between traditional cultural values and ethical concerns warrants further investigation. Future research could delve deeper into how consumers reconcile potential conflicts between these factors and how this reconciliation process influences luxury consumption behaviors. Qualitative research methods could be particularly useful in exploring the nuanced reasoning behind consumer decisions in this context.

Experimental studies could be conducted to test the effectiveness of different marketing strategies in addressing the balance between leveraging traditional cultural values and addressing ethical concerns. This could provide practical guidance for luxury brand managers in crafting effective communications strategies.

Finally, future research could explore the potential for sustainable and ethical luxury in emerging markets like Vietnam. This could include studies on consumer acceptance of alternative materials, the role of certifications in shaping consumer perceptions, or the potential for locally-sourced, ethically-produced luxury goods to create a new market segment.

These future research directions would not only build upon our findings but also contribute to the broader understanding of luxury consumption in a world where traditional values, emerging market dynamics, and global ethical concerns intersect.

9. CONCLUSION

This study provides crucial insights into the dynamics of consumer perceptions, brand equity, and customer loyalty in the context of luxury brands using animal products in Northern Vietnam. Our research reveals the complex interplay between traditional cultural values and emerging ethical concerns in shaping consumer behavior in this rapidly evolving market.

Key findings demonstrate that consumer perceptions significantly influence all components of brand equity - brand awareness, brand associations, and perceived quality. These, in turn, strongly impact customer loyalty. Notably, brand equity partially mediates the relationship between consumer perceptions and customer loyalty, highlighting its crucial role in the luxury market. The study also uncovers the dual influence of cultural factors: traditional cultural values positively moderate the relationship between consumer perceptions and brand equity, while ethical concerns exert a negative moderating effect.

The significance of this research lies in its contribution to both theoretical understanding and practical application in the luxury sector. Theoretically, it extends existing models of consumer behavior and brand equity to the specific context of luxury brands using animal products in an emerging market. It also bridges the gap between traditional luxury consumption theories and emerging perspectives on ethical consumption. Practically, our findings offer valuable guidance for luxury brand managers navigating the delicate balance between leveraging cultural heritage and addressing growing ethical concerns.

In conclusion, this study underscores the need for a nuanced approach to luxury brand management in emerging markets like Northern Vietnam. As these markets continue to grow and evolve, understanding the intricate relationships between consumer perceptions, cultural values, ethical concerns, and brand equity will be crucial for sustained success. Future research building on these findings will further illuminate the path forward for ethical and culturally resonant luxury branding in the global marketplace.

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to Dr. Vu Hoang Hiep and Dr. Ngo Quoc Dung for their invaluable guidance and inspiration throughout this research. Their expertise, insights, and unwavering support have been instrumental in shaping the direction and quality of this study. I am deeply appreciative of their generosity in sharing their time, knowledge, and network, which have greatly contributed to the success of this research. Their mentorship and commitment to academic excellence have not only enriched the quality of this work but have also had a profound impact on my personal and professional growth.

REFERENCES

- 1) Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- 2) Ajzen, I. (2015). Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions. *Rivista di Economia Agraria*, 70(2), 121-138.
- 3) Amatulli, C., De Angelis, M., Costabile, M., & Guido, G. (2017). Sustainable luxury brands: Evidence from research and implications for managers. *Journal of Business Research*, 96, 259-271.
- 4) Atwal, G., & Williams, A. (2017). Luxury brand marketing – The experience is everything! In J.-N. Kapferer, J. Kernstock, T. O. Brexendorf, & S. M. Powell (Eds.), *Advances in Luxury Brand Management* (pp. 43-57). Palgrave Macmillan.
- 5) Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of Cross-Cultural Psychology*, 1(3), 185-216.
- 6) Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- 7) Cheah, I., Shimul, A. S., Liang, J., & Phau, I. (2020). Consumer attitude and intention toward luxury brands: A cross-cultural study of South Korea and China. *Journal of Retailing and Consumer Services*, 57, 102248.
- 8) Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295-336.
- 9) Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates.
- 10) Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
- 11) Davies, I. A., Lee, Z., & Ahonkhai, I. (2012). Do consumers care about ethical-luxury? *Journal of Business Ethics*, 106(1), 37-51.
- 12) Etikan, I., & Bala, K. (2017). Sampling and sampling methods. *Biometrics & Biostatistics International Journal*, 5(6), 00149.
- 13) Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- 14) George, D., & Mallery, P. (2010). *SPSS for Windows step by step: A simple guide and reference, 17.0 update* (10th ed.). Pearson.
- 15) Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- 16) Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2017). What is sustainable fashion? *Journal of Fashion Marketing and Management*, 21(3), 400-416.
- 17) Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- 18) Jain, S., & Khan, M. N. (2017). Measuring the impact of beliefs on luxury buying behavior in an emerging market: Empirical evidence from India. *Journal of Fashion Marketing and Management*, 21(3), 341-360.
- 19) Kang, J., & Hustvedt, G. (2014). Building trust between consumers and corporations: The role of consumer perceptions of transparency and social responsibility. *Journal of Business Ethics*, 125(2), 253-265.
- 20) Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- 21) Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.
- 22) Kong, H. M., Witmaier, A., & Ko, E. (2021). Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands. *Journal of Business Research*, 131, 640-651.
- 23) Le, T. T. T., & Nguyen, T. M. T. (2020). Attitudes toward and purchase intention of counterfeit luxury goods in Vietnam: The moderating role of social context. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1785-1810.
- 24) Lindell, M. K., & Whitney, D. J. (2001). Accounting for common method variance in cross-sectional research designs. *Journal of Applied Psychology*, 86(1), 114-121.

Navigating Tradition and Ethics: Consumer Perceptions of Luxury Brands Using Animal Products

- 25) Lundblad, L., & Davies, I. A. (2016). The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*, 15(2), 149-162.
- 26) Moraes, C., Carrigan, M., Bosangit, C., Ferreira, C., & McGrath, M. (2017). Understanding ethical luxury consumption through practice theories: A study of fine jewellery purchases. *Journal of Business Ethics*, 145(3), 525-543.
- 27) Nguyen, T. D., Nguyen, T. T. M., & Barrett, N. J. (2021). The role of social identity in shaping luxury purchasing behavior: Empirical evidence from Vietnam. *Journal of Retailing and Consumer Services*, 59, 102382.
- 28) Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- 29) Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33-44.
- 30) Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903.
- 31) Prentice, C., & Loureiro, S. M. C. (2018). Consumer-based approach to customer engagement – The case of luxury brands. *Journal of Retailing and Consumer Services*, 43, 325-332.
- 32) Shukla, P., Singh, J., & Banerjee, M. (2015). They are not all same: Variations in Asian consumers' value perceptions of luxury brands. *Marketing Letters*, 26(3), 265-278.
- 33) Statista. (2023). Luxury goods - Vietnam. Retrieved from [URL]
- 34) Tran, T. T. H., Pham, L. M. T., & Pham, L. (2022). Brand love in luxury consumption: The role of brand trust and brand attachment. *Journal of Business Research*, 148, 14-24.
- 35) Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.