

Two Routes to Luxury: A Dual-Route Model of Attitude Formation Integrating Cognitive and Emotional Appeals with the Theory of Planned Behaviour

Charu Sarin Arora^{1*} and Prof. Nawal Kishor²

¹ Research Scholar, School of Management Studies, IGNOU, India & Assistant Professor, Jesus and Mary College, University of Delhi, India

² Professor, School of Management Studies, IGNOU, India

*Corresponding Author

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ABSTRACT

Luxury consumption research has produced a rich but structurally incomplete account of how consumers come to evaluate luxury products favourably. Value-based traditions have enumerated the dimensions along which luxury is perceived, and behavioural-intention traditions have modelled the path from attitude to purchase, yet the two literatures have developed in parallel. The outcome is a work that explains what consumers value in luxury and how intention converts into behaviour, but leaves a gap in explaining how different market appeals form different attitudes. This paper develops a dual-route model of luxury attitude formation that addresses this gap by proposing the two distinct routes to luxury attitude: a cognitive route, in which attitude is constructed from belief-based rational evaluations of brand image, perceived quality, perceived value and utilitarian benefit; and an emotional route, in which attitude is constructed from affect-based, experiential and symbolic responses including brand love, hedonic motivation, self-expressiveness and affectively-framed communication. The dual-route architecture extends the Theory of Planned Behaviour by respecifying attitude as a dual-origin construct and by proposing twelve propositions. The framework is positioned as complementary to existing extensions of the theory. The paper contributes a process-level theory of luxury attitude formation, extends the Theory of Planned Behaviour by disaggregating its most predictive antecedent, and offers a testable research agenda with operationalisation guidance.

Keywords: Luxury Consumption, Cognitive Appeal, Emotional Appeal, Attitude, Theory Of Planned Behaviour, Emerging Markets

INTRODUCTION

The luxury sector has emerged as an interesting area of consumer research because consumers often buy luxury goods for reasons beyond functional utility and are willing to pay higher prices for them. The decision is influenced by multiple factors, including logical reasoning, emotions, self-identity, and social portrayal. However, to explain the behaviour of luxury buyers, researchers have mainly used two approaches: a) the first approach focuses on *the perception of luxury value*, where the researchers have identified different types of values that influence consumer luxury buying. Vigneron and Johnson (2004) have developed a multidimensional value model for luxury brands, whereas Wiedmann et al. (2009) proposed a comprehensive framework comprising financial, functional, individual, and social value. Subsequently, Shukla (2012) noted that different countries do not exhibit the same response rates to these values. For instance, emerging economies often place greater emphasis on social value, whereas developed economies tend to prioritize individual benefits. This stream of research has improved the understanding of what consumers value in luxury products. The second approach is based on the *Theory of Planned Behaviour* (Ajzen, 1991). According to TPB, consumer's purchase intention is influenced by their attitudes, subjective norms, and perceived behavioural control. These dimensions lead to purchase intention and finally to the buying behaviour. In the past, there have been several studies that

have used TPB as a base to assess the luxury consumer's decision-making. For instance, Jain et al. (2017) showed that subjective norms are the strongest predictor of luxury fashion purchase intention in India, while Zhang and Kim (2013) explained the role of attitudes in shaping luxury purchase intention among Chinese consumers. This stream of research helped in understanding how the consumer's assessment of different dimensions converts into positive attitude and purchase intention. The two schools of thought are independent but have contributed to the vast literature on the luxury sector. The former stream of literature explains the perception of luxury value but doesn't explain attitude formation. Whereas the latter treats attitude as a single construct without examining what forms the attitude: rational evaluations, emotional responses, or a combination of both. Even Ajzen (2011) has argued that TPB does not fully capture the cognitive and emotional processes underlying consumers' decision-making. This limitation offers a major gap in the literature. Recent research has further shown the need to address this gap. A recent meta-analysis by Akarsu et al. (2025) covering 64 studies demonstrated that different luxury value dimensions do not influence consumers in the same manner. The adoption of value systems, be it functional, financial, social, emotional, economic, conditional, and epistemic values, influences cognitive, affective, or behavioural outcomes differently across different cultures, suggesting that luxury consumption is built up around different dimensions. Another study by Amatulli et al. (2020) showed that different appeals affect consumer attitudes in different ways through their experimental study, where they found that hedonic appeals have a greater impact on luxury purchase intention than utilitarian motives. This result depended on the consumer's tendency toward conspicuous consumption and the prominence of the brand logo. Furthermore, a study by Kapferer and Valette-Florence (2021) found that consumers across different economies are more strongly motivated by extrinsic benefits, such as social and status recognition, than by intrinsic benefits. Interestingly, high product quality didn't emerge as a major motivational factor, even though luxury brands place a lot of emphasis on craftsmanship and functional benefits.

While previous studies explain either what consumers value or how attitudes influence behaviour, they do not explain how different types of appeals shape different types of attitudes before influencing behavioural intentions. To address this gap, this paper proposes a dual-route framework of luxury attitude formation. The framework distinguishes between cognitive appeals and emotional appeals as two separate but complementary pathways through which attitudes toward luxury products are formed. These dual routes are then integrated into the Theory of Planned Behaviour to provide a more comprehensive explanation of luxury purchase decisions. The paper has made four key contributions: developing a dual-route model, extending the theory of planned behaviour, proposing theoretical propositions that address the effects of both routes, and, lastly, explaining the operational framework and future research agenda.

THEORETICAL BACKGROUND

Theory of Planned Behaviour

The TPB explains that behavioural intention is determined by three factors: attitude toward the behaviour, subjective norms, and perceived behavioural control. Behavioural or purchase intention then leads to actual behaviour. Due to its strong predictive power and simplicity, TPB is one of the most widely used theories, even in the luxury sector. Despite its strengths, the theory leaves one question relatively underexplored; attitude is among the strongest predictors of intention in luxury studies, yet the model treats it as a single undifferentiated evaluation and does not distinguish between the kinds of input from which it is built. There could be two consumers with a positive attitude towards luxury products, but what has led them to develop that attitude is missing: for one product, quality, performance, and material superiority could be the reason, and for the other, status and social recognition, prestige, pleasure, and excitement could have mattered more. As can be seen, in the two cases, the attitude arises from different psychological factors and not from the single construct. In his study, Ajzen (2011) accepts that the theory doesn't fully validate the role of cognitive and emotional appeals in decision-making however, research outside TPB suggests that this distinction is important. Crites et al. (1994) demonstrated that attitude can have separate cognitive and affective elements; as a result, they developed reliable instruments to measure the items. Later, Fabrigar and Petty (1999) showed that attitude responds strongly to the persuasive messages, meaning rational appeals will influence cognitive attitudes, and emotional appeals will influence affective attitudes. Therefore, understanding the model is important not only from the perspective of how attitude is formed but also how attitude can be influenced and changed, especially when a product with

complex decision-making is involved. The framework developed in this paper works as an extension to the theory rather than as a correction. Earlier extensions have largely worked by adding constructs alongside attitude, subjective norms, and perceived behavioural control, or by introducing emotions as a parallel predictor of intention (Conner & Armitage, 1998; Perugini & Bagozzi, 2001). The present framework instead leaves the structure of the theory intact and disaggregates one of its existing components, specifying attitude as a dual-origin construct served by a cognitive and an emotional pathway. The contribution is therefore process-level and incremental.

Attitude Formation: A Dual-Process Perspective

Dual process models provide a useful framework for understanding attitude formation. These models suggest that consumers depend on two different modes of information processing. One is more logical and deliberate, based on careful assessments of the product's characteristics, whereas the other is more impulsive and intuitive, rooted in emotional and personal associations. Samson and Voyer (2012) reviewed duality models in consumer psychology and found that different processing models influence attitude, intention, and behaviour in distinct ways. They also showed that deliberate processing is associated with explicit attitudes, whereas intuitive processing contributes to implicit attitudes. This provides a strong theoretical basis for distinguishing between cognitive and emotional routes of attitude formation. Applied to luxury consumption, this perspective suggests that appeals based on product quality, value, and functionality are likely to generate cognitively based attitudes. In contrast, appeals based on pleasure, prestige, identity, and emotional experiences are likely to foster emotional attitudes and, as a result, influence consumer behaviour in different ways.

Luxury Appeals: Evidence for Two Distinct Routes

A systematic review of the literature on TCCM, carried out by the authors, showed that the factors influencing attitudes towards luxury products broadly fall into two categories. The first category is based on cognitive appeals and can also be called 'instrumental and belief-based'. These include brand image, perceived quality, perceived value, and utilitarian motivation. Previous studies have consistently identified these factors as important dimensions of luxury value. In a study, Vigneron and Johnson (2004) highlighted quality and uniqueness as core characteristics of luxury brands, whereas Wiedmann et al. (2009) expressed functional and financial value as key components of luxury value. Similarly, Shukla (2012) found that consumers evaluate luxury products based on perceived quality, uniqueness, and benefit-cost relationships, while the other category consists of emotional appeals, which are based on consumers' feelings, attachment, and emotions towards the brand. These include hedonic motivation, brand love, self-expressiveness, celebrity endorsement, and emotional advertising. In another study, Batra et al. (2012) demonstrated that brand love is a stronger predictor of attitude, which involves emotional attachment, passion, and self-brand integration. Han et al. (2010) also showed that luxury brands function as status signals, with consumers choosing different levels of brand visibility depending on their desire for social recognition. The distinction between these two groups is important, particularly in contrast to the work of Amatulli and Guido (2012), who classified luxury consumption into externalized and internalized motivations. Externalized consumption focuses on gaining social approval and status, whereas internalized consumption is driven more by personal satisfaction, quality, and individual preferences. The present study proposes a different process: instead of classifying consumers by why they buy luxury products, it focuses on how consumers' attitudes are formed and demonstrates how the two perspectives complement each other.

The influence of each of these appeals depends upon different factors. Kapferer and Valette-Florence (2021) found that across six countries, consumers were more strongly motivated by status and other external benefits than by product quality; while in their different study, Kapferer and Valette-Florence (2019) reported that self-success and perceived wealth encouraged luxury consumption through both investment and hedonic motives. Similarly, Amatulli et al. (2020) showed that hedonic advertising appeals generated more favourable attitudes than utilitarian appeals, and Dubois et al. (2021) also concluded that symbolic and experiential benefits play a greater role than purely functional attributes in luxury consumption. Hence, the findings suggest that although both cognitive and emotional appeals shape consumer attitudes towards luxury products, emotional appeals may have a stronger influence in many luxury consumption contexts than cognitive appeals. This provides more support for developing a dual-route framework that explicitly distinguishes between cognitive and emotional pathways of attitude formation.

The Dual-Route Model

Construct Specification

The paper defines two second-order constructs, each with dimensions as drawn from the literature.

Cognitive Appeal (CA) is a composition of belief-based rational inputs to luxury attitude. Its dimensions are as follows:

Dimension	Construct definition	Anchoring literature
Brand image	Cognitive associations regarding heritage, craftsmanship and provenance	Vigneron & Johnson (2004)
Perceived quality	Belief in superior materials, workmanship and durability	Wiedmann et al. (2009); Shukla (2012)
Perceived value	Price-quality and investment-worthiness judgements	Shukla (2012); Kapferer & Valette-Florence (2019)
Utilitarian motives	Functional benefit sought from the product	Amatulli et al. (2020)

Emotional Appeal (EA) is the aggregate of affect-based, experiential, and symbolic inputs to luxury attitude. Its first-order dimensions are as:

Dimension	Construct definition	Anchoring literature
Brand love	Passionate emotional attachment incorporating self-brand integration	Batra et al. (2012)
Hedonic motives	Pleasure, sensory gratification and experiential indulgence	Amatulli et al. (2020); Holmqvist et al. (2020)
Self-expressiveness	Use of the brand to construct and communicate identity	Batra et al. (2012); Han et al. (2010)
Celebrity endorsement	Affect transfer from an aspirational human referent	Dubois et al. (2021)
Emotional advertising	Persuasion via affectively framed message appeals	Amatulli et al. (2020)

Classification Criteria and Conceptual Boundaries

Assigning dimensions to one route or the other requires an explicit criterion. The criterion applied here is the dominant basis of the evaluative response rather than the content of the object being evaluated. A dimension is classified as cognitive if its favourable evaluation is arrived at by inference from beliefs about attributes and consequences that can in principle be verified or argued about. A dimension is classified as emotional if its favourable evaluation is arrived at through a felt response, an experiential state, or the meaning the brand carries for the self. This is the logic used to separate the cognitive and emotional bases of attitude for its measurement (Crites et al., 1994; Voss et al., 2003). Majorly the placements all the dimensions were categorically clear, except that of three: a) Brand image, which is treated as cognitive because the framework restricts it to beliefs about heritage, craftsmanship and provenance, although the broader construct also carries symbolic and affective associations (Keller, 1993). The narrower specification is adopted deliberately, so that the symbolic content of

the brand is captured under self-expressiveness rather than counted on both the dimensions; b) Perceived value is treated as cognitive because the framework defines it as a price–quality and investment-worthiness judgement, even though established value scales include an explicit emotional value dimension (Sweeney & Soutar, 2001); c) Self-expressiveness sits closest to the boundary, since identity construction involves both deliberate reasoning about the self-concept and affective attachment. It is placed under the emotional appeals because in the luxury context the evaluation it produces rests on felt identity congruence rather than on attribute inference (Batra et al., 2012).

Propositions

Block A: Dual Routes of Attitude Formation

The proposed model assumes that luxury attitudes are formed through two different psychological processes. The cognitive process is based on rational evaluations such as product quality, value, brand image, and functional benefits (Vigneron & Johnson, 2004; Wiedmann et al., 2009; Shukla, 2012), whereas the emotional route is based on feelings, pleasure, identity, and symbolic meaning (Batra et al., 2012; Han et al., 2010; Amatulli et al., 2020). Both appeals are proposed to contribute to attitude formation.

P1. Cognitive Appeal has a significant influence on consumers' attitudes towards luxury products.

P2. Emotional Appeal has a significant influence on consumers' attitudes towards luxury products.

Existing literature suggests that emotional and symbolic values often play a stronger role in shaping attitudes than rational evaluations in the consumption of luxury products (Amatulli et al., 2020). However, this does not mean that cognitive evaluations are unimportant; consumers often use perceived quality, perceived value, and craftsmanship to justify their emotionally driven luxury purchases.

P3. Emotional Appeal has a stronger positive influence on attitude towards luxury products.

The two routes are proposed to operate jointly rather than independently. The elaboration likelihood model holds that affect is not confined to a single role in persuasion: depending on the level of elaboration, an affective element may serve as a marginal cue (Petty & Cacioppo, 1986). Another study has shown that affective and cognitive inputs are combined rather than cleanly traded off, and that their relative weight shifts with the processing resources available to the consumer (Shiv & Fedorikhin, 1999).

P4. Cognitive Appeal strengthens the effect of Emotional Appeal on attitude towards luxury products

Research on justification has shown that hedonically motivated choices require reasons in ways that utilitarian choices do not, and that consumers select hedonic options more readily when a justification is available (Okada, 2005).

Block B: Characteristics of Route-Based Attitudes

Earlier studies by Crites et al. (1994) and Fabrigar and Petty (1999) show that cognitive and emotional attitudes differ in how they are formed and how they respond to persuasive communication. In the context of luxury, Batra et al. (2012) further suggested that brand relationships built on emotional grounds are associated with stronger attitude formation and, consequently, stronger behavioural intention.

P5. Attitudes formed through Emotional Appeal have a stronger influence on purchase intention.

The literature states that an attitude is most susceptible to change when the basis of the persuasive message matches the basis of the attitude, so that affectively based attitudes yield more readily to affective appeals and cognitively based attitudes to argument-based appeals (Edwards, 1990; Fabrigar & Petty, 1999). Cognitively based attitudes are more likely to support beliefs, especially when the brand is challenged on non-attribute grounds.

P6. Attitudes formed through Cognitive Appeal are more stable

Block C: Integration with the Theory of Planned Behaviour

The proposed framework extends the Theory of Planned Behaviour by explaining how attitudes are formed before they influence behavioural intention. Instead of treating attitude as a single construct, the model recognises that it can develop through both cognitive and emotional appeals.

P7. Attitude mediates the relationship between Cognitive Appeal, Emotional Appeal, and luxury purchase intention.

Luxury consumption is also strongly influenced by social expectations and status signalling. Social influence therefore shapes purchase intention directly.

P8. Social influence positively influences luxury purchase intention

*The established TPB relationships between purchase intention, perceived behavioural control, and behaviour are retained in the framework but are not presented as separate propositions because they are already well supported in prior research.

Block D: Contextual Moderators

The influence of cognitive and emotional appeals is unlikely to remain constant across all situations. Instead, their relative importance is expected to vary across consumers and market contexts. Consumers who spend more time evaluating information are likely to rely more on cognitive appeals, whereas consumers making intuitive or spontaneous decisions are more likely to rely on emotional appeals. Shukla (2012) reported significant differences in the importance of functional, personal, and social value across developed and emerging markets. Kapferer and Valette-Florence (2021) and Akarsu et al. (2025) similarly found that cultural context influences luxury motivations and value perceptions.

P9. Consumers' level of elaboration moderates the relative influence of Cognitive and Emotional Appeals.

Luxury consumption also varies across cultures and market maturity. Consumers in emerging luxury markets often seek status and social recognition, whereas consumers in mature markets may place greater emphasis on personal enjoyment and self-expression.

P10. Market development stage and cultural context moderate the relative influence of Cognitive and Emotional Appeals on luxury attitudes.

The Integrated Framework

The framework can be shown as a four-stage model:

Stage 1 Appeal Inputs: Cognitive Appeal, with its four dimensions, and Emotional Appeal, with its five dimensions, are modelled as second-order constructs, specified as discussed in Section 5.2.

Stage 2 Attitude Formation: States that both routes contribute to attitude formation toward luxury products. Emotional Appeal is expected to have a stronger influence, while Cognitive Appeal provides rational support and justification for emotionally driven evaluations. The framework also proposes that attitudes formed through the two routes differ in their characteristics: emotionally based attitudes are more likely to influence purchase intention, whereas cognitively based attitudes are expected to be more stable over time.

Stage 3 Purchase Intention: Attitude, social influence, and perceived behavioural control jointly determine purchase intention.

Stage 4 Luxury Buying Behaviour: Consistent with the Theory of Planned Behaviour, purchase intention leads to luxury buying behaviour. Perceived behavioural control is also retained in the framework as a direct predictor of behaviour where consumers' ability or resources influence the final purchase decision.

The framework further recognises that the relative influence of Cognitive Appeal and Emotional Appeal may vary across situations. Specifically, consumers' level of elaboration and the cultural or market context are proposed as boundary conditions that influence the relative strength of the two appeal routes during attitude formation.

Theoretical Contributions

This framework makes four main theoretical contributions.

a) Explaining how Luxury Attitudes are Formed

Previous research has identified different types of luxury value, such as functional, financial, social, and emotional value (Vigneron & Johnson, 2004; Wiedmann et al., 2009). However, it does not explain how these different values combine to form consumers' attitudes. The proposed dual-route framework addresses this gap by showing that luxury attitudes develop through two distinct psychological routes: Cognitive Appeal and Emotional Appeal. This also helps explain why previous studies have reported different effects of luxury value dimensions across products, cultures, and consumer groups (Akarsu et al., 2025).

b) Extending the Theory of Planned Behaviour

Most studies have extended TPB by adding new variables to the model. However, the present study's framework proposes extending TPB by explaining how attitudes form. The framework distinguishes between cognitive and emotional attitudes while preserving the original structure of TPB (Ajzen, 1991, 2011), rather than treating attitude as a single construct, thereby providing a more complete explanation of luxury purchase behaviour. This contribution is incremental and complementary rather than corrective. Extensions that add anticipated emotions or affective attitude as further predictors of intention (Conner & Armitage, 1998; Perugini & Bagozzi, 2001) and the framework proposed here address the same underlying limitation from different directions.

c) Explaining the different roles of Cognitive and Emotional Appeals.

The present framework posits that emotional appeals are the primary drivers of favourable attitudes towards luxury, whereas cognitive appeals help consumers justify their premium-expensive purchases. This offers a possible explanation for findings showing that quality alone does not always motivate luxury purchases (Kapferer & Valette-Florence, 2021).

d) Explaining why attitudes formed through different appeals behave differently.

The framework proposes that emotional appeal-based attitudes are more likely to influence purchase intentions, whereas cognitive appeal-based attitudes are more stable over time and less likely to change. This provides new insight into how luxury attitudes develop and why different communication strategies used may produce different long-term outcomes.

Research Agenda

Measurement

Both second-order constructs can be operationalised with established scales, but the framework requires that each first-order dimension be measured separately rather than through a composite luxury value instrument.

Construct	Dimension	Recommended scale source	Operationalisation note
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Cognitive Appeal	Brand image	Vigneron & Johnson (2004)	heritage, quality and craftsmanship items; exclude conspicuousness items, which belong to the emotional route
	Perceived quality	Wiedmann et al. (2009), functional quality items	Superior materials; workmanship and durability
	Perceived value	Sweeney & Soutar (2001), quality and price-value dimensions	Price-quality and investment-worthiness judgements; exclude the emotional value dimension to prevent cross-loading with Emotional Appeal
	Utilitarian motives	Voss et al. (2003), utilitarian dimension	Functional benefit; Semantic differential; adapt anchors to the focal category
Emotional Appeal	Brand love	Carroll & Ahuvia (2006) short form; Batra et al. (2012) full instrument	The full instrument is itself higher-order
	Hedonic motives	Voss et al. (2003), hedonic dimension	Parallel structure with utilitarian motives aids route comparison
	Self-expressiveness	Carroll & Ahuvia (2006), self-expressive brand items	Inner and social self-expression items should be retained separately
	Celebrity endorsement	Ohanian (1990), source credibility and attractiveness	Message-side dimension
	Emotional advertising	Amatulli et al. (2020), hedonic versus utilitarian appeal manipulation	Persuasion via affectively framed message appeals; better suited to experimental designs
Outcomes and TPB components	Attitude (affective and cognitive bases)	Crites et al. (1994)	Permits the basis of attitude to be measured directly rather than inferred from its antecedents
	Purchase intention, subjective norms, perceived behavioural control	Fishbein & Ajzen (2010)	Direct measures are adequate

RESEARCH METHODS

Discriminant validity is not a routine reporting requirement in this framework. It is the point at which the central claim is tested. Assessment should proceed at two levels. At the first-order level, the dimensions within each route must be shown to be distinct from one another, and the pairs identified in Section 3.1.1 as conceptually adjacent, warrant specific attention. At the second-order level, the two appeal constructs must be shown to be distinct from each other and from attitude. The heterotrait-monotrait ratio of correlations should serve as the primary criterion, since the Fornell-Larcker criterion and the examination of cross-loadings have been shown to perform poorly in detecting discriminant validity problems in variance-based models (Henseler et al., 2015).

Partial Least Squares Structural Equation Modelling (PLS-SEM) can be used for examining the relationships between cognitive appeal, emotional appeal, attitudes, and purchase intention, as the framework contains higher-order constructs; PLS-SEM provides an appropriate analytical approach. The interaction proposed in Proposition

4 can be tested using interaction analysis, while moderation effects can be tested using moderation analysis or multi-group analysis.

Experimental studies are usually suitable for examining how cognitive and emotional appeals influence attitudes. Previous studies by Crites et al. (1994), Fabrigar and Petty (1999), and Amatulli et al. (2020) provide backgrounds that can be adapted for this purpose; in addition, longitudinal studies would also be valuable for examining whether cognitively based attitudes remain more stable over time than emotionally based attitudes.

Research Contexts

Emerging luxury markets, especially India, provide an important base because social influence and symbolic consumption are especially strong here (Jain et al., 2017; Shukla, 2012). Also, the comparative studies of emerging and developed luxury markets would help examine how the relative importance of cognitive and emotional appeals changes across the stages of market development.

Managerial Implications

For managers, it is proposed that the advertising and communication strategies should prioritise emotions to create desire and a feeling of prestige, and alongside, use cognitive information, such as quality, exclusivity, utility, and heritage, to justify purchase decisions. Different communication channels may be used for different purposes during the customer journey. Secondly, consumers should be segmented not only by demographics or spending levels but also by psychological appeals. Communication strategies can then be tailored to different consumer groups and market contexts. Lastly, balancing emotional attraction with long-term credibility is important. Emotionally driven communication may be effective in generating purchase intention, but brands should also invest in communicating quality, craftsmanship, and authenticity. These cognitive appeals help strengthen consumer confidence and protect the brand during periods of negative publicity or reputational risk.

Limitations and Future Research

The framework has several limitations. These can be listed as: first, it focuses on authentic luxury products and excludes counterfeit or second-hand luxury markets; secondly, it does not examine sustainable luxury, where ethical concerns may represent an additional pathway influencing consumer attitudes, and lastly, the framework focuses on discrete purchase decisions and does not address long-term relationships with luxury brands or luxury services. Future researchers can examine whether the proposed dual-route framework applies to masstige products, in which value considerations may become more important. Future studies can also explore luxury consumption in digital and social media environments, where consumer interactions differ from traditional settings. Finally, sustainability and ethical consumption may introduce a third pathway of attitude formation that extends beyond the current cognitive and emotional routes.

Extending the Framework to Contemporary Luxury Contexts

Several developments in the luxury market have emerged more recently than much of the evidence underpinning the framework. Sustainable luxury is the most consequential. The framework excludes it by design, but that exclusion is a scope decision. The literature further records a persistent tension between sustainability and the materialism embedded in luxury, and finds that consumers who express sustainability concerns do not necessarily act on them when purchasing luxury goods (Athwal et al., 2019; Kapferer & Michaut-Denizeau, 2020). Artificial intelligence-assisted personalisation may affect both routes at once, and possibly in opposite directions. Algorithmic recommendation lowers the search cost of attribute evaluation, which should strengthen the cognitive route. At the same time, existing work on consumer responses to artificial intelligence documents that automated systems can produce experiences of intrusion and diminished autonomy (Puntoni et al., 2021), and a luxury purchase that a consumer attributes to an algorithm rather than to their own discernment may forfeit precisely the self-expressive meaning on which the emotional route depends.

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