

Can Glamour Go Green? Yes, but how?

Christina Pappenheim^a, Marie Spies^a and Heribert Gierl^{a*}

^aUniversity of Augsburg, Germany, Department of Marketing,

Christina Pappenheim
University of Augsburg
Department of Marketing
Universitaetsstrasse 16
86159 Augsburg
E-Mail: Christina.Pappenheim@wiwi.uni-augsburg.de
Phone: 0049 821-598 4048

Marie Spies
University of Augsburg
Department of Marketing
Universitaetsstrasse 16
86159 Augsburg
Germany
Email: Marie.Spies@wiwi.uni-augsburg.de
Phone: 0049 821-598 4054

Heribert Gierl (*corresponding author)
University of Augsburg
Department of Marketing
Universitaetsstrasse 16
86159 Augsburg
Germany
Email: Heribert.Gierl@wiwi.uni-augsburg.de
Phone: 0049 821-598 4051

Can Glamour Go Green? Yes, but how?

Companies offering mass goods as well as companies who offer luxury goods are addressing their sustainability efforts in advertising through information that the products are made from recycled material. But there is little research showing how information about these sustainability aspects affect brand attitude and purchase intention. The question about the way in which such information should be presented in advertising, whether visually or textually, is unanswered as well. Our studies show that the integration of information about sustainability aspects has a positive impact on evaluations of luxury products and that textual information is more effective than visual information.

Keywords: luxury goods, recycling information, brand attitude, purchase intention