

# **CONSUMER PERCEPTION ON SUSTAINABILITY IN LUXURY CLOTHING BRANDS**

## **Project Report**

**Submitted by**

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In partial fulfilment of the requirement for reward of the degree of

**Bachelor of Management Studies (International Business)**



**St. TERESA'S COLLEGE(AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited at 'A++' Level(NAAC Fourth Cycle)**

**March 2024**

**St. TERESA'S COLLEGE(AUTONOMOUS), ERNAKULAM, KOCHI-682011**



**CERTIFICATE**

*This is to certify that the project report entitled “Consumer perception on sustainability in luxury clothing brands”, is a bonafide record submitted by Inshah Saniya S, Reg NO.SB21BMS017 in partial fulfilment of the requirements for the award of the Degree of Bachelor of management studies in international Business under my guidance during the academic year 2021-2024*

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### **CERTIFICATE**

*This is to certify that the project report entitled “Consumer perception on sustainability in luxury clothing brands”, has been successfully completed by Inshah Saniya S, Reg NO.SB21BMS017 in partial fulfilment of the requirements for the award of the Degree of Bachelor of management studies in international Business under my guidance during the academic year 2021-2024*

**DATE**

**Dr. SUNITHA TR**  
**INTERNAL FACULTY GUIDE**

### DECLARATION

*I, Inshah Saniya, Reg. No. SB21BMS017, hereby declare that this project work entitled the study “Consumer perception on sustainability in luxury clothing brands”, is my original work.*

*I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

**Date:**

**INSHAH SANIYA**  
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## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God Almighty for giving me the strength, knowledge, ability, and opportunity to complete this project work successfully.

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## **EXECUTIVE SUMMARY**

One important factor influencing how the luxury fashion industry develops in the future is the perception of consumers regarding the brands commitment to sustainability. consumers' perception is influenced by several factors, including sourcing of raw materials, ethical working culture, brand messaging, transparency, quality, ethics, environmental impact, innovation, certifications, and consumer engagement. This study explores the dynamics of consumer perceptions of sustainability, especially w.r.t to high-end fashion. Several significant discoveries have been revealed by thorough investigation and analysis, providing insight into the relationships that exist between luxury brands and consumer perception in the field.

The results highlight how luxury buyers, who increasingly place a premium on morality and environmental responsibility in addition to more conventional considerations like cost and excellence, are beginning to recognize the significance of sustainability. This change is indicative of a larger trend in society toward ethical purchasing, in which buyers look for goods that are consistent with their morals and ideologies.

Furthermore, how consumers view the sustainability initiatives of luxury businesses is greatly influenced by the quality of their communication. In addition to improving their brand image, companies that effectively communicate their commitment to sustainability also build consumer loyalty and trust. Being sincere in a brand's sustainability efforts is crucial, as transparency and authenticity are important factors in fostering consumer trust.

The report also emphasizes the significance of sustainability certifications as marks of authenticity and reliability for premium businesses. Customers' choices for brands and products are influenced by these certificates, which reassure them of ethical and environmental standards.

The results emphasize, in the end, how important it is for high-end apparel companies to prioritize sustainability and tell customers about it. Luxury businesses may meet changing customer demands and positively impact the fashion industry by displaying a true commitment to sustainability and matching their brand values with consumer expectations.



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## **CHAPTER ONE: INTRODUCTION TO STUDY**

## 1.1 INTRODUCTION TO THE STUDY

Shifting customer preferences and worries about global sustainability are driving a substantial revolution in the luxury market, which has historically been associated with grandeur and exclusivity. Sustainability has become a crucial factor in luxury consumption as consumers grow more aware of the effects their purchases have on the environment and society. The purpose of this study is to investigate and evaluate how the luxury market's customers view sustainability. It will accomplish this by looking at how luxury customers' attitudes, actions, and expectations have changed in relation to the sustainability initiatives used by luxury businesses.

Historically, luxury brands have been seen as disengaged from sustainability efforts and as placing more emphasis on workmanship and aesthetics than on social and environmental responsibilities. Over the past few years, luxury brands have come to realize that in order to satisfy the needs of a consumer base that is becoming more socially and environmentally concerned, they must incorporate sustainability into their business strategy.

The study delves into the various aspects of consumer perception surrounding sustainability in the luxury sector, including:

- **Definition and Understanding of Sustainability:** This study looks at how luxury buyers interpret sustainability in relation to the luxury market and what they mean when they talk about eco-friendly materials, ethical sourcing, and responsible manufacturing.
- **Influence on Purchase Decisions:** Examining how much consumers' decisions to buy luxury goods are influenced by sustainability factors. In addition to analyzing obstacles and difficulties customers have when attempting to adopt sustainable consumption practices within the luxury market, this entails investigating the driving forces behind sustainable luxury purchases.
- **Brand Perception and Loyalty:** Evaluating how sustainability programs affect consumers' views of luxury brands and their adherence to eco-friendly luxury products. This entails investigating the relationship between brand perception and customer

loyalty and sustainability-related brand traits including transparency, authenticity, and ethical ideals.

- **Marketing and Communication Strategies:** Analyzing how well luxury brands use sustainability marketing and communication strategies to engage consumers and communicate their commitment to sustainability. This entails assessing how storytelling, brand narratives, and certifications affect how consumers view luxury sustainability.
- **Future Trends and Opportunities:** Projecting future developments in sustainable luxury consumption, such as the possibility of industry-wide initiatives, innovation, and teamwork to bring about significant change and satisfy changing customer demands.

## 1.2 STATEMENT OF PROBLEM

The trend towards consumers prioritization of environmentally and socially responsible clothing choices is growing. Recognising the trend, luxury clothing brands, known for their quality, craftsmanship, and prestige etc, have started to incorporate sustainable practices into their manufacturing processes. Even while luxury firms are working more to include sustainable practices, little is known about how consumers feel about sustainability in the context of luxury consumption. This study explores how customers in the luxury market perceive sustainability, looking at how it affects luxury consumers' brand views, loyalty, and purchase decisions.

Consumer insights pertaining to luxury brands can help match their strategies with the rising demand for luxury goods that are socially and environmentally conscious by examining consumer attitudes and behaviours.

## 1.3 LITERATURE REVIEW

Consumer perception of sustainability in the luxury industry has become increasingly significant as environmental and social concerns continue to shape consumer behaviour and brand preferences. Luxury brands are under mounting pressure to align their practices with sustainable principles, reflecting a shift in consumer values towards ethical consumption. **Kapferer and Bastien (2009)** emphasize the necessity for luxury brands to embrace sustainability as a core value, stating, "Luxury brands need to redefine their identity by

incorporating sustainability as a core value, resonating with the shifting consumer consciousness towards ethical consumption." Building upon this, **Tynan et al. (2010)** delve into the multifaceted nature of consumer perception, highlighting the pivotal role of brand authenticity and ethical sourcing in shaping consumer preferences towards sustainable luxury offerings. They argue that consumer perceptions of luxury sustainability are influenced by a combination of factors, including brand authenticity, ethical sourcing, and environmental stewardship. In a similar vein, **Han et al. (2015)** emphasizes the importance of effective communication in luxury sustainability, asserting, "Effective communication of sustainability initiatives enhances brand credibility and fosters consumer trust, ultimately influencing brand perception and purchase intentions in the luxury market." Expanding on this, **Furlan et al. (2018)** explore the underlying motivations driving consumers towards sustainable luxury consumption, revealing a growing desire for products that align with their ethical beliefs. They find that consumers are increasingly motivated by values of social responsibility and environmental consciousness, seeking products that reflect their ethical beliefs and contribute positively to society. Finally, **Roux and van der Merwe (2020)** shed light on the significance of sustainability certifications in luxury branding, asserting their role in providing consumers with assurance of ethical and environmental standards. They argue that sustainability certifications serve as signals of credibility and authenticity for luxury brands, influencing consumer perceptions and purchase decisions by providing reassurance of ethical and environmental standards. Together, these scholars contribute to a nuanced understanding of consumer perception of sustainability in the luxury industry, underscoring the importance of aligning brand values with consumer expectations and communicating sustainability efforts effectively.

In the luxury market, a number of elements affect consumers' perceptions of sustainability, such as customer motives, brand authenticity, and sustainability certifications. Researchers like **Kapferer and Bastien, Tynan et al., Han et al., Furlan et al., Roux and van der Merwe,** and others have provided insightful analyses of this intricate relationship, emphasizing the significance of matching brand values to customer expectations and successfully communicating sustainability initiatives. It will be essential for luxury businesses to comprehend and react to customer perceptions of sustainability as they navigate this changing market in order to develop trust, encourage loyalty, and propel sustainable growth in the premium sector.

## **1.4 SIGNIFICANCE OF THE STUDY**

Understanding consumer perceptions of sustainable clothing in the luxury sector is essential for meeting this demand and aligning brand offerings with consumer preferences. It acts as a beacon of light for luxury firms, directing their plans and projects to conform to changing consumer preferences. Brands can boost consumer behaviour, build industry innovation, improve their reputation, and encourage corporate responsibility by knowing how consumers see sustainable activities. In the end, this knowledge enables luxury firms to satisfy the needs of environmentally and socially concerned customers while promoting progress in the sector.

## **1.5 SCOPE OF THIS STUDY**

This study's focus on how consumers perceive sustainability in the luxury market and it was undertaken by way of a thorough investigation of all the variables affecting consumers' attitudes and perception. The study looked at how much customer preferences, purchase choices, and brand loyalty are affected by sustainable policies in the luxury market. Furthermore, the study intends to look into luxury consumers' impressions of brands that value sustainability as well as their understanding of and relevance for sustainability. By looking at these factors, the study hopes to give luxury businesses useful information that will help them better comprehend and adapt to the changing demands of consumers about sustainability. The study was undertaken in the city of Ernakulam, hence consumers from this city was surveyed to understand their perception.

## **1.6 OBJECTIVES**

- i. To study the degree of awareness among consumers with respect to sustainable luxury clothing products
- ii. To study the factors that consumers give importance to while making decisions on purchase of sustainable clothing products.
- iii. To study consumer perception towards brands that practice sustainability.

## **1.7 RESEARCH METHODOLOGY**

### **1.7.1 DATA COLLECTION**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

Researchers generally use primary and secondary data to collect data. Primary data is collected from main sources through interviews, surveys, experiments, etc. it is the first-hand data collected by the researcher himself and it is always specific to the researcher's needs. whereas secondary data means data collected by someone else earlier. Government publications, websites, books, journal articles, internal records, etc are the sources of secondary data.

Here the researcher has used both primary and secondary sources for collecting information. The questionnaire was used as the primary data collection tool for identifying customer attitudes toward organic personal care products. secondary data were used for collecting information for the literature review, introduction, and the cosmetic/FMCG industry

### **1.7.2 SAMPLING**

#### **1.7.2.1 Population**

For this survey, the population comprised people of all ages who use sustainable luxury clothing brands or have used them in the past. the survey was not limited to a specific region or country.

#### **1.7.2.2 Sample**

Subset of people who purchase sustainability in luxury clothing brands is between the age group 21-30

#### **1.7.2.3 Sampling technique**

Non -Probability - Non-probability sampling involves selecting individuals for a sample based on factors other than random chance, such as convenience or availability. This method is often

used when random selection is impractical but may introduce bias and limit generalizability. Examples include convenience, purposive, and snowball sampling.

Here the researcher has chosen convenience sampling method to collect data from. Convenience sampling involves selecting individuals who are easily accessible or readily available for a study. While convenient and easy to implement, this method may introduce bias and limit the generalizability of findings. Despite its limitations, convenience sampling can be useful for quick data collection in certain research contexts.

#### **1.7.2.4 Sample Size**

Considering the limited time and resources available, the sample size taken is 50 respondents. Surveys were sent through social media platforms such as WhatsApp and email to respondents and respondents were given enough time to complete the questionnaire. In order to collect data on time and avoid low response rates, the researcher used convenience sampling techniques.

#### **1.7.5 TOOLS USED FOR DATA COLLECTION**

The tool used for data collection was a questionnaire, which was carefully designed, keeping in mind the requirements of the study and objectives. Among the questions in the questionnaire were those related to demographic information about respondents, as well as questions, their knowledge about sustainability in fashion, their attitudes towards sustainable practices in luxury clothing brands, their purchase intentions regarding sustainable fashion items, and their willingness to pay a premium for such products.

#### **1.7.6 DATA ANALYSIS TECHNIQUES**

The entire data has been analysed using PERCENTAGE ANALYSIS

### **1.8 LIMITATIONS OF THE STUDY**

The sample size is a major drawback of the research on how consumers perceive sustainability in the luxury market. Although data was gathered from a sizable number of respondents, greater insights on consumer attitudes toward sustainability in luxury companies might be obtained by include a more varied and wider sample, especially one that spans different cultural backgrounds and geographic locations. Furthermore, broadening the research scope to encompass consumers from many nations with disparate cultural norms and consumer habits would enhance our comprehension of sustainable attitudes within the luxury sector. Another drawback is the possibility of inaccurate consumer impressions, since people could confuse



traditional luxury goods with sustainable ones. It is advised to do additional research to gauge real consumer purchasing behaviour and to increase the study's sample size to guarantee that it accurately represents the majority of luxury consumers. To monitor changes in customer attitudes, perceptions, and purchasing behaviours over time and get important insights into the changing trends and preferences within the luxury market, longitudinal studies are also necessary.

## **CHAPTER 2 : INDUSTRY, COMPANY, AND PRODUCT PROFILE**

## **2.1 INDUSTRY PROFILE**

Premium goods and services that appeal to wealthy customers seeking exclusivity, superior quality, and distinction define the luxury market. It includes several industries, such as experiences, cars, jewellery, watches, fashion, accessories, and hospitality. Aspirational and status-conscious buyers who are prepared to shell out top dollar for distinctive and superior products are the main drivers of the luxury industry. Prominent companies including Louis Vuitton, Gucci, Chanel, Rolex, Ferrari, and The Ritz-Carlton are important participants in the luxury market. The luxury market is characterized by its emphasis on storytelling, craftsmanship, and legacy. Luxury firms frequently draw inspiration for their product narratives from their illustrious pasts and rich traditions. Furthermore, in the cutthroat luxury industry, innovation and creativity are essential for fostering difference and preserving brand relevance.

The changing tastes and trends of consumers have an impact on the luxury market as well. Many luxury firms have adopted more sustainable practices in their operations and product offerings as a result of the noticeable movement in consumer preferences towards sustainability and ethical consumerism that has occurred in recent years. The way luxury firms interact with customers has also changed as a result of digitalization, with e-commerce, social media, and digital marketing emerging as key avenues for connecting with affluent consumers.

Notwithstanding obstacles including unstable economies, shifting consumer preferences, and unpredictability in international affairs, the luxury market has proven resilient and has expanded steadily. Growing economies, especially those in Asia, are now major forces behind the luxury sector and provide rich prospects for growth and investment.

### **2.1.1 THE LUXURY RETAIL INDUSTRY IN INDIA**

In the luxury market, the retail sector is essential to providing affluent customers with specialized services and unique experiences. A wide variety of outlets are included in luxury retail, such as department stores, boutiques, flagship shops, internet platforms, and exclusive events. These stores function as exhibition areas for high-end labels, giving customers the chance to engage directly with merchandise and brand ambassadors.

Luxury retail is distinguished by its emphasis on creating immersive and aspirational shopping

environments. Luxurious stores typically have lavish décor, elegant lighting, and individualized services in an effort to perfectly capture the essence of the brand. The intention is to make shopping feel more special and meaningful than just a transaction. Luxury retail brands prioritize personalization by providing customized services including made-to-measure customization, VIP lounges, and concierge support. Luxury brands rely on strong brand identities and strive to develop long-term engagement and loyalty by establishing close relationships with their clientele and catering to their specific needs and interests.

The luxury retail industry has seen a transformation in recent years due to the rising investment made by brands in online platforms and omnichannel tactics. With its ease of use and accessibility to a worldwide customer base, e-commerce has emerged as a key growth engine for luxury companies, enhancing the in-store experience. In addition, the COVID-19 epidemic has expedited the luxury retail industry's digital transformation by forcing firms to innovate and adjust to shifting consumer habits. Using augmented reality, livestreamed events, and virtual consultations are just a few of the ways luxury shops are using technology to interact with customers in the modern world and to maintain their competitive edge in the market.

Physical stores continue to be essential to the luxury shopping experience despite the growth of internet retail, acting as flagship locations where customers can fully immerse themselves in the world of the brand. As a result, high-end businesses keep spending money on flagship locations in important international capitals, carefully placing themselves to draw in wealthy customers and raise brand exposure.

### **2.1.2 HISTORY**

The history of the luxury market is one of centuries-old grandeur, exclusivity, and classic grace. Luxury products have their roots in ancient societies such as Egypt and Rome. They were carefully produced and exclusive to kings and nobles, serving as emblems of social position and pride.

European cities like Florence and Venice became major hubs for the manufacturing of luxury goods throughout the Renaissance, which encouraged the advancement of artisanal skills and the patronage of affluent elites.

Significant changes were brought about by the industrial revolution of the 19th century, which made mass manufacturing techniques possible and made luxury products more accessible to a wider range of consumers. At the same time, famous companies like Chanel and Louis Vuitton established new benchmarks for refinement and craftsmanship. The 20th century saw the emergence of conglomerates and the globalization of the luxury market, as firms such as LVMH and Kering merged numerous premium properties to broaden their global presence.

During this time, luxury brands also began to become cultural icons, representing prestige, aspiration, and legacy. Emerging economies in Asia, the Middle East, and elsewhere developed becoming important centers of luxury spending as the world grew more interconnected, propelling the expansion and development of the sector. As consumer expectations and preferences change, the luxury market adapts by embracing digital innovation, experiential shopping, and sustainability—all while upholding its heritage of exclusivity and fine craftsmanship.

### **2.1.3 FUTURE OF LUXURY INDUSTRY IN INDIA**

In the upcoming years, the luxury market in India is expected to undergo significant development and change due to a confluence of factors such as demographic shifts, economic expansion, and evolving consumer habits. India provides a large and profitable market for luxury goods across a range of industries, thanks to the country's rapidly expanding middle class and rising disposable incomes. Cities with rapidly growing affluent populations, such as Bangalore, Delhi, and Mumbai, act as hubs for luxury consumption, drawing in both local and foreign firms hoping to take advantage of the growing demand.

India's youthful population, with a median age of approximately 29, presents a substantial opportunity for the luxury sector. Younger generations' desires and aspirations are changing the luxury market and increasing demand for high-end goods and experiences as they get older and join the labor. The demographic dividend is causing Indian consumers to become more discriminating and sophisticated in their purchase habits, in addition to increasing exposure to global trends through travel and digital media.

Furthermore, luxury companies wishing to establish a presence in India can benefit strategically from the nation's role as a worldwide hub for manufacturing. India presents a

multitude of options for businesses to harness local talent and resources in the manufacturing of luxury goods, given its rich legacy of craftsmanship and talented artisans. A growing number of luxury brands are investigating joint ventures and partnerships with Indian artists and craftspeople to develop customized products for both local and foreign markets.

The luxury market in India has a bright future, but it also faces a number of particular difficulties, such as complicated regulations, congested infrastructure, and sensitive cultural issues. It takes a sophisticated grasp of the characteristics of the Indian market as well as a dedication to flexibility and creativity to overcome these obstacles. In India's dynamic and quickly changing market landscape, luxury businesses may position themselves for long-term success by embracing digitalization, sustainability, and experiential luxury.

#### **2.1.4 SUSTAINABILITY IN LUXURY INDUSTRY**

As sustainability becomes an increasingly important part of its operations, the luxury market is undergoing a dramatic transition. Luxury brands, which have historically been associated with extravagance and exclusivity, are now adopting sustainability as a core value, realizing the significance of morally and ecologically responsible actions.

Affluent people are looking for experiences and goods that fit with their ideals of environmental stewardship and social responsibility, which is driving this shift in consumer attitudes and expectations. In order to lessen their impact on the environment and encourage transparency, luxury firms are reassessing their supply chains, acquiring eco-friendly materials, and implementing sustainable manufacturing techniques.

Furthermore, sustainability is a strategic necessity rather than just a passing fad in the luxury sector. Prioritizing sustainability helps brands not only satisfy modern consumers' needs but also position themselves for success in an increasingly ecologically sensitive society. The notion of luxury is changing as a result of this shift towards sustainability, with firms being appreciated for their dedication to morality and sustainability as much as for their skill and history. Luxury brands that do not adjust run the risk of becoming obsolete and losing market share in a sector that is moving toward a more sustainable future. This is because sustainability is becoming more and more important.

In order to develop creative solutions and best practices, luxury businesses collaborate with suppliers, trade associations, and non-governmental organizations. These partnerships are major factors contributing to sustainability in the luxury sector. Luxury businesses have the chance to positively impact the industry and beyond by utilizing their resources and influence.

Nevertheless, there are still obstacles in the way of completely incorporating sustainability into the luxury market. These include striking a balance between sustainability and the need for exclusivity and luxury, as well as dealing with problems like labor rights and supply chain transparency. Notwithstanding these obstacles, the luxury fashion business is clearly moving in the direction of sustainability, which represents a dramatic change toward a more moral, just, and sustainable future for the sector to appeal to environmental conscious consumers.

### **2.1.5 SWOT ANALYSIS**

#### **Strengths:**

- **Prestige & Brand Heritage:** The luxury market is home to many well-known companies with illustrious pasts that give them an air of exclusivity and prestige.
- **High Profit Margins:** Brands that sell luxury items often see high profit margins because these products are usually sold at premium rates.
- **Strong Brand Loyalty:** Due to emotional ties, better quality, and outstanding customer service, luxury consumers frequently display strong brand loyalty.

#### **Weaknesses:**

- **Price Sensitivity:** Due to their extreme price sensitivity, luxury goods are vulnerable to shifts in consumer spending patterns and economic downturns.
- **Imitation and Counterfeiting:** The luxury sector suffers difficulties from imitation and counterfeiting, which threaten income sources and brand integrity.
- **Limited Target Market:** Because luxury brands are more exclusive, only wealthy people can be their target market, which reduces the size of their possible clientele.

### **Opportunities:**

- Digitalization: Through digital marketing and virtual experiences, luxury firms may improve their online presence, e-commerce capabilities, and customer interaction through the digital revolution.
- Sustainability: Luxury firms have a chance to stand out from the competition, draw in eco-aware customers, and build brand loyalty by embracing sustainability.
- Customization: By providing bespoke and made-to-measure services that are tailored to each customer's preferences and tastes, luxury firms can profit from the customization trend.

### **Threats:**

- Competitive Pressure: Market share of luxury clothing firms that do not value sustainability may be threatened by growing competition from mainstream fashion brands and up-and-coming sustainable fashion startups.
- Regulatory Shifts: Modifications to laws and policies concerning labor and environmental standards may make it harder for luxury apparel companies to comply with the law and increase their expenses.
- Reputational Risks: Bad press pertaining to sustainability issues or noncompliance with sustainability pledges can undermine consumer confidence and harm a brand's reputation, which can result in a decline in market share and income.
- Customer scepticism: Some customers might continue to doubt the veracity and efficacy of sustainability claims made by high-end clothing companies, which would make them reluctant to buy sustainable goods and damage the reputation of the company.



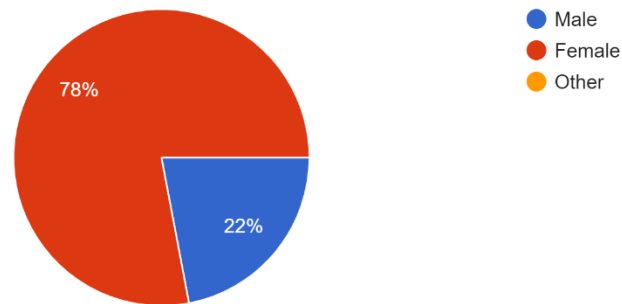
## **CHAPTER 3 : DATA ANALYSIS AND INTERPRETATION**

### 3.1 PERCENTAGE ANALYSIS

#### 3.1.1. Demographic details of the respondents

##### 3.1.1.- Graph (gender of the respondents)

Your gender  
50 responses

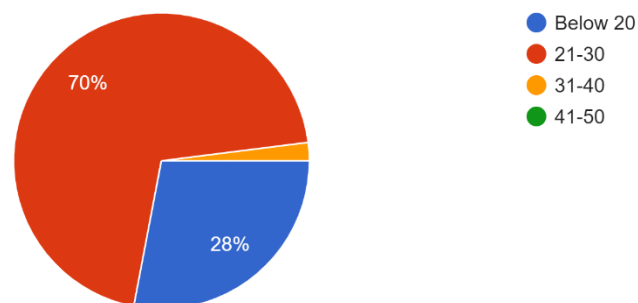


##### 3.1.1.- Table (gender of the respondents)

Gender	Responses
Female	39
Male	11

##### 3.1.2.- Graph (age of the respondents)

Which age group do you belong to?  
50 responses



##### 3.1.2.- Table (age of the respondents)

Age	Number Of Consumers
21-30	35
31-40	1
Below 20	14

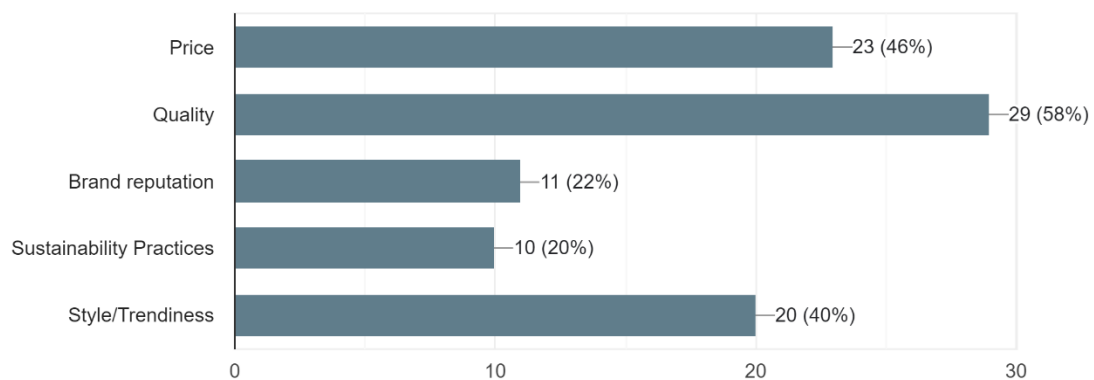
**GENDER AND AGE:** To understand the demographic details of the respondent's gender and age was taken into consideration and from the data obtained it is evident that females are more inclined towards sustainability in luxury brands than males. The percentage shows 70% are females and 28% males.

In the age category people that comes under the category of (21-30) shows more interest towards sustainability in luxury brands followed by people who are below 20.

### **3.1.2 – Factors influencing clothing purchases**

What factors influence your decision when purchasing clothing?

50 responses

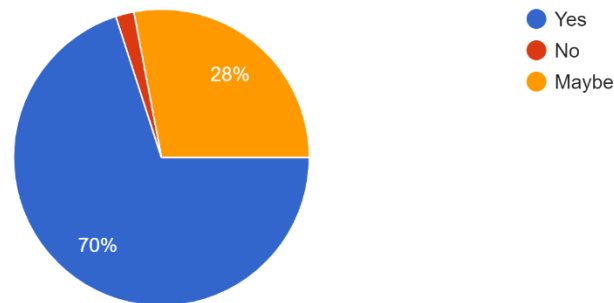


**Factors influencing clothing purchases** reveals that price, quality, style are the primary considerations for consumers. Price, with 46% influence. Remains a dominant factor, indicating that affordability greatly impacts consumer decision-making. Quality follows closely behind at 58% suggesting that consumer prioritize well made clothing items. Style at 48%, shows the importance of the trendiness in clothing choices. Brand reputation at 22%. Finally, sustainability practises at 20% highlight a growing awareness and interest among consumers in environmentally friendly and ethical option.

### **3.1.3 – Awareness of sustainability practices in clothing brands**

Are you aware of sustainability practices in clothing brand?

50 responses



*3.1.3.- Table (aware of sustainability)*

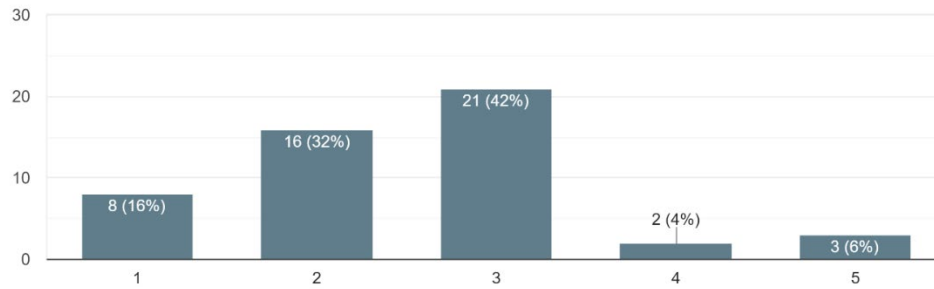
Options	Responses
Maybe	14
No	1
Yes	35

**Awareness of sustainability practices in clothing brands** reveals that a Majority of respondents at 70% are aware of these practises this shows growing consiousness among consumer regarding the ustainability efforts of clothing brands,28% are uncertain or have a “maybe” response indicate lack of clarity regarding sustainability practices in clothing brands.and only 2% are unaware.This indicates that consumers are very consious od sustainability issues,with potential opportunitites for brands to improve communication and opennes about their sustainability initiatives.

### **3.1.4 – Importance of sustainability practices when choosing a clothing brand**

How important are sustainability practices to you when choosing a clothing brand?

50 responses

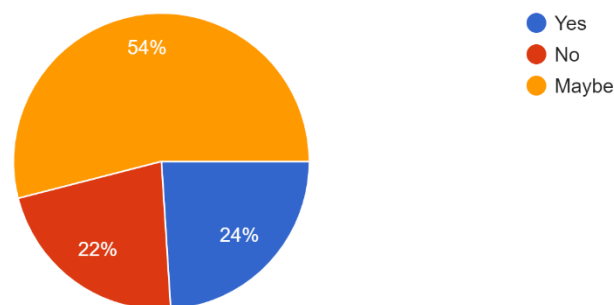


The importance of sustainability practices when choosing a clothing brand reveals that 48% of respondents prioritize sustainability to some extent, with 16% ranking it as "very important" and 32% as "important." 42% of respondents consider sustainability to be "neutral," meaning it is important but not very important. Only a little portion, 4% and 6%, consider sustainability to be "not very important" or "not important at all". While there is notable interest in sustainability among consumers.

### **3.1.5 – Actively seeking clothing brands prioritizing sustainability**

Do you actively seek out clothing brand that prioritize sustainability?

50 responses



#### *3.1.5.- Table (actively prioritizing sustainability)*

Options	Responses
Maybe	27
No	11
Yes	12

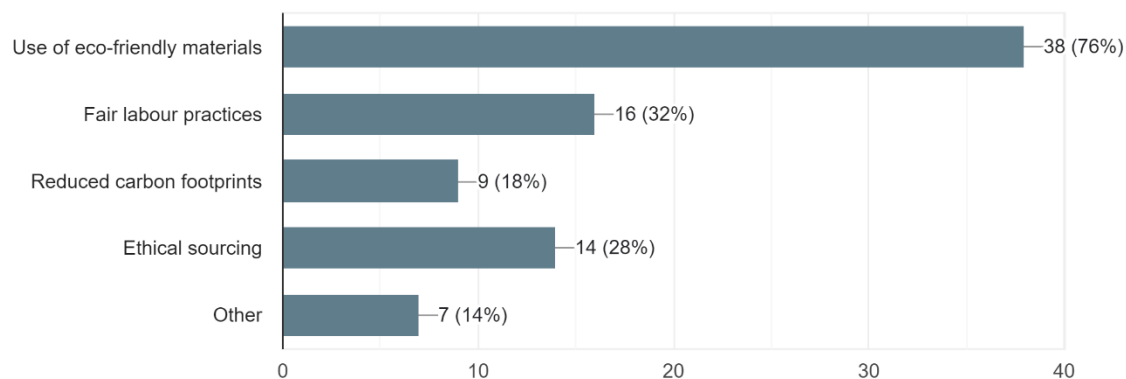
**Actively seeking clothing brands prioritizing sustainability** reveals that 54% are uncertain or express a "maybe" response, while 24% actively seek such brands. Conversely, 22% do not

actively seek out sustainable brands. This shows the diversity of customers' view toward sustainable fashion.

### **3.1.6 – Most important sustainability initiatives in clothing brands**

Which sustainability initiatives do you consider most important in clothing brand? (Select all that applies)

50 responses

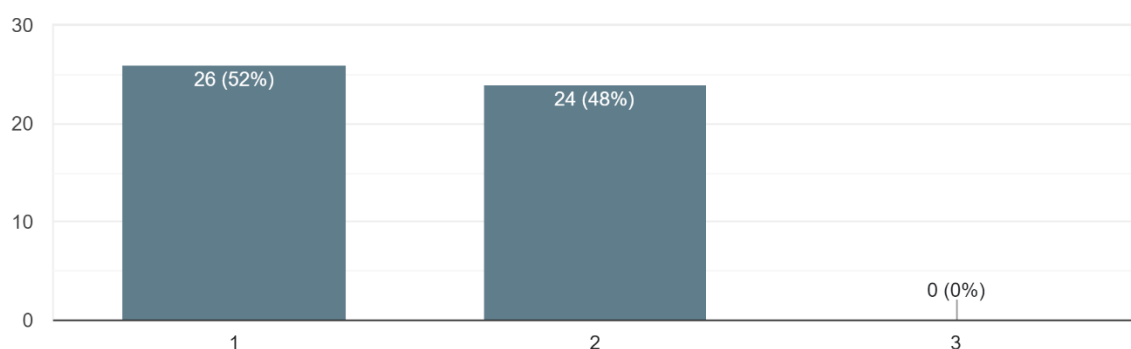


**The importance of sustainability initiatives in clothing brands reveals** 76% of respondents prioritize the use of eco-friendly materials. Fair labour practices at 32% which demonstrates consumers' concern for ethical treatment of workers. Ethical sourcing is considered important by 28% of respondents. Reduced carbon practices and other sustainability initiatives are considered less crucial, with 18% and 14% of respondents, respectively, emphasizing their importance.

### **3.1.7 – Perception of clothing brands promoting sustainable practices**

How do you perceive clothing brand that promote sustainable practices compared to those that do not?

50 responses

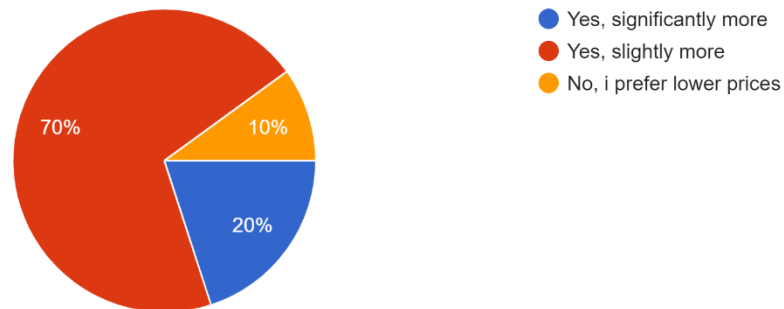


The consumer perception reveals that 52% view clothing brands promoting sustainability practices as more favourable, while 48% hold a neutral perception. Interestingly, no respondent perceive sustainability as least favourable

### **3.1.8 – Willingness to pay premium for sustainable clothing brands**

Would you be willing to pay a premium for clothing from brands with sustainable practices?

50 responses



3.1.8.- Table (Willingness to pay more sustainable clothing)

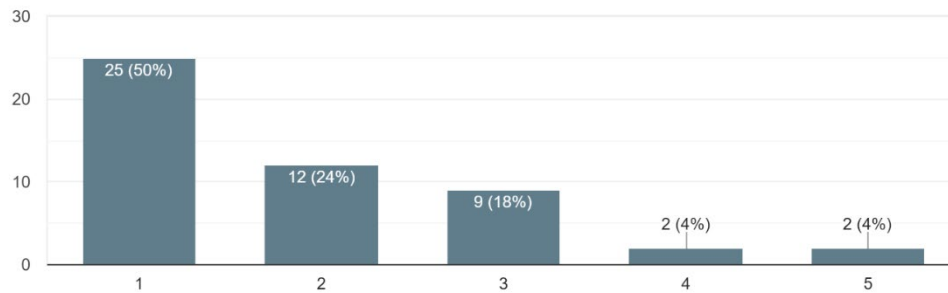
Options	Responses
No, i prefer lower prices	5
Yes, significantly more	10
Yes, slightly more	35

**The willingness to pay a premium for clothing from brands** With sustainability practices show that 70% are willing to pay slightly more for such clothing , while 20% are willing to pay significantly moew,indicating strong support for sustainability. However,10% prefer lower prices and are not willing to pay a premium for sustainable clothing.

### **3.1.9 – Clothing brands obligation to consider social and environmental issues**

regardless of sustainability Do you believe that clothing brands have a responsibility to be environmentally and socially conscious?

50 responses

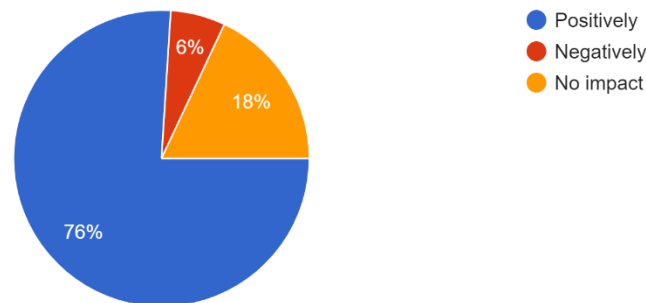


Respondent's , 50% strongly agree that clothing brands have a responsibility to be environtally and socially consious, 24% somewhat agree with this concept. However , only a combines 8% of respondents either somewhat disagrees (4%) or strongly disagree (4%).

### **3.1.10 – Impact of sustainable practices on clothing Quality**

How do you think sustainable practices affect the quality of clothing?

50 responses



#### *3.1.10.- Table (impact of sustainable practices)*

Options	Responses
Negatively	3
No impact	9
Positively	38

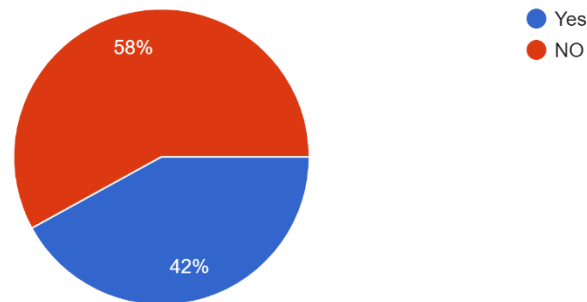
Among respondents, 76% believe sustainable practices positively impact clothing quality. Conversely, only 6% see a negative impact, with 18% seeing no influence on clothing quality.

### **3.1.11 – Boycotting clothing brands due to unsustainable practices**



Have you ever boycotted a clothing brand due to its unsustainable practices?

50 responses



### 3.1.11.- Table (boycotting brands due to unsustainable practices)

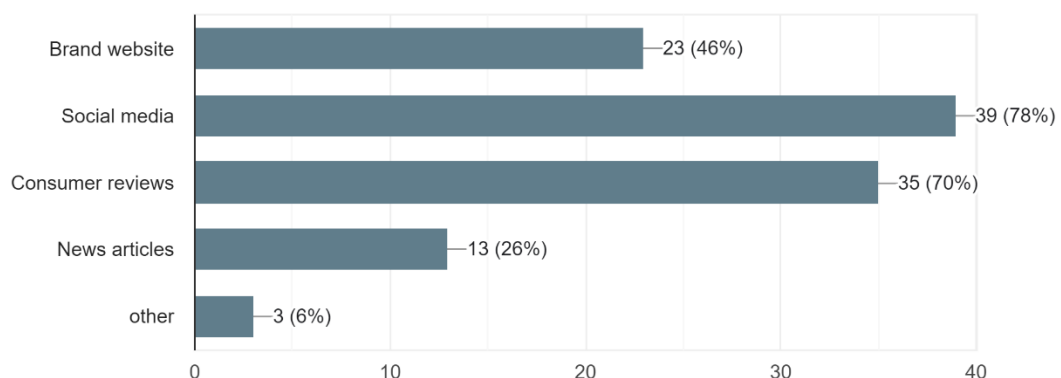
Options	Responses
NO	29
Yes	21

**Boycotting clothing brands due to unsustainable practices**, 42% of respondents have indeed boycotted a brand for this reason. Conversely, 58% of respondents have not boycotted a clothing brand for this reason.

### 3.1.12 – Sources of learning about clothing brand’s sustainability practices

What sources do you consult to learn about a clothing brand's sustainability practices? (Select all that apply)

50 responses



**Sources for learning about clothing brand’s sustainability practices**, the majority of respondents rely heavily on social media (78%) and consumer reviews (70%). Brand websites (46%) also play an important role in providing information, followed by news articles (26%). Only a small percentage (6%) rely on other sources.

**CHAPTER 4:**  
**SUMMARY OF FINDINGS, SUGGESTIONS AND**  
**CONCLUSION**

## **4.1 LIST OF FINDINGS**

1. Graph 3.1.1 shows the demographic details of the respondents which includes age and gender. The female respondents are higher than male respondents and most people who show interest towards sustainability in luxury brands are in the age group of 21-30.
2. Graph 3.1.2 When buying clothes, consumers place a higher value on price, quality, and style. They are also becoming more conscious of sustainability issues, which suggests that they would choose eco-friendly solutions.
3. Graph 3.1.3 Although some customers express doubt, the majority of consumers are aware that clothing manufacturers follow sustainable standards; this suggests that brands should communicate with greater clarity.
4. Graph 3.1.4 Different respondents gave different weights to sustainability when selecting clothing labels, with nearly half of them considering it significant when making brand choices.
5. Graph 3.1.5 Different consumers have different opinions on actively searching out sustainable clothing manufacturers; others are unsure or do not give sustainability any thought while making clothes purchases.
6. Graph 3.1.6 While consumers place more value on apparel firms that use eco-friendly materials and treat their workers ethically, they place less emphasis on decreased carbon practices.

7. Graph 3.1.7 Consumer perception of clothing brands that promote sustainability is largely positive, with no perceived negative impact on sustainability programs.
8. Graph 3.1.8 Some customers still place a higher value on affordability even though many are willing to pay more for eco-friendly apparel.
9. Graph 3.1.9 The value of clothing manufacturers being socially and ecologically conscientious is widely acknowledged by consumers.
10. Graph 3.1.10 The majority of customers think that eco-friendly manufacturing methods improve the quality of apparel.
11. Graph 3.1.11 show that some customers actively boycott apparel companies because of their unsustainable business practices, demonstrating a degree of consumer activism in the fashion sector. But most of the respondents haven't taken any of these steps, indicating that consumer behaviour may not always align with sustainability concerns.
12. Graph 3.1.12 When it comes to apparel brands' sustainability initiatives, consumers mostly rely on social media and user feedback, however company websites also play a big part.

## **4.2 SUGGESTIONS**

- 1) The demographic analysis emphasizes how crucial it is to modify sustainability programs to appeal to younger consumers, especially those between the ages of 21 and 30, who show a greater interest in sustainable luxury goods. In order to effectively communicate their sustainability initiatives, luxury fashion businesses should prioritize marketing campaigns and product offerings that appeal to this demographic. They may do this by utilizing influencer collaborations and social media channels.
- 2) The importance that consumers place on cost, design, and quality highlights the necessity for luxury firms to smoothly incorporate sustainability into their product lines. This means making investments in environmentally friendly production methods and materials while making sure that eco-friendly products are just as high-quality and aesthetically pleasing as conventional luxury goods. By doing this, companies may draw in eco-aware customers without sacrificing their commitment to exclusivity and luxury as fundamental principles.
- 3) The luxury fashion business has to be more accountable and transparent in light of customer knowledge of sustainable standards in apparel manufacturing. Companies should make an effort to give consumers clear, thorough information about their sustainability policies,

including specifics about sourcing, production methods, and environmental effects. Luxury firms may enhance their image and attract consumers that care about social issues by cultivating trust and transparency.

4) The necessity for luxury firms to have a nuanced approach to sustainability is highlighted by the differing values that consumers place on it. Brands should provide a wide choice of sustainable solutions to meet the varying tastes and values of their client base, as opposed to implementing a one-size-fits-all approach. Creating several sustainability projects suited to various market niches, such environmentally friendly capsule collections or product lines with ethical sourcing, could be one way to do this.

5) The favourable impression that sustainability is being promoted by apparel businesses suggests that luxury brands have a chance to take advantage of customer interest in eco-friendly fashion. Through marketing campaigns and brand messaging, luxury fashion firms may effectively draw attention from consumers who are searching for ethical and sustainable luxury solutions, while also differentiating themselves in the market.

6) Luxury firms may find it profitable to invest in sustainability, as seen by the willingness of consumers to spend more for environmentally friendly clothing. By emphasizing environmentally friendly activities and informing consumers about the benefits of eco-friendly products, firms can gain market share from people who care about the environment and justify charging more.

7) The significance of digital engagement for luxury businesses is highlighted by the dependence on social media and customer input to learn about the sustainability activities of garment brands. Brands may increase sales and brand loyalty by actively interacting with customers on social media platforms and answering their questions and comments. This is especially beneficial for environmentally aware shoppers.

8) Luxury brands have the opportunity to improve their sustainability practices and establish themselves as leaders in the rapidly changing sustainable fashion industry by focusing on younger consumers, incorporating sustainability into product offerings, promoting sustainability efforts, fostering transparency and accountability, adopting a nuanced approach to sustainability, and embracing digital engagement.



### 4.3 CONCLUSION

First off, the results show that consumers have varying degrees of awareness. Those in the 21–30 age range, in particular, have a greater interest in sustainable luxury clothing products. This points to a positive trend in the luxury apparel market toward greater sustainability knowledge and consideration.

Initially, the analysis shows that clothing companies have implemented a wide variety of sustainable practices, such as using eco-friendly materials, fair labour standards, and lowering their carbon impact. The aforementioned findings emphasize the complex and diverse aspects of sustainability within the fashion industry, and stress the significance of firms embracing all-encompassing and integrated approaches to sustainability.

Secondly, the examination indicates that sustainability considerations have a major impact on how consumers make decisions. While purchasing apparel, consumers give equal weight to conventional considerations like cost, design, and quality and sustainability. This suggests that consumers are becoming more ethical and environmentally conscientious in their consumption practices. The study's overall findings underscore how customer behaviour and apparel brands' sustainability strategies are linked. In addition to having a good social and environmental impact, brands that are committed to sustainability stand to benefit from an increasing number of environmentally conscious consumers as well as a competitive edge in the market.

The results emphasize the necessity for apparel companies to implement strong sustainability plans that reflect the tastes and values of their target market. Brands have the ability to cultivate enduring relationships with their customers and effect positive change in the industry by comprehending and catering to consumer demand for ethical and sustainable fashion solutions.

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## **ANNEXURE**

This questionnaire is administered as part of the data collection efforts in connection with customer perception towards sustainability in luxury clothing brands. A total of 19 questions were added in the questionnaire hoping to get accurate responses. 50 responses were collected through this questionnaire.

### **QUESTIONNAIRE**

1) Name

2) Gender

- Male
- Female
- Other

3) Age

- Below 20
- 21-30
- 31-40
- 41-50

4) Occupation

- Business
- Homemaker
- Student
- Employed
- Other

5) What factors influence your decision when purchasing clothing?

- -Price
- -Quality
- -Brand reputation
- -Sustainability practices
- -Style/trendiness

6) Are you aware of sustainability practices in clothing brands?

- -Yes
- -No
- -Somewhat

7) How important are sustainability practices to you when choosing a clothing brand?

- -Very important
- -Important

- -Neutral
- -Not very important
- -Not important at all

8)Do you actively seek out clothing brands that prioritize sustainability?

- -Yes
- -No
- -Sometimes

9)Which sustainability initiatives do you consider most important in clothing brands? (Select all that apply)

- -Use of eco-friendly materials
- -Fair labour practices
- -Reduced carbon footprint
- -Ethical sourcing
- -Other (please specify)

10)How do you perceive clothing brands that promote sustainable practices compared to those that do not?

- -More favourable
- -Equally favourable
- -Less favourable

11)Would you be willing to pay a premium for clothing from brands with sustainable practices?

- -Yes, significantly more
- -Yes, slightly more
- -No, I prefer lower prices

12) Regardless of sustainability - Do you believe that clothing brands have a responsibility to be environmentally and socially conscious?

- -Strongly agree
- -Agree
- -Neutral
- -Disagree
- -Strongly disagree

13)How do you think sustainable practices affect the quality of clothing?

- -Positively
- -Negatively
- -No impact

14) Have you ever boycotted a clothing brand due to its unsustainable practices?

- -Yes
- -No

15) What sources do you consult to learn about a clothing brand's sustainability practices?  
(Select all that apply)

- -Brand website
- -Social media
- -Consumer reviews
- -News articles
- -Other (please specify)

16) How do you think clothing brands can improve their sustainability practices?

- -Increase transparency
- -Use more eco-friendly materials
- -Ensure fair labour practices
- -Reduce carbon footprint
- -Other (please specify)

17) Do you think there is enough transparency regarding sustainability practices in the fashion industry?

- -Yes
- -No
- -Unsure

18) What motivates you to support sustainable clothing brands? (Select all that apply)

- -Environmental concerns
- -Social responsibility
- -Personal values
- -Influence of friends/family
- -Fashion trends

19) Would you prefer to shop from clothing brands that offer recycling or upcycling programs for their products?

- -Yes
- -No
- -Unsure

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