

A Study on Consumer Attitude and Purchase Intention Towards Sustainable Luxury Fashion Apparels

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Abstract- There is a structural change happening in the luxury fashion sector as the concept of the sustainable fashion approach has become the staple of consumer requirements and brand-authentication procedures. The research examines the consumer behaviour in relation to the consumer reaction to sustainable luxury fashion products in terms of environmental and ethical attitudes and their size and capacity to evaluate the actual quality of product and responsiveness to price variations. Sustainability is the primary strategic objective which the luxury brands must adopt, yet consumers struggle to embrace the sustainability due to the perceived contradiction between exclusivity and high prices of luxury brands and their requirement of business ethical behavior. The researchers applied quantitative research design in the study to collect primary information in the form of a structured questionnaire that they administered to consumers who were aware of luxury fashion brands. The correlation and regression statistical analysis and descriptive analysis were employed in the research of the relationship between consumer attitude and their purchasing behavior. Individuals who have positive attitudes towards sustainability will make purchases however they will cease purchasing once the prices have reached their limit. The process where consumers build trust in sustainable luxury apparel is through their judgment of the quality of the product and brand credibility that translates to more purchasing intentions. The research contributes to the existing body of study in the area of sustainable luxury by relating sustainability-based attitudes and conventional drivers of luxury consumption. Findings of research indicate that luxury brands need to sell sustainability as value-adding but not an expense-based solution. The study is also valuable to marketers in the luxury fashion industry as it demonstrates how sustainability may develop a lasting brand value through effective brand development.

Keywords: Sustainable Luxury Fashion, Consumer Attitude, Purchase Intention, Ethical Consumption, Green Marketing.

I. INTRODUCTION

The fashion world is currently becoming worse due to its environmental impact, poor working conditions, and propensity to excessive consumerism. Sustainability as a factor of consumer judgement in reaction has become quite high-stakes, even in the longstanding hedonistic and status seeking high-end fashion industry. In contrast to mass-market sustainable clothing, luxury fashion is experiencing a dilemma: people need high-quality products and exclusivity, at the same time, the ethical and environmentally friendly production is required.

High end shoppers are not simple cosmetics purchasers anymore but they are value shoppers who consider the brands by their place on ethical and environmental levels. Many consider sustainable luxury fashion clothes (e.g., those made with environmentally friendly materials, sourced ethically, with transparent supply chains, etc.) to have become a strategic concern. Nevertheless, it is not clear how much sustainability can turn into the reality purchase intention.

The research fills this gap with an analysis of consumer attitudes to sustainable luxury fashion and the effect of the said attitudes on purchase intention. This relationship should be understood by luxury brands, trying to make a balance among sustainability programs, profitability, brand prestige.

II. REVIEW OF LITERATURE

Available literature points out consumer attitude as an important predictor of purchase intention in the case of sustainable apparel consumption. Research about organic and green clothes indicates that consciousness in the environment and ethical issue construct

consumer attitudes in a favorable manner that results in increased purchasing intentions. An actual buying behavior is however usually constrained by price sensitivity and perceived accessibility.

Sustainability in the luxury fashion industry works in another way. The symbolic value, perceived quality and brand heritage have long been traditionally linked to the luxury consumption. Current literature is pointing towards the point that sustainability which is implemented without undermining luxury indicators that include craftsmanship and exclusivity improves brand credibility and consumer trust. On the other hand, sustainability initiatives that are not communicated effectively may be seen as the act of greenwashing.

Regardless of the increased following interest, there is limited empirical literature on sustainable luxury apparel specifically in emerging markets. This work is constructed on the foundation of attitude-intention models but modified to the peculiarities of the consumption of the luxury fashion.

III. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

This is because the conceptual framework of this study proposes that the attitude of the consumer to sustainable luxury fashion depends on environmental concern, ethical perception, perceived quality, and price sensitivity. Such attitudinal elements, in their turn, influence purchase intention.

Hypotheses:

- H1: Environment concern has a positive impact on consumer attitude to sustainable luxury fashion clothing.
- H2: The effect of ethical perception on the purchase intention is a significant positive effect.
- H3: Perceived quality enhances the nature of relationship between attitude and purchase intention.
- H4: The purchase intention towards sustainable luxury clothing has a negative moderating role played by price sensitivity.

IV. RESEARCH METHODOLOGY

The study uses a research design that combines descriptive and analytical methods. The researchers collected primary data through a structured questionnaire which used a five-point Likert scale. The researchers studied consumers who had knowledge of or previous experience with luxury fashion brands. The researchers selected respondents through a structured sampling method to create a sample which included people from various demographic backgrounds. The researchers used statistical tools which included descriptive statistics and correlation analysis and multiple regression analysis to evaluate their hypotheses. The researchers conducted reliability and validity testing to confirm measurement consistency.

V. DATA ANALYSIS AND RESULTS

The analysis showed that consumer attitude toward sustainable luxury fashion apparel established a strong positive link with their purchase intention. The two factors which emerged as main predictors of positive attitude development were environmental concern and ethical perception. The research established that perceived quality functions as a strong factor which affects purchase intention through its connection to luxury-specific attributes. The research found that price sensitivity functions as a barrier which decreases purchase intention because consumers who support sustainability at an abstract level refuse to pay premium prices. The results show that sustainability increases purchase intention when consumers associate it with luxury value.

VI. DISCUSSION AND MANAGERIAL IMPLICATIONS

The research results demonstrate that sustainability does not effectively lead to luxury product purchases. Customers want sustainability to exist alongside traditional luxury features not as a substitute for those elements. Luxury brands have to present sustainability as a sign of exceptional product value which demonstrates their commitment to innovative sustainable products and their creation of enduring sustainable value.

The managers should spend money on open sustainability programs while they want to show their dedication to sustainable practices through their sustainable product development and responsible

manufacturing processes. The combination of price management and controlled brand narratives will help reduce customer price resistance while building stronger customer trust.

VII. CONCLUSION AND FUTURE RESEARCH DIRECTIONS

The study shows that consumer attitude functions as a major factor which determines whether people will buy sustainable luxury fashion items. The research shows that consumers value sustainability programs which luxury brands provide, yet their purchasing behavior relies more on their evaluation of product quality and brand trustworthiness. Sustainability functions as a value-adding quality which people use to assess their luxury spending limits.

The research results show that price sensitivity acts as a barrier which prevents customers from buying sustainable luxury products. People who hold positive views about sustainability will judge products according to their perceived value and their unique qualities and their expected future advantages. Luxury fashion brands need to develop their sustainability programs into essential elements of their brand value system because their products depend on traditional craftsmanship and their visual appeal and their historical brand identity.

The study contributes valuable information yet its research findings become restricted through the small size of its sample and its focus on particular geographic areas. The research needs to include cross-cultural studies and extended research which tracks changing consumer attitudes and behavioral data which will help scientists understand the reasons behind attitude differences in sustainable luxury fashion buying behavior.

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