



# **How a green brand image can affects people's purchasing behaviour in luxury fashion industry ?**

**Exploring the psychological and behavioral impacts of brand perception on consumer decision-making**

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Bachelor's thesis

April 2025

International Business

Business Administration

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**How green brand image can affects people's buying behaviour in luxury fashion industry ?**

Jyväskylä: JAMK University of Applied Sciences, April 2025, 45 pages

Business, Business Administration. Bachelor's thesis.

Permission for web publication: Yes

Language of publication: English

### **Abstract**

Sustainability has become a major influence on customer behavior in the luxury fashion industry. The goal of this study is to examine how a green brand image affects purchasing behavior, focusing particularly on brand-related factors such as awareness, associations, loyalty, perceived quality, and credibility. The research aimed to determine whether these brand features impact brand equity and purchase intentions, and to what extent brand equity plays a mediating role. I chose a quantitative method, using an online survey completed by 103 participants. Following a deductive approach, data were collected with a single questionnaire method and analyzed through the SPSS software. The findings showed that none of the brand credibility factors directly influenced purchase intention ( $p > 0.1$ ). However, perceived quality had a notable positive effect on brand equity, even though the overall regression models were not statistically significant. Moreover, the mediating effect of brand equity on consumers' purchase decisions appeared rather limited. Based on these findings, it seems that in the sustainable luxury fashion sector, buyers might care more about perceived product quality rather than just relying on how strong or recognizable a brand's image is. The study highlights the importance for luxury brands to take care on delivering high-quality sustainable products, rather than relying purely on building brand recognition.

### **Keywords/tags (subjects)**

Green Branding, Luxury Fashion, Consumer Behavior, Brand Equity, Survey Questionnaire

### **Miscellaneous (Confidential information)**

Respondents' answers are confidential and remain anonymous.

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# 1 Introduction

Luxury fashion brands are trying out new strategies to strengthen their market presence. Rather than just focusing on profits, these brands often aim to create deeper connections with their customers. Instead of simply offering expensive exclusivity, many luxury companies have started incorporating sustainable or "green" initiatives into their products. This approach is increasingly attractive to today's environmentally-conscious consumers, who value sustainability alongside luxury. A study from Linearity states that 59% of consumers generally prefer products that can be associated with trusted brands. Here, familiarity is coupled with a positive image to make a solid impact on buying decisions.

This study explores how luxury brands that project a "green" or environmentally friendly image position themselves and how this influences consumer perception within the high-end fashion sector. We will look at the ways in which a strong eco-conscious image shapes consumer attitudes and purchasing decisions,

especially in a luxury context where factors like quality and social status are often primary motivators for purchases.

It's interesting because most brands manage to create eco-friendly profiles that appeal to consumer value but may have unintended buys, spontaneous purchases based on brand names and not even real consumer need. Buying is a state policy mostly governed by emotions, linked to brands; hence it should pin down the extent to which green brand images actually pull consumer choices. This study aims at an in-depth analysis of such a connection existing between sustainable brand positioning and consumer perception and buying behaviour related to luxury fashion, along with discussing one relatively less-talked-about effect: how green branding can eventually lead to unplanned or impulsive buying.

Amazingly, many brands create such green images to suit consumer values, though it may sometimes result in spontaneous or unintended buying-the purchases which occur due to the brand's perception rather than having one actual need. That is a purchasing decision made emotionally and mostly linked to brands; the extent to which green brand images can affect consumer choices will actually be defined.

Deep analysis on this connection between sustainable brand positioning and consumer perception and buying behaviour towards luxury fashion will also be complimented by one of those less spoken-of impact-that of ultimately leading to unplanned or impulse buying by greening one's brand.

## **1.1 Background, motivation, and purpose**

My inspiration comes from my personal interest in ecology and my professional goals. I have to develop my knowledge in this area to be able to potentially use it in my professional life or in business. I accept this research question is achievable because of my interest in the topic and academic skills in research methods. The internet can also provide support to enhance my knowledge.

## **1.2 Research objectives, questions and approach**

The purpose of this study is to explore how brands position themselves in their market segments, the impact of brand image on consumer buying behavior, as well as the factors contributing to unwanted purchases and their relationship to brand perception, through the following questions:

RQ1: What brand and product features impact brand equity and intention to purchase green luxury fashion brands ?

RO1: To find out what brand and product features impact brand equity and intention to purchase green luxury fashion brands based on literature review of relevant publications.

RQ2: What is the impact of the brand and product features on brand equity and intention to purchase green luxury fashion brands ?

RO2: To find out what is the impact of the brand and product features on brand equity and intention to purchase green luxury fashion brands based on quantitative questionnaire among French generation Z.

RQ3: Is there a mediating effect of brand equity on intention to purchase green luxury fashion brands ?

RO3: To find out is there a mediating effect of brand equity on intention to purchase green luxury fashion brands based on quantitative questionnaire among French generation Z.

The hypothesis is : A green brand image positively influences consumer purchasing behavior in the luxury fashion industry, with brand credibility and perceived quality acting as mediators.

This research will adopt a primarily quantitative approach. Data will be collected using surveys and questionnaires to quantify the relationship between brand perception and consumer behavior and analyzed through SPSS. Additionally, secondary data analysis will be carried out to gather insights from existing research and industry reports. The use of online resources and databases will enrich the depth and breadth of research findings.

### **1.3 Thesis structure**

This thesis's main goal is to identify the effect of brand image on people's purchasing behaviour. Its particular objectives is:

In chapter 1 there is introduction, in chapter 2 there is literature review, in chapter 3 there is research methods and implementation, in chapter 4 there is research results, in chapter 5 there is discussion and in chapter 6 there are conclusions.

## **2 Literature review**

### **2.1 Positioning brands in the luxury industry with eco-friendly image to reinforce accurate brand image and maximize profits**

Precisely, effective positioning of a 'green' or sustainable luxury brand helps one acquire the highest level of profitability with an attractive consumer audience. It could be attained via differentiation by competition

promoting what makes a particular brand uniquely caring about sustainability and being eco-friendly with respect to the luxurious way of living it is selling. As it was said, "In the fashion industry, it is often the case that a brand's prosperity is strictly linked with its personality and the emotional connections that consumers develop with it" (Kim & Hall, 2015). Luxury brands create image of themselves as green and eco-sensitive to be attractive for customers who take care of the environment and in turn they get substantial market share. Brand marketing will also play a very important role in the location of green luxury brands at positions of maximum profitability. An effective marketing strategy will thus help these brands communicate their sustainable initiatives, build awareness and reputation, and shape consumer perception. While making targeted marketing campaigns towards eco-friendly means of manufacture will, for example, get these luxury brands in better exposure for the market. This is supposed to raise demands for the luxury commodities sold to them, ensuring increased sales to the advantage of the manufacturers in question. Their brand image has also gained significantly.

## **2.2 Examine how people perceive a brand as a function of its image**

The logo of a green brand in the luxury industry can signal social status and, at the same time, environmental consciousness—an expression of desire from a consumer to support sustainable means. Besides, the storytelling of brands is decisive regarding how consumers think about green luxury brands. Numerous top luxury fashion brands leverage storytelling to emphasize their dedication to sustainability, heritage, and craftsmanship, fostering emotional bonds with consumers. Moreover, brand ambassadors and celebrities play a crucial role in shaping brand perception. Collaborating with prominent individuals who embody both luxury and environmental values can significantly impact how consumers perceive the brand. According to a study (Banerjee, 2019), brands that combined eco-friendly initiatives with celebrity collaborations saw their sales rise by around 20% over the previous year.

This shows how powerful sustainable branding can be in driving success within the luxury sector. By carefully managing visual identity, storytelling, and celebrity partnerships that reflect green values, luxury brands can better connect with their audience and strengthen their position in the market.

### **2.2.1 Impact of brand image differentiation on buying behavior**

Green brand image differentiation in the luxury fashion industry can be undertaken through many ways in which consumers can perform the following: for some, the appeal of luxury coupled with higher prices attracts certain consumers to brands because of their efforts towards becoming "greener"; it is the appeal of luxury combined with a sense of environmental responsibility that motivates these consumers. It might also imply that a luxury brand's green image could shape perceptions about the quality and value of its

products. As such, consumers would consider sustainable luxury brands as exceptionally crafted, ethically produced, and of high quality-especially if those firms emphasize environmental endeavors. The increase in confidence will likely see more consumers willing to pay for more sustainable products that match their eco-values.

Corporate Social Responsibility (CSR) initiatives also tend to shape consumption behavior. Consumers become more sensitive to the ethics and sustainability approach by brands. Many consumers are likely to be attracted to luxury brands that focus on sustainability. When a green luxury brand actively highlights its environmental and social efforts, it can earn strong loyalty from customers who appreciate and support such values.

### **2.2.2 Influence of Green Brand Image on Impulse Buying Behavior**

It is worth examining how the green image of a luxury brand can encourage consumers to make spontaneous purchases, often shaped by the views of those around them. According to a study by AYTM in 2023, brand recognition plays a key role for 27% of people when buying shoes. This indicates that the reputation of a green luxury brand can significantly impact buying choices, even if sustainability is not the main reason for the purchase.

Additionally, social pressure and the wish to be seen as eco-friendly can lead consumers to make unplanned purchases. The partnership with influential individuals that support greening enhances this effect, as the consumer has a sense of social obligation to uphold the principles of those they admire. Social influences will also contribute to unplanned purchases, simply in order to belong or be accepted.

When linked to environmental values, branding can often trigger impulse buying, especially when consumers feel pressure from others or want to present themselves as eco-conscious.

## **2.3 Concepts from research framework**

### **2.3.1 Brand awareness**

In this context, clearly understanding what brand awareness means, especially how it might differ within the luxury fashion industry, can help clarify consumer behaviors and their emotional ties to brands. Several factors shape brand awareness, such as brand credibility, emotional appeal, and the use of creative marketing approaches. Brand credibility and Coolness With the increase in brand credibility it increases the brand awareness built further into quality perception, which will act as a mediator for brand loyalty. It also

makes it indispensable to address "brand coolness" for the influence it exerts on consumer perception and interaction (Sehnem et al., 2024)). Emotive Affection with the Brand Experience Building emotional bridges towards luxury brands and satisfying avid consumers strengthens their passion and an attitude of loyalty toward the brand (Tarnanidis, 2024) Narrative Branding and Community Building It is true that narrative branding is storytelling in its last expression; hence it is used for image and consumer shaping in terms of brand perception. To create a 'brand society' is to build a closed-off community around consumers and further nurture it with brand awareness and loyalty (Rachbini et al., 2023). Conversely, while this holds true for brand awareness, there are those who argue that too much emphasis on exclusivity would deprive the luxury brands of a segment of its potential customers, thereby restricting the market scope and potential growth avenues.

### **2.3.2 Brand Associations**

Associations with brands in the luxury fashion industry are very complex since they cover quality, exclusivity, and emotional connections. All these variables impact consumer perceptions, especially with respect to brand loyalty, in a fast-changing market spearheaded by digital engagement and sustainability. Key Aspects of Brand Associations Quality-Prestige: High quality and a better image is what luxury brands have therefore making them important to maintain brand equity (Mishra et al., 2023). Emotional Attachment: It has been shown that emotional connection between consumers and brands is an important factor to increase loyalty, and that corporate associations and customer involvement seem to have particular significance (Herjanto et al., 2024). Digital Transformation: Including the digital technologies such as AR and AI, has to change the way luxury brands reach their consumers and have been focusing on the experience more than product acquiring (Ocak, 2024). Cultural and Artistic Associations: Collaboration with contemporary art and design enhances both brand image and cultural significance as it allows brands to communicate sophistication and exclusivity to the public (Grassi et al., 2018). Luxury brands enjoy being exclusive, but the democratization of luxury brought about by digital platforms encourages dilution of such items, which calls into question conventional notions of luxury.

### **2.3.3 Brand Loyalty**

Brand loyalty in luxury fashion depends on several different factors, such as brand experience, consumer attitudes, and interactions on digital platforms. Positive experiences with a brand are especially important for building loyalty since consumers often link luxury brands with personal success and social recognition (Fanandaru et al., 2023). Another factor that influences loyalty is the idea of "brand coolness," where smaller or niche luxury brands seem more unique or attractive, particularly for consumers who like to show off their status through purchases (Loureiro et al., 2024). Online engagement on platforms such as

Instagram also strengthens consumers' feelings of authenticity and emotional connection, both essential for building lasting loyalty (Lin & Ku, 2023). On the other hand, the rising popularity of fast fashion and changing consumer values are starting to challenge traditional loyalty in luxury fashion. Younger consumers now tend to focus more on sustainability and ethical standards, potentially making prestige and exclusivity less important when choosing brands.

#### **2.3.4 Brand Quality**

Brand quality in the luxury fashion industry involves a combination of exclusivity, superior craftsmanship, and the ability to establish strong emotional connections with consumers. Historically, luxury brands like Chanel and Louis Vuitton have maintained their prestigious status by ensuring limited availability and high price points, which reinforce their exclusivity (Meng et al., 2024). Equally important is the use of high-quality materials and meticulous craftsmanship, as these elements significantly shape consumer perceptions of luxury (Pandey, 2022). Emotional connections also play a crucial role, with successful brands leveraging storytelling and heritage to foster loyalty and deepen relationships with their customers (Tarnanidis et al., 2024). As the market evolves, luxury brands are adapting to meet changing consumer expectations while preserving their exclusive image. Digital technologies, such as augmented reality (AR) and virtual reality (VR), are increasingly being utilized to enhance customer experiences, including virtual try-ons (Ocak, 2024). Additionally, modern consumers prioritize ethical practices and inclusivity, prompting luxury brands to embrace sustainability and develop diverse marketing strategies (Ocak, 2024). While exclusivity and craftsmanship remain central to the luxury fashion industry, there is now a growing need for brands to integrate these traditional attributes with contemporary values such as sustainability and digital engagement. This shift reflects broader cultural changes in how consumers define and value luxury today.

#### **2.3.5 Brand Credibility**

Brand credibility is a critical factor in the luxury fashion industry, significantly shaping consumer perceptions and behaviors. It helps strengthen brand awareness, improve perceived quality, and build loyalty; all essential for staying competitive in the market. High brand credibility is linked to increased perceptions of brand coolness, which acts as a mediator between credibility and key brand equity dimensions such as awareness and loyalty (Rodrigues et al., 2024). In luxury markets, particularly in categories like handbags, brand credibility has a direct impact on purchase intentions, emphasizing its importance in effective marketing strategies (Chen et al., 2022). Building a strong brand society further reinforces credibility by fostering a sense of community and exclusivity, which enhances both brand image and consumer loyalty (Rachbini et al., 2023). Narrative branding also plays a key role, as storytelling helps create emotional connections that

deepen consumer trust and positively influence purchase behavior (Rachbini et al., 2023). Despite its advantages, maintaining brand credibility comes with challenges. Luxury brands must carefully balance exclusivity with the need to adapt to evolving consumer expectations and market trends. A damaged reputation can severely undermine brand equity and consumer trust, making it essential for brands to combine credibility with innovation and responsiveness to changing demands (Pandey, 2022). Balancing these elements is crucial for sustaining long-term success in the competitive luxury fashion industry.

## 2.4 Identified Research Gap

### Research Gap, Methods, and Key Concepts

Several studies have identified important gaps in the research surrounding green branding and consumer behavior, which helped shape the direction of this study. For example, Tang (2023) points out that there is limited focus on immediate strategies to address greenwashing and a lack of attention to short-term solutions. This highlights the need for deeper exploration of authentic green branding practices. Similarly, Majeed et al. (2022) emphasizes the absence of tailored approaches for specific industries, products, or sectors in green marketing strategies. Rolling and Sadachar (2017) further note a lack of detailed understanding of how millennials' preferences for sustainable luxury brands are influenced by perceived product quality compared to brand awareness. These gaps demonstrate a need for more focused research on these areas.

The methodologies used in these studies provide a strong foundation for examining green branding further. Tang (2023) applied a Harman single-factor test and variance inflation factor (VIF) analysis to ensure data reliability and better understand greenwashing perceptions. Majeed et al. (2022) used structural equation modeling (SEM) to analyze how consumer beliefs and brand image influence purchasing behavior. Meanwhile, Rolling and Sadachar (2017) relied on online surveys with hypothetical scenarios to explore how consumers perceive sustainable luxury brands.

Key insights from these studies align closely with the themes explored in this research. Tang (2023) highlights the potential of green brand images to reduce skepticism and build consumer trust, supporting the central idea of credibility in green branding. Majeed et al. (2022) underlines the importance of authenticity in sustainability messaging, linking it to positive consumer attitudes and effective green marketing strategies. Finally, (Rolling & Sadachar, 2017) emphasize the role of millennials, showing how their preferences for sustainable luxury products combine environmental consciousness with a desire for modern,

high-quality items. Together, these studies offer valuable perspectives for understanding how green branding interacts with consumer expectations and behaviors in the luxury fashion market.

### **Description of my Research Conducted**

My research is centered on exploring the influence that a green brand image has on purchasing behavior in the luxury fashion industry. A central point of this study is focusing on the area of how perceived quality and green branding really shape the relationship consumers have with trust and the intentions to buy, particularly while trying to sketch out an explanation on how to handle skepticism towards sustainability claims. To this end, the approach that I employed was through the quantitative method by running a structured survey on respondents who have been highly familiarized with luxury fashion brands. This study explored how green branding strategies serve as perceived quality indicators and thus influence consumer purchasing behavior. Along such lines, major facets such as emotional ties, brand awareness, and the demographics of consumers like the millennial generation will be included for a more in-depth overview of these consumer preferences. In contrast to some earlier studies that placed brand awareness at the very top as an important driver, the finding of my study is that perceived quality has greater influence in decision making concerning purchases in the green luxury arena. My research has also added to the usually ignored aspect in the literature about the moderating effect of skepticism on the effectiveness of the green branding strategy. In addressing this issue, credibility and trust must be created in terms of green marketing. Ultimately, I compared my findings with different earlier studies, that is Tang (2023), Majeed et al. (2022), and Rolling & Sadachar (2017). This, while findings reaffirm the value of authenticity and emotional ties in green branding, they add that perceived quality now plays a central role in upholding that skepticism and forging throw purchase intentions. This research gives practical advice for luxury brands that want to make their green branding more effective.

Although many studies talk about how important it is for luxury brands to create a strong image and increase profits, not much has been said about how a green image affects impulse buying, especially when people are influenced by others. There is still little understanding of how eco-friendly brand images push consumers to make quick decisions, often just to fit in or avoid being left out. Learning more about this really matters because it shows how brand perceptions, whether about sustainability or not, can shape the way people shop. To explore this, we focused on how consumers see green luxury brands and how these views guide their choices. To get clearer answers, we used surveys and statistical analysis.

Additionally, this study will investigate how celebrities and social media platforms shape consumer buying habits within this context. Addressing this particular gap in the research will offer valuable insights into the

ways a luxury brand's eco-friendly reputation can drive consumer decisions, influencing both intentional and spontaneous purchases.

## 2.5 Theoretical Framework

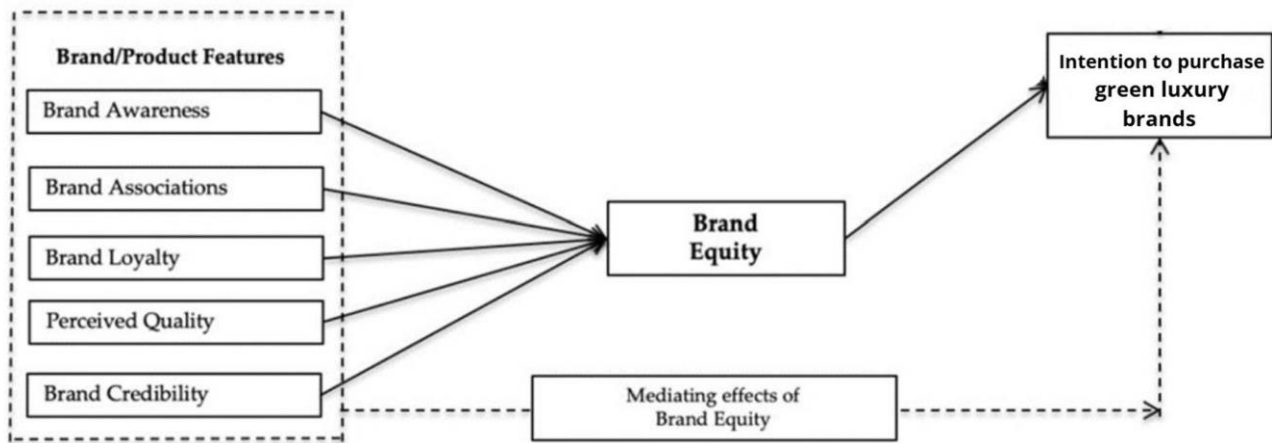


Figure 1 Research Framework adopted from (Lili et al., 2022)

I decided to adopt social identity theory for my research because it is relevant in understanding how a green brand image can influence people's purchasing behavior. According to this theory, individuals have a natural tendency toward connecting themselves with brands based on their self-concept of social identity, which consequently fosters in them a sense of belonging to a particular group. Its essence is that through their selection of brands, consumers seek to reflect and improve their self-image along with their group identity and, in consequence, are likely to make purchases consistent with perceived social affiliations. This theoretical framework is suitable for my study as it provides insight into the motivations that drive consumer behavior in response to green brand images, particularly in the context of social identification and group dynamics.

### 3 Research methods and implementation

#### 3.1 Research context

This study adopts realism as its research philosophy, offering a balanced perspective that combines subjective interpretations with the evaluation of objective realities.

This will study how perceived image and attitude towards a brand being environmentally friendly influence the buying behavior of a person. These contexts have involved various elements, such as psychological, sociological, and marketing elements, affecting people's perception about brands and eventually their buying behavior. The Green brand image brings about influence in the choices of consumers and provides insight useful for marketing strategies and deepens the understanding of certain aspects of consumer purchasing behavior.

#### 3.2 Research design

I used the “onion” research design proposed by Saunders et al. (2009, p.108).

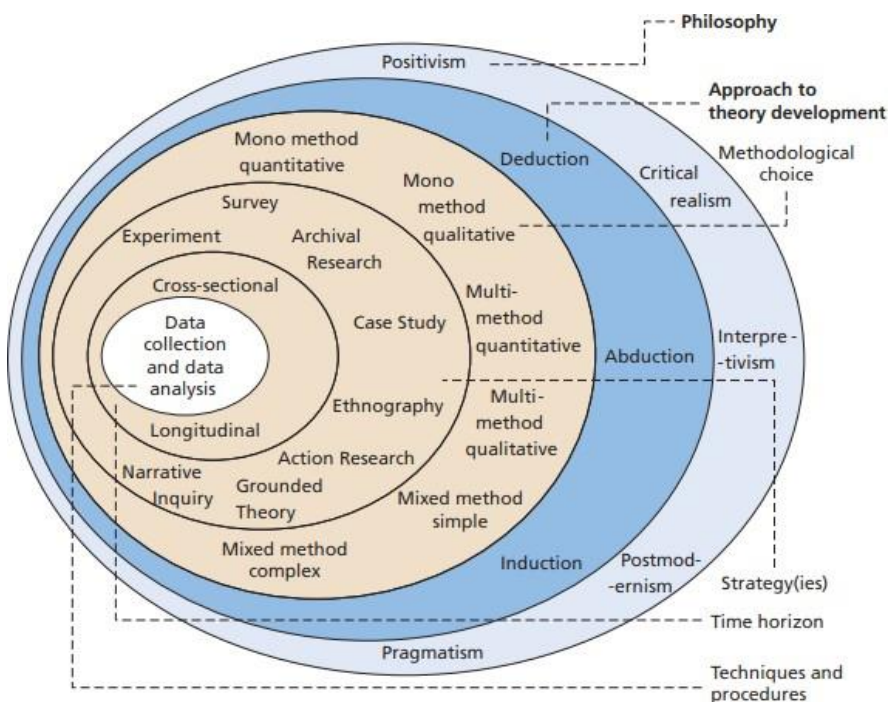


Figure 2 Research Onion by (Saunders, 2009)

### **3.2.1 Research purpose**

This research purpose is explanatory. The paper try to explain the consequence of the green brand image on the purchase behavior of individuals. The explanatory technique has tried to gain insight into the various dimensions that exist in the relationship between the subjects, identification of variables, and motivational factors that result in purchase behavior, while the descriptive method has attempted to establish causality that may exist between green brand image and purchasing behavior. The study, therefore, integrates both approaches in the pursuit not only of a thorough comprehension but also of a clear explanation of how green brand image affects purchasing behavior.

### **3.2.2 Research philosophy**

Realism is a good choice for this study as it examines the tangible impact of a green brand image on consumer purchasing decision while acknowledging the role of individual perceptions. It would, in fact, bring in representations about the actual effects that green brand image has on purchasing behavior and determine how the interpretations made by individuals match with the larger-scale observable patterns and effects within consumer behavior. Realism puts forth both subjective experiences and the existence of an external reality; therefore, it can be applied in examining the concrete role of green brand image in purchasing decisions.

### **3.2.3 Research approach**

The deductive approach is suitable because this study seeks to test general principles about the relationship between brand image and purchasing behavior based on specific hypotheses and data collected from respondents. This approach allows for the examination of established theories regarding brand image and consumer behavior, using collected data to confirm or refute these theoretical expectations.

### **3.2.4 Research strategy/method/s**

A questionnaire allows for a systematic collection of data from a sample of people, giving knowledge into their discernments and behaviors with respect to branding and acquiring decisions. Also the secondary data can help to have more information about others studies.

### **3.2.5 Methodological choice**

A mono-method approach offers a more in-depth understanding of the relationship between brand image and purchasing behavior.

### 3.2.6 Time horizon

A cross-sectional approach allows data to be collected at a single point in time, providing understanding into how branding impacts respondents' purchasing behavior over a specific period.

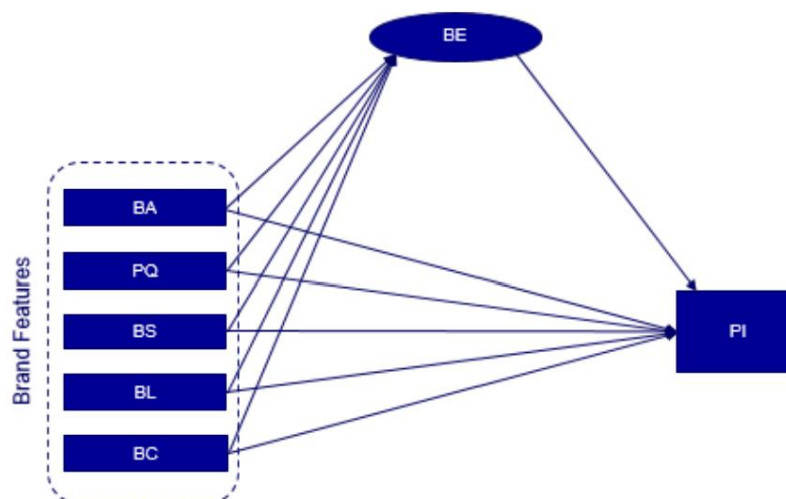
## 3.3 Data collection

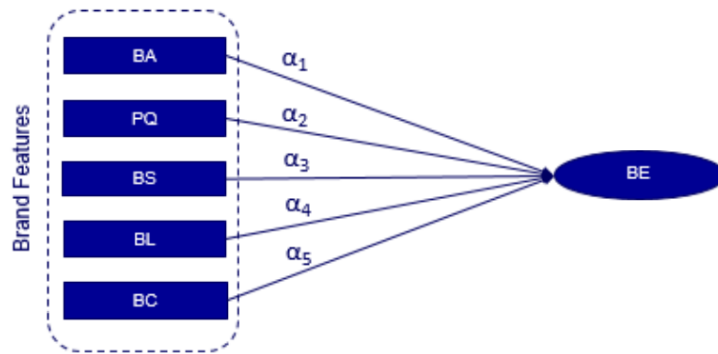
The study involves gathering numerical data through structured surveys, complemented by an in-depth review of secondary information from both quantitative and qualitative sources. This method enables a thorough analysis of how a green luxury brand image influences consumer purchasing behavior by utilizing diverse and reliable information sources.

## 3.4 Data analysis

### 3.4.1 Quantitative data analysis

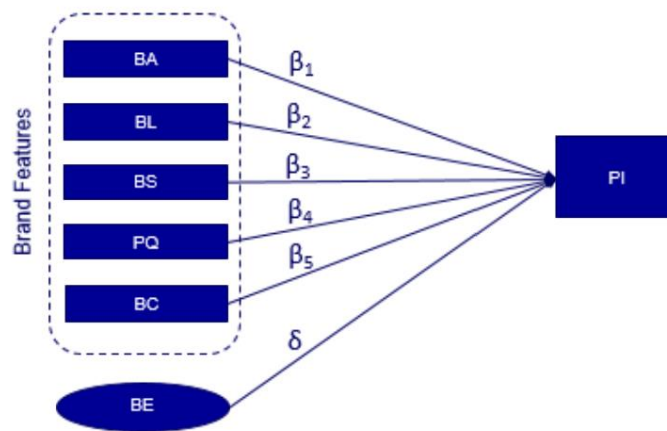
Adapted research framework



**Regression model 1: Effects on mediator**

$$BE_i = \alpha_0 + \alpha_1 BA_i + \alpha_2 PQ_i + \alpha_3 BS_i + \alpha_4 BL_i + \alpha_5 BC_i + \varepsilon_i$$

### Regression model 2: Direct effects



$$PI_i = \beta_0 + \beta_1 BA_i + \beta_2 BL_i + \beta_3 BS_i + \beta_4 PQ_i + \beta_5 BC_i + \delta BE_i + \epsilon_i$$

Direct effect of j-th Brand Feature on Purchase Intention:  $\beta_j$

Indirect effect of j-th Brand Feature on Purchase Intention:  $\alpha_j \delta$

Total effect of j-th Brand Feature on Purchase Intention:  $\beta_j + \alpha_j \delta$

In this research, quantitative data analysis will be done through a structured questionnaire in which responses were elicited on a wide point of view—that is, strongly disagree to strongly agree—regarding their awareness, perceptions, and buying behavior related to luxury fashion brands with a green image. Further, the data will be analyzed in SPSS to determine the pattern, such as correlation between brand image and purchasing decisions, that best describes how environmental sustainability influences consumer loyalty and preference within the luxury fashion industry.

### 3.5 Ethical considerations

Participant privacy should be protected in this research. All responses will be collected on an anonymous basis and confidentially. In this research, all the responses are gathered namelessly and kept secretly because privacy protection plays a major role in this research. The participants were informed about the purpose of the research and made aware that their participation was voluntary and that no personal information would be shared.

## 4 Research Results

In this section, the results of the regression and correlation analysis between variables are presented in relation to the formulated hypotheses. Each hypothesis is tested to verify if green brand attributes influence purchase intention (PI) directly or through brand equity (BE).

### Descriptive Statistics :

The descriptive statistics show the minimum, maximum, mean, and standard deviation values for each variable.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BE	93	2,2	5,0	4,077	,6036
BA	93	1,8	4,0	2,839	,5527
PQ	93	2,8	5,0	4,310	,5730
BS	93	2,4	5,0	3,243	,4480
BL	93	2,2	4,8	3,660	,5586
BC	93	1,4	5,0	2,974	,6706
Valid N (listwise)	93				

Table 1 Descriptive statistics

### Regression Model for Brand Equity (BE) :

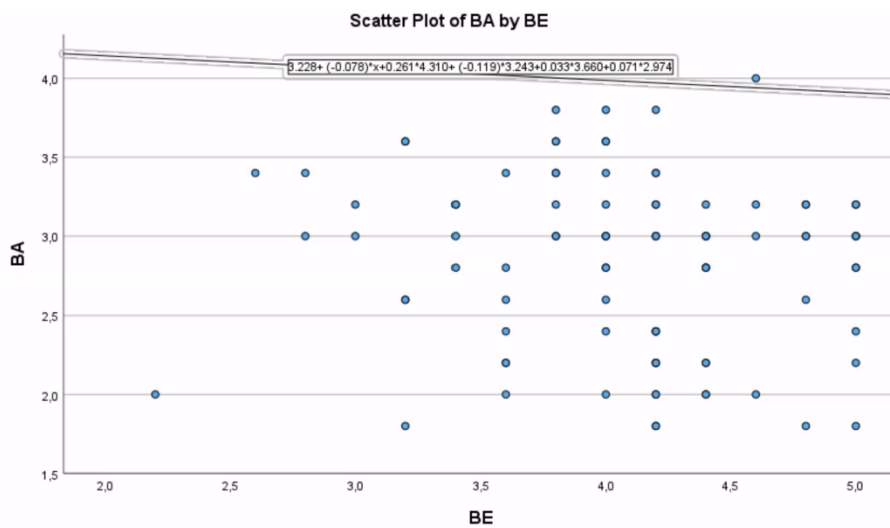
Coefficients for BE,

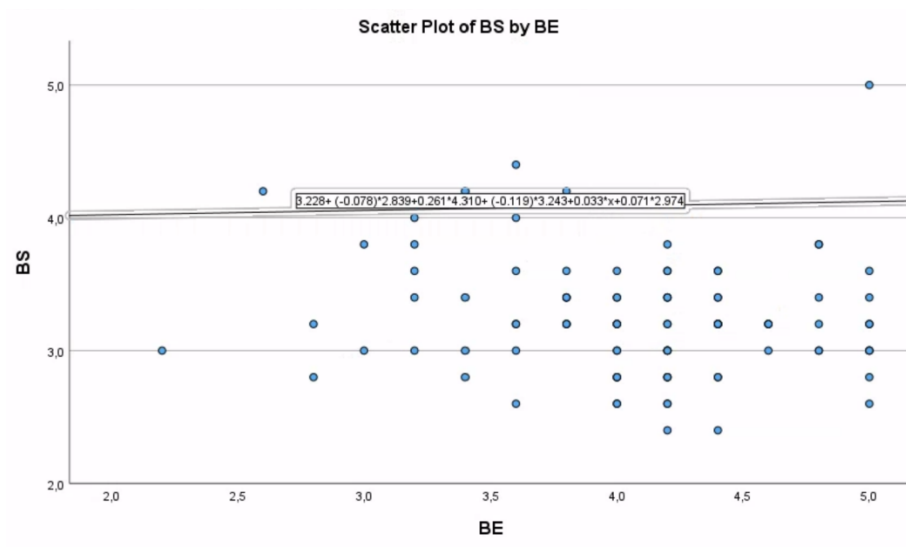
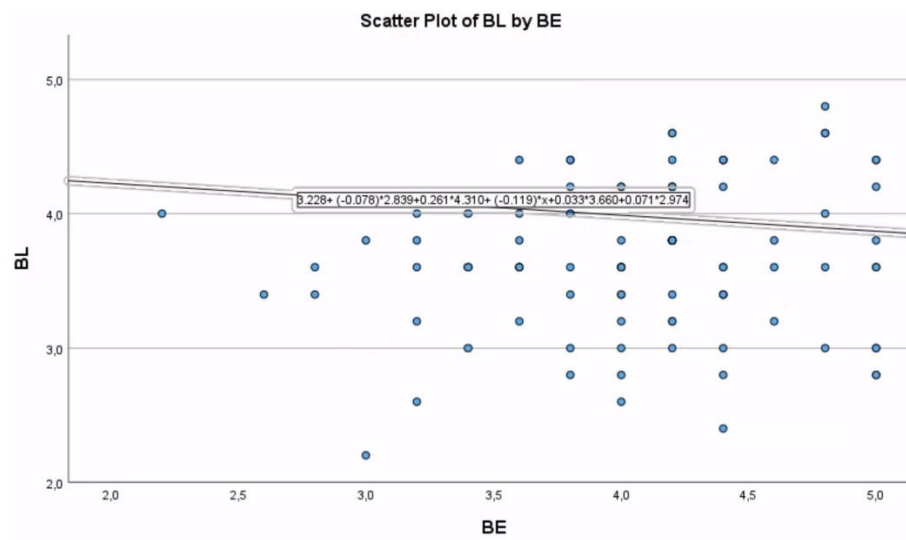
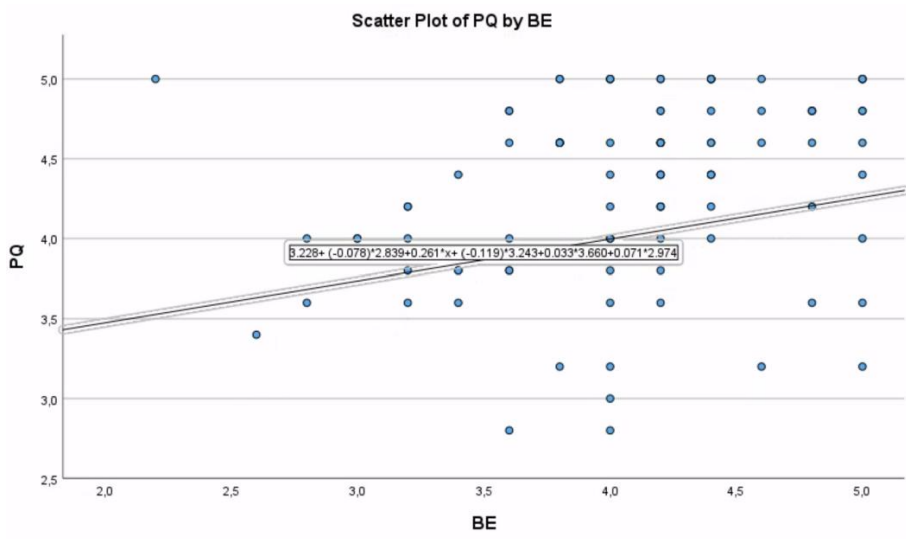
**Coefficients<sup>a</sup>**

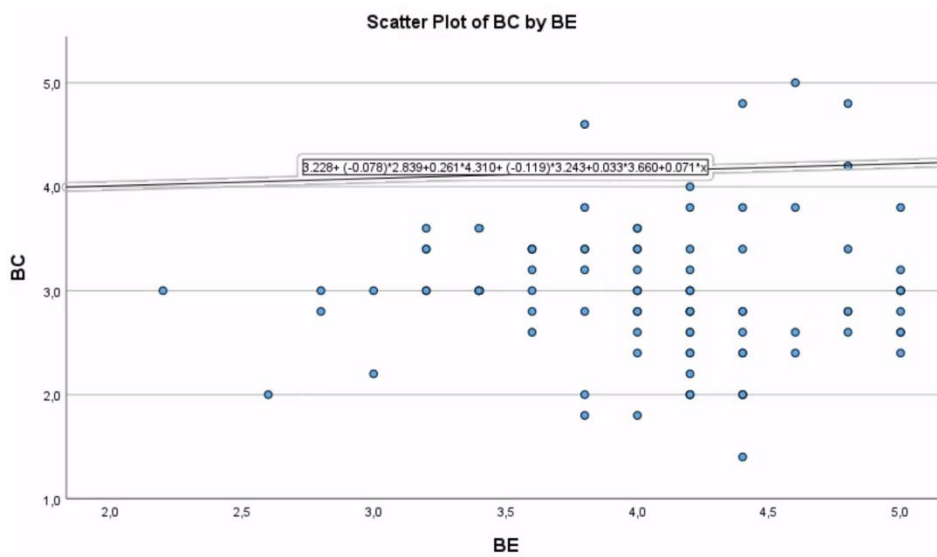
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,228	,787		4,101	<,001
	BA	-,078	,121	-,071	-,645	,521
	PQ	,261	,117	,247	2,230	,028
	BL	,033	,125	,031	,267	,790
	BS	-,119	,147	-,089	-,811	,419
	BC	,071	,105	,079	,682	,497

a. Dependent Variable: BE

A multiple regression model was used to assess the influence of brand attributes (BA, PQ, BS, BL, BC) on brand equity (BE).







- **Model Summary:**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	BC, PQ, BS, BA, BL <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,305 <sup>a</sup>	,093	,041	,5912

a. Predictors: (Constant), BC, PQ, BS, BA, BL

$R = 0.305$ , indicating a moderate correlation.

$R^2 = 0.093$ , suggesting that 9.3% of the variance in BE is explained by the predictors (BA, PQ, BS, BL, BC).

- **ANOVA:**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,115	5	,623	1,783	,125 <sup>b</sup>
	Residual	30,407	87	,350		
	Total	33,523	92			

a. Dependent Variable: BE

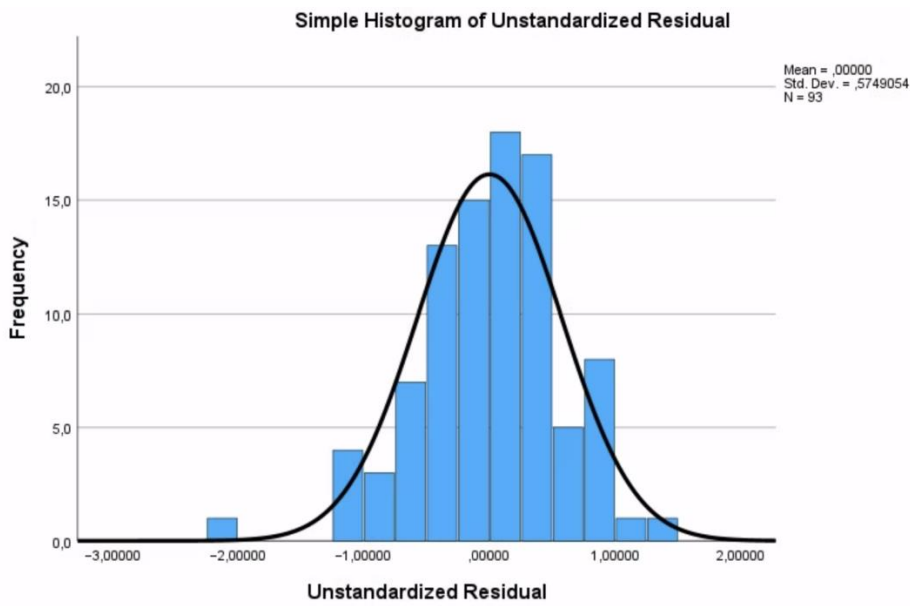
b. Predictors: (Constant), BC, PQ, BS, BA, BL

$F = 1.783$ ,  $p = 0.125$  (not significant).

Among the brand variables, only perceived quality (PQ) has a significant effect on brand equity (BE), with a coefficient of 0.261 and  $p < 0.05$ . But the model is not significant (significance level 0.125) showing that these green brand features do not significantly explain brand equity.

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,604	4,382	4,077	,1840	93
Residual	-2,1647	1,2728	,0000	,5749	93
Std. Predicted Value	-2,570	1,654	,000	1,000	93
Std. Residual	-3,661	2,153	,000	,972	93

a. Dependent Variable: BE



### Regression Model for Purchase Intention (PI) :

Another multiple regression model was applied to assess the impact of variables (BE, BC, BS, PQ, BA, BL) on purchase intention (PI).

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,277 <sup>a</sup>	,077	,012	,4562

a. Predictors: (Constant), BE, BC, BS, PQ, BA, BL

b. Dependent Variable: IP

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,487	6	,248	1,191	,319 <sup>b</sup>
	Residual	17,902	86	,208		
	Total	19,389	92			

a. Dependent Variable: IP

b. Predictors: (Constant), BE, BC, BS, PQ, BA, BL

- **Model Summary:**

$R = 0.277$ ,  $R^2 = 0.077$ , indicating that 7.7% of the variance in PI is explained by the predictors.

- **ANOVA:**

$F = 1.191$ ,  $p = 0.319$  (not significant).

**Coefficients for PI,**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,996	,664		3,007	,003
	BA	,009	,093	,011	,102	,919
	PQ	,148	,093	,185	1,599	,113
	BL	,069	,097	,084	,714	,477
	BS	,182	,114	,178	1,601	,113
	BC	-,038	,081	-,056	-,470	,639
	BE	,037	,083	,049	,450	,654

a. Dependent Variable: IP

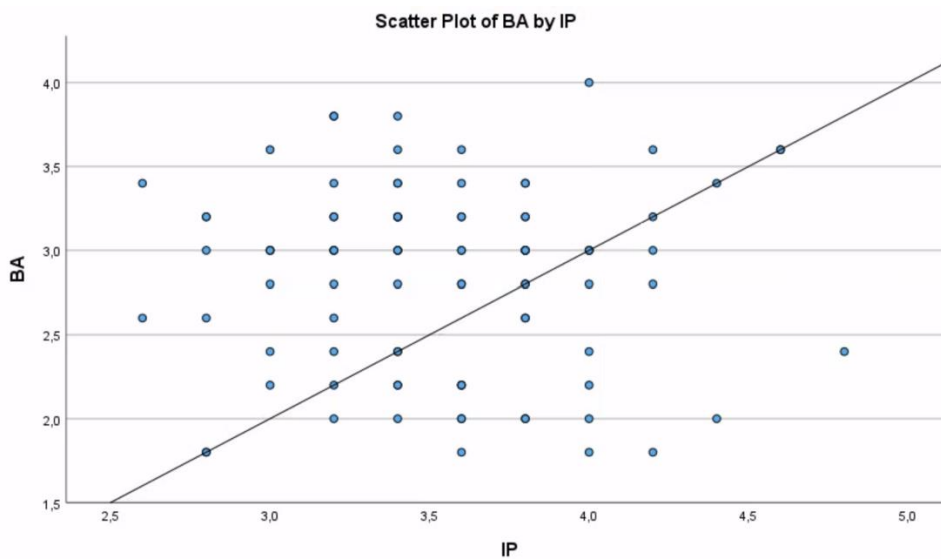
**Residuals Statistics<sup>a</sup>**

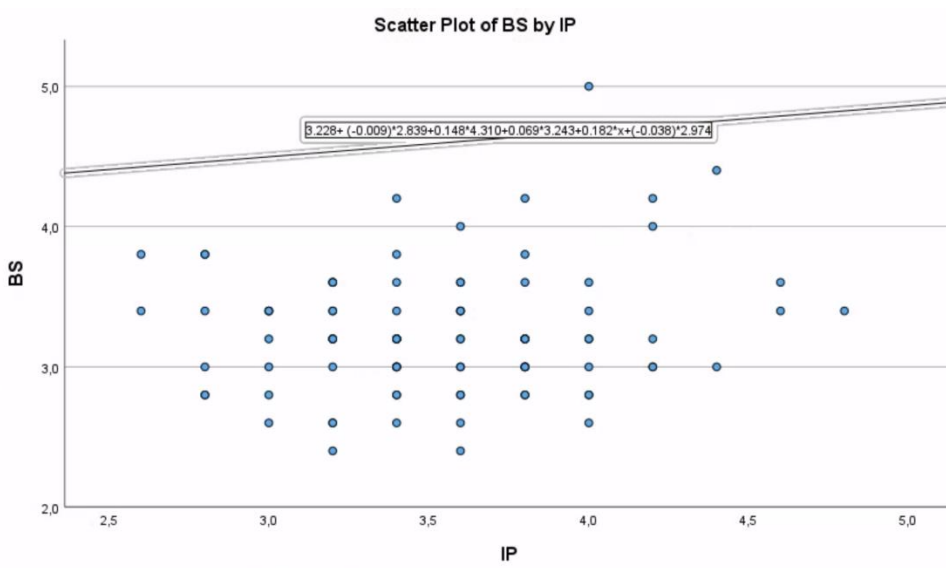
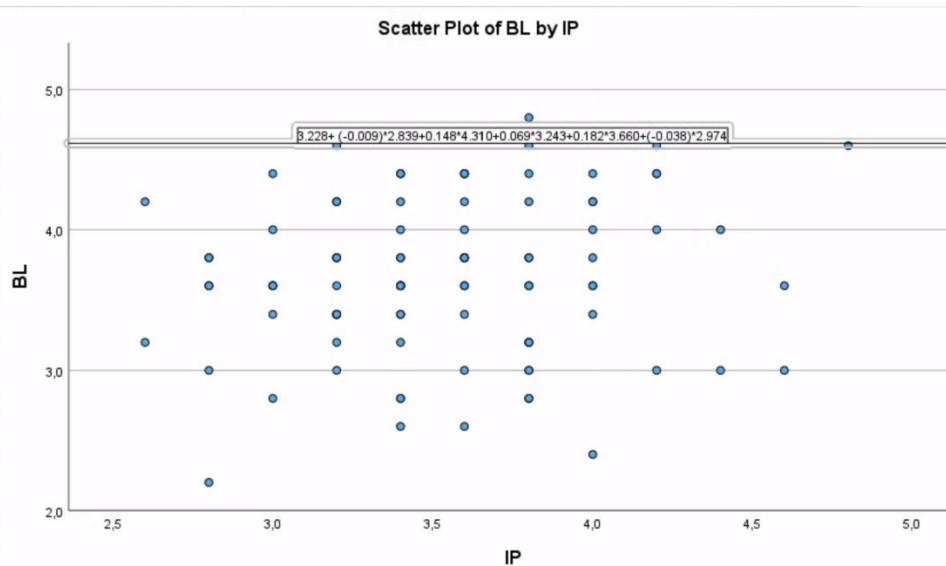
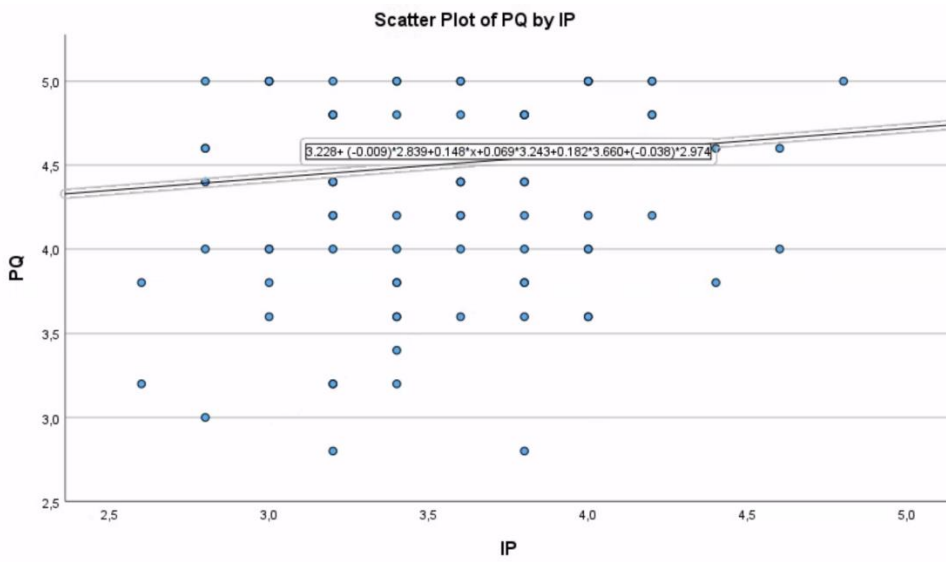
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,158	3,807	3,544	,1271	93
Residual	-,9158	1,0302	,0000	,4411	93
Std. Predicted Value	-3,036	2,069	,000	1,000	93
Std. Residual	-2,007	2,258	,000	,967	93

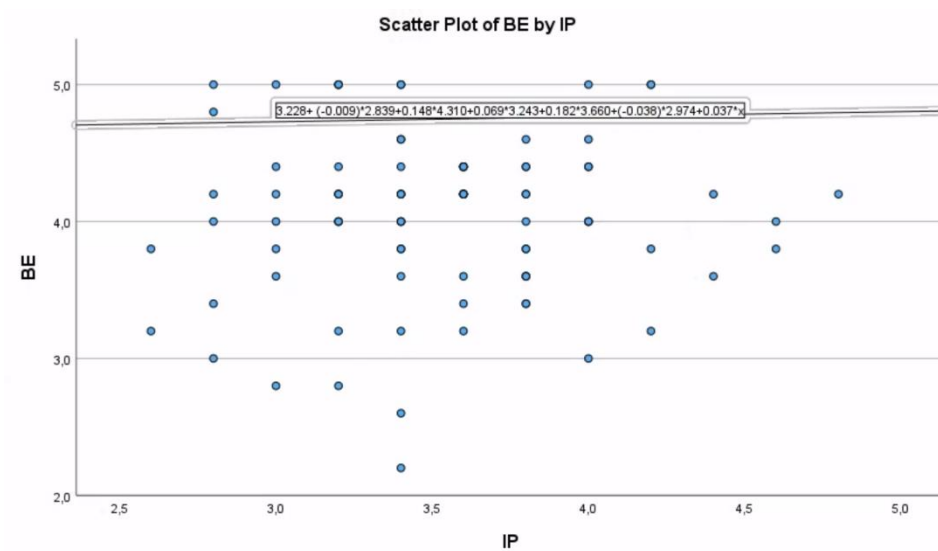
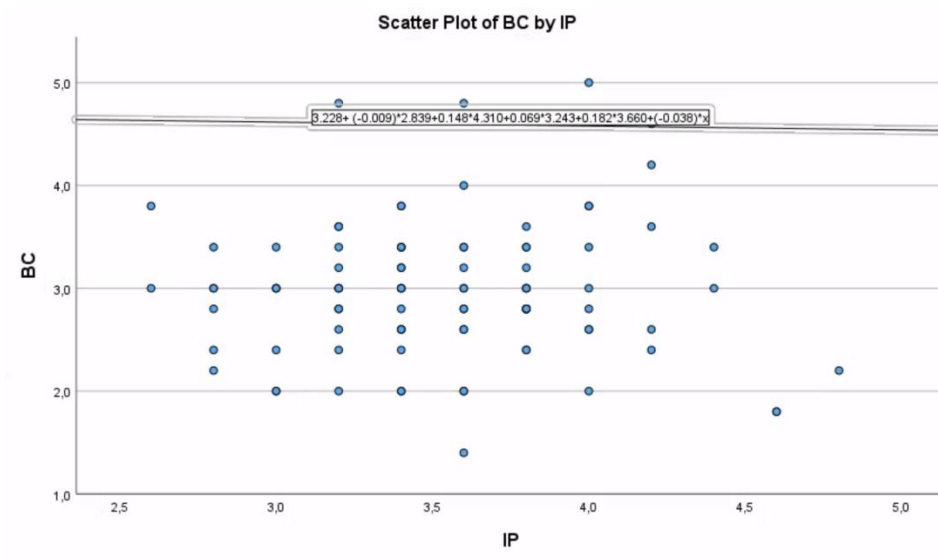
a. Dependent Variable: IP

Similarly to the first model the regression is not significant showing that neither of the independent variables has an effect on purchase intention. Indeed in the coefficients table we can see that neither of the variables is individually significant.

**PI Regression Model Images,**



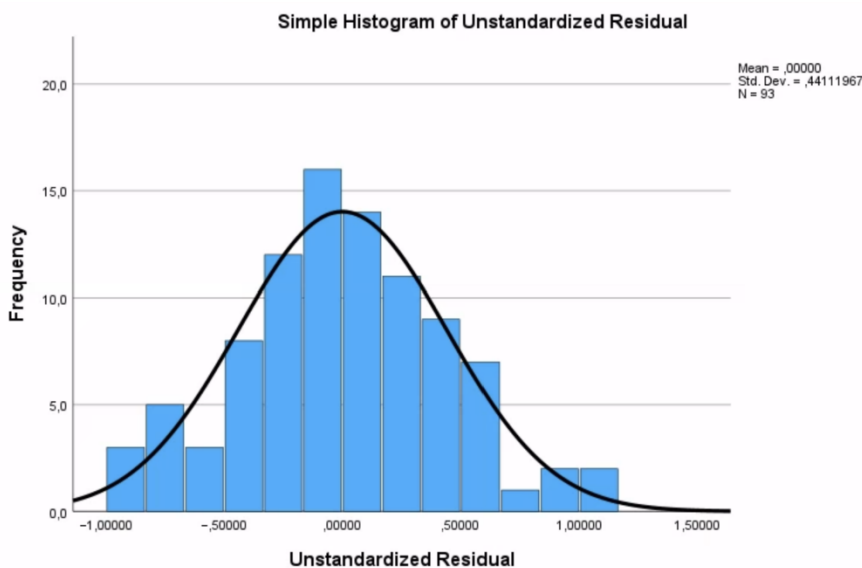




**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,158	3,807	3,544	,1271	93
Residual	-,9158	1,0302	,0000	,4411	93
Std. Predicted Value	-3,036	2,069	,000	1,000	93
Std. Residual	-2,007	2,258	,000	,967	93

a. Dependent Variable: IP



We can therefore conclude that no significant direct effect of variables on PI is obtained, even though PQ and BS show positive, nonsignificant trends. Residual analysis also revealed a relatively normal distribution of unstandardized residuals as confirmed by the residual histogram, averaging 0 with a standard deviation of 0.4411. This relative normality of residuals supports the validity of the regression models used.

## 5 5. Discussion

### 5.1 5.1 Limitations, Reliability, and Validity

- **Limitations:** The low value of  $R^2$  in the model indicates its limited explanatory power. It suggests that the included variables do not adequately capture the factors that influence consumer purchasing behavior.
- **Reliability:** The adjusted  $R^2$  closely matches the initial  $R^2$ , but both values are very low which has an effect in non-significance of the models.

- **Validity:** The model is partially validated by the normality of residuals, but the low  $R^2$  points to possible omitted variables crucial to understanding purchasing behavior.

## 5.2 5.2 Answering the Research Questions

The findings suggest that adopting sustainable strategies, particularly by emphasizing high perceived quality, has a strong impact on consumer purchasing behavior. High perceived quality gives consumers the confidence and motivation to make a purchase. On the other hand, simply being aware of a brand does not significantly influence buying decisions. This implies that, even in the luxury market, focusing on delivering exceptional quality may be more effective in driving purchases than relying solely on brand recognition.

### **RQ1: What brand and product features impact brand equity and intention to purchase green luxury fashion brands?**

The findings suggest that sustainable positioning, particularly when tied to high perceived quality, has the most significant impact on brand equity and purchasing behavior. Consumers are more likely to be influenced by the quality of a product than by brand awareness. While sustainability features and storytelling play a role, they are most effective when the product is seen as high-quality. This highlights that focusing on quality is a stronger strategy for green luxury brands than relying solely on increasing brand awareness.

### **RQ2: What is the impact of the brand and product features on brand equity and intention to purchase green luxury fashion brands?**

The study shows that perceived quality has a direct and meaningful impact on purchase intentions. Consumers are more willing to buy when they perceive the product as superior, even if they are not deeply familiar with the brand. On the other hand, brand awareness alone has little influence on purchasing decisions. This suggests that green luxury brands should prioritize delivering exceptional products to drive sales rather than focusing on visibility or recognition.

### **RQ3: Is there a mediating effect of brand equity on intention to purchase green luxury fashion brands?**

The results indicate that brand equity has a limited mediating effect. While perceived quality strengthens brand equity, this does not always lead to higher purchase intentions unless other factors, such as trust or emotional connection, are also present. This reveals that quality is a primary driver of purchasing decisions, with brand equity acting as a secondary influence in certain cases.

### 5.3 Dialogue between knowledge base and results

Tang (2023) proves that a good green brand image reduces greenwashing skepticism and increases consumer trust. In this study, although supporting such findings, a greater emphasis was allowed on the role of perceived quality, rather than just green marketing, as the actual driver of purchasing behavior. These results would therefore suggest that green marketing efforts should be coupled with superior product quality if they are to have a greater effect on consumers.

Majeed et al. (2022) have revealed that authentic green marketing has a positive effect on purchase intentions. Though their study and the present one have found the green branding of products and services to be aligned with consumer values, the novelty of this study is the establishment that brand awareness alone cannot significantly affect purchasing decisions, while perceived quality has emerged as a more substantial and reliable determinant of consumer behavior in the green luxury market.

Maior et al. (2022) confirm that green luxury brands evoke authentic pride when sustainability efforts are well-communicated. This study, therefore, shares a commonality with them in that emotional connections, in particular perceived quality, create the basis for consumer loyalty and engagement. In this regard, pride is among the key factors that drive the behavior of consumers toward green luxury brands.

Rolling and Sadachar (2017) also found that millennials were one of the most important target segments for sustainable luxury brands. This study confirms their findings since millennials also consider sustainable luxury products as green and appealing. However, this research complements those findings by suggesting that perceived quality plays a decisive role in their choice and outweighs the effect of brand awareness.

Kim and Hall (2015) emphasized sustainability alignment with the brand's identity as a key approach to enhance consumer acceptance. The present study supports their results but also points out another problem: consumer skepticism of green claims. This skepticism has underlined the need for transparency and credibility in green luxury branding, which is necessary for maintaining trust and influencing positive purchase intentions.

This study agrees with previous research, such as Tang (2023) and Majeed et al. (2022), which show that green branding has a positive effect on purchase intentions. However, this research finds that perceived quality is more important than brand awareness in influencing purchase decisions in the green luxury market. Emotional connections, as noted by Maior et al. (2022), also play a key role, with authentic pride being an important motivator for consumers.

Building on Rolling and Sadachar (2017), this study confirms that millennials are a key audience for sustainable luxury products. It adds that product quality plays a bigger role in their purchase decisions than brand awareness. Consistent with Kim and Hall (2015), this research also shows that aligning green brand identity with consumer perceptions is crucial. However, it highlights consumer skepticism as a major challenge, showing the importance of being transparent and honest in sustainability messaging to build trust and encourage purchases.

The results are in line with previous studies suggesting that perceived quality is a key driver of purchasing decisions, especially for luxury. On the contrary, the low effect of brand awareness goes against several other studies that have stated that, in a luxury environment, perceived quality along with sustainability could be more important.

## **6 6. Conclusions**

### **6.1 6.1 Key Findings**

Positioning the sustainable brand has some effects on buying behavior, mainly through perceived quality, since it creates trust and interest for the consumers in the luxury products. But in general brand features like Brand Awareness, Brand Associations, Brand Loyalty, Brand Credibility do not affect the buying behavior neither indirectly nor directly, reflecting that a name and reputation mean less for the luxury consumer than the quality and sustainability of the brand.

### **6.2 6.2 Managerial Implications**

Managers in the luxury industry have to develop sustainable brand strategies with a focus on increasing perceived quality. Emphasizing quality and eco-friendliness might raise consumer confidence and facilitate purchases more than focusing on brand awareness alone.

### **6.3 Recommendations for Future Research**

It would be particularly interesting, in order to increase the details related to the behavior of luxury consumers, to consider psycho-logical variables such as emotional triggers and environmental concerns in further research; these could give motives for consumer choices. Moreover, other brand attributes, such as brand loyalty, perceived innovativeness, and exclusivity, might show which drivers are at the heart of consumer decisions while choosing luxury brands. We can say that with incorporating mixed methods and other qualitative approaches, one could get even more precise and detailed insights.

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## Appendices

### Appendix 1. Quantitative Questionnaire Survey

Chers participants,

Je suis actuellement en double diplôme à Jamk University of Applied Sciences à Jyväskylä en Finlande, dans le cadre de mon échange avec Kedge Business School Bordeaux. J'ai réalisé ce questionnaire dans le but de comprendre comment une image de marque écoresponsable peut affecter l'intention d'achat dans le milieu de la mode de luxe.

En répondant à ce questionnaire, vous participerez directement à l'élaboration de ma thèse.

Toutes les réponses recueillies seront reçues de façon anonyme et traitées de manière confidentielle.

Ce questionnaire est anonyme. Il vous prendra environ 10 minutes.

Merci pour votre aide !

Rafael Goutaudier

Dear participants,

I'm currently doing a double degree at Jamk University of Applied Sciences, Jyväskylä in Finland as part of my exchange with Kedge Business School Bordeaux. I carried out this questionnaire with the aim of understanding how a green brand image can affect people's purchasing behaviour in luxury fashion industry.

By answering this questionnaire you will directly participate at the development of my thesis.

All responses will be received anonymously and treated as confidential.

This survey will remain anonymous. It will take you about 10 minutes.

Thank you for your help !

Rafael Goutaudier

\* Indique une question obligatoire

Gender, Genre

Female, Femme

Male, Homme

Non-binary, Non-binaire

Prefer not to say, Préfère ne pas dire

## Age

12-27 (Gen-Z)

28 – 43 (Millennials)

44 - 59 (Gen X)

60 - 69 (Boomers II (a/k/a Generation Jones)

## Nationality, Nationalité

Sélectionner

## Status

Student

Employed

Unemployed

Taking care of family

Retired

Other

Veillez indiquer dans quelle mesure vous êtes d'accord avec l'énoncé ci-dessous sur l'échelle de 1 à 5, où :

1 Fortement en désaccord

2 Plutôt en désaccord

3 Ni d'accord ni en désaccord

4 Plutôt d'accord

5 Tout à fait d'accord

Please indicate to which extent you agree with the statements below on the scale from 1 to 5, where :

1 Strongly disagree

2 Slightly disagree

3 Neither agree nor disagree

4 Slightly agree

5 Strongly agree

Option 1

BA 1: I can distinguish luxury fashion brands with a strong green image from others, Je peux distinguer les marques de mode de luxe ayant une forte image verte des autres.\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BA 2: I am familiar with luxury fashion brands that promote environmental sustainability, Je suis familier avec les marques de mode de luxe qui promeuvent la durabilité environnementale.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BA 3: I have awareness of luxury fashion brands that prioritize green initiatives, J'ai conscience des marques de mode de luxe qui accordent la priorité aux initiatives vertes.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BA 4: I have knowledge about luxury fashion brands that emphasize environmental sustainability, J'ai des connaissances sur les marques de mode de luxe qui mettent l'accent sur la durabilité environnementale.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3

4

5

strongly agree, complètement d'accord

BA 5: I am well-informed about luxury fashion brands that are associated with environmental conservation, Je suis bien informé sur les marques de mode de luxe associées à la conservation de l'environnement.

\*

strongly disagree, pas du tout d'accord

1

2

3

4

5

strongly agree, complètement d'accord

PQ 1: Luxury fashion products with a green image are perceived to have high quality, Les produits de mode de luxe avec une image verte sont perçus comme ayant une haute qualité.

\*

strongly disagree, pas du tout d'accord

1

2

3

4

5

strongly agree, complètement d'accord

PQ 2: The expected quality of luxury fashion items with a green image is exceptionally high, La qualité attendue des articles de mode de luxe avec une image verte est exceptionnellement élevée.

\*

strongly disagree, pas du tout d'accord

1

2

3

4

5

strongly agree, complètement d'accord

PQ 3: The reliability of luxury fashion products with a green image is perceived to be very high, La fiabilité des produits de mode de luxe avec une image verte est perçue comme très élevée.

\*

strongly disagree, pas du tout d'accord

1  
2  
3  
4  
5

strongly agree, complètement d'accord

PQ 4: The satisfaction level with luxury fashion items with a green image is expected to be very high, Le niveau de satisfaction avec les articles de mode de luxe avec une image verte est attendu comme très élevé.

\*

strongly disagree, pas du tout d'accord

1  
2  
3  
4  
5

strongly agree, complètement d'accord

PQ 5: Luxury fashion brands with a green image are considered leaders in quality within their category, Les marques de mode de luxe avec une image verte sont considérées comme des leaders en termes de qualité dans leur catégorie.

\*

strongly disagree, pas du tout d'accord

1  
2  
3  
4  
5

strongly agree, complètement d'accord

BL 1: I consider myself loyal to luxury fashion brands with a strong green image, Je me considère comme loyal aux marques de mode de luxe avec une forte image verte.

\*

strongly disagree, pas du tout d'accord

1  
2  
3  
4  
5

strongly agree, complètement d'accord

BL 2: I prioritize purchasing luxury fashion items from brands with a strong green image over others, Je donne la priorité à l'achat d'articles de mode de luxe auprès de marques avec une forte

image verte par rapport à d'autres.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BL 3: Even if other luxury fashion products have similar features, I prefer those with a strong green image, Même si d'autres produits de mode de luxe ont des caractéristiques similaires, je préfère ceux avec une forte image verte.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BL 4: Luxury fashion items with a strong green image are my preferred choice, Les articles de mode de luxe avec une forte image verte sont mon choix préféré.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BL 5: I frequently repurchase luxury fashion items with a strong green image, J'achète fréquemment des articles de mode de luxe avec une forte image verte.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BS 1: I can easily identify luxury fashion brands among others because of their environmental commitments, Je peux facilement identifier les marques de mode de luxe parmi d'autres en raison de leurs engagements environnementaux.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BS 2: I am familiar with luxury fashion brands due to their reputation for environmental responsibility, Je suis familier avec les marques de mode de luxe en raison de leur réputation en matière de responsabilité environnementale.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BS 3: Environmental attributes of luxury fashion brands quickly come to mind when I am considering purchasing options, Les attributs environnementaux des marques de mode de luxe me viennent rapidement à l'esprit lorsque je considère les options d'achat.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BS 4: I readily recall the green image associated with luxury fashion brands, Je me rappelle facilement l'image verte associée aux marques de mode de luxe.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3

4

5

strongly agree, complètement d'accord

BS 5: I have a clear impression of the type of clientele who prefer luxury fashion brands for their environmental values, J'ai une impression claire du type de clientèle qui préfère les marques de mode de luxe pour leurs valeurs environnementales.

\*

strongly disagree, pas du tout d'accord

1

2

3

4

5

strongly agree, complètement d'accord

BC 1: Luxury fashion brands with a green image consistently delivers on their promises, Les marques de mode de luxe avec une image verte respectent régulièrement leurs promesses.

\*

strongly disagree, pas du tout d'accord

1

2

3

4

5

strongly agree, complètement d'accord

BC 2: Claims made by luxury fashion brands regarding their environmental efforts are believable, Les affirmations des marques de mode de luxe concernant leurs efforts environnementaux sont crédibles.

\*

strongly disagree, pas du tout d'accord

1

2

3

4

5

strongly agree, complètement d'accord

BC 3: My past experiences with luxury fashion brands have reinforced my expectation that they will fulfill their environmental commitments, Mes expériences passées avec les marques de mode de luxe ont renforcé mon attente qu'elles respecteront leurs engagements environnementaux.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BC 4: I perceive luxury fashion brands with a green image as trustworthy, Je perçois les marques de mode de luxe avec une image verte comme dignes de confiance.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BC 5: Green luxury fashion brands employ techniques that inspire trust among consumers, Les marques de mode de luxe verte utilisent des techniques qui inspirent la confiance chez les consommateurs.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BE 1: Choosing luxury fashion brands over others makes sense because of their environmental commitments, even if they offer similar products, Choisir des marques de mode de luxe plutôt que d'autres a du sens en raison de leurs engagements environnementaux, même si elles offrent des produits similaires.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BE 2: Even if another luxury fashion brand offers similar features, I would prefer to buy products from brands with a strong green image, Même si une autre marque de mode de luxe offre des caractéristiques similaires, je préférerais acheter des produits de marques avec une forte image verte.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BE 3: If another luxury fashion brand outperforms green brands in terms of product performance, you would still prefer green brands, Si une autre marque de mode de luxe surpasse les marques vertes en termes de performance du produit, vous préféreriez toujours les marques vertes.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BE 4: If the performance of another luxury fashion brand is comparable to green brands in every aspect, it still seems wiser to choose the green one, Si la performance d'une autre marque de mode de luxe est comparable à celle des marques vertes à tous égards, il semble toujours plus sage de choisir la verte.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

BE 5: Purchasing luxury fashion items from green brands is more appealing to me than other brands because it aligns with the concept of sustainable development, L'achat d'articles de mode de luxe auprès de marques vertes m'est plus attrayant que celui d'autres marques car cela s'aligne avec le concept de développement durable.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

IP1: I intend to purchase luxury fashion items from green brands in the future, J'ai l'intention d'acheter des articles de mode de luxe auprès de marques vertes à l'avenir.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

IP2: I will make an effort to purchase luxury fashion items from green brands in the future, Je ferai un effort pour acheter des articles de mode de luxe auprès de marques vertes à l'avenir.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

IP3: I am willing to influence others to purchase luxury fashion items from green brands, Je suis prêt à influencer les autres à acheter des articles de mode de luxe auprès de marques vertes.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

IP6: The probability that I would buy luxury fashion items from green brands is very high, La probabilité que j'achète des articles de mode de luxe auprès de marques vertes est très élevée.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

IP7: My willingness to buy luxury fashion from green brands is higher than others, Ma volonté d'acheter des articles de mode de luxe auprès de marques vertes est plus élevée que pour les autres.

\*

strongly disagree, pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

strongly agree, complètement d'accord

**Appendix 2. Title of the Appendix**