Research Dialogues

- Mengmeng Luo -

Nudging sustainable consumption in luxury tourism: investigation on the role of culture dimension and perceived integrity

As luxury tourism increasingly shifts toward transformative experiences, sustainability has become a strategic priority. However, conventional communication tools, such as eco-labels and certifications, may struggle to engage consumers seeking hedonic and experiential value. This study identifies seasonal local gastronomy as a sustainable practice offering environmental, social, cultural, and economic benefits, and explores how descriptive norms and hedonic appeals can encourage its consumption. Drawing on Signaling Theory and Self-Congruity Theory, it examines perceived integrity as a mediating moral filter and cultural orientation as a moderator of message effectiveness. Specifically, descriptive norms are expected to resonate with collectivistic values, whereas hedonic narratives align with individualistic preferences. A field experiment at a luxury restaurant in Italy and a series of lab experiments will test the proposed model, aiming to identify culturally aligned communication strategies that promote sustainable consumption while preserving the luxury guest experience.

18/11 - 11.00

Online only

Webex room:

