

# EXPLORING CONSUMER EXPERIENCE WITH ECO-BRANDING FINE DINING AND ITS EFFECT ON RESPONSIBLE LUXURY BEHAVIOR: AN EMPIRICAL STUDY OF MACAO MICHELIN GREEN STAR RESTAURANTS

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## ABSTRACT

In recent years, there has been a gradual increase in consumers' environmental awareness, leading to heightened attention towards eco-brands. The purpose of this study is to develop a theoretical framework by integrating the theory of planned behavior (TPB) framework with value belief-norm (VBN) theory to investigate the determinants of consumers' responsible luxury consumption. Furthermore, the study aimed to enrich TPB and VBN by incorporating the moderating role of fine dining experiences. This study will provide significant theoretical and practical implications for understanding how determinants influence responsible luxury intentions.

**Keywords:** Eco-Brand, Theory of Planned Behavior (TPB), Value-Belief-Norm Theory (VBN), Responsible Luxury, Michelin Green Star, Fine Dining Experience

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