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Consumer Perceptions of Sustainability and Their Influence on
Purchase Intention in the UK Fashion Industry: A Case Study of
Burberry

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Declaration

I declare that this dissertation, titled “Consumer Perceptions of Sustainability and Their Influence on Purchase Intention in the UK Fashion Industry: A Case Study of Burberry”, is my own original work and has been completed independently for academic assessment. All sources, theories, data, tables, and ideas used from published materials have been properly acknowledged through in-text citations and the reference list. I confirm that this work has not been submitted previously for another qualification or assessment. I understand the university’s rules on academic integrity, plagiarism, and misconduct, and accept full responsibility for this submission.

Student Signature: _____

A handwritten signature in black ink, appearing to read "Sadat", is written over a horizontal line.

Date: 08-06-2026

AI Use Acknowledgement

I confirm that no generative artificial intelligence tools were used to write, analyse, interpret data, or produce any part of this dissertation. The dissertation was developed through my own research, reading, analysis, and academic writing. Any sources used have been cited according to the required referencing style throughout this submission.

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Abstract

This dissertation examines how consumer perceptions of sustainability influence purchase intention in the UK fashion industry, using Burberry as a case study. The study responds to a gap in existing research, where sustainable fashion studies often focus on fast fashion, general consumer attitudes, or non-UK contexts, rather than brand-specific perceptions within luxury fashion. A quantitative, positivist, and deductive research design was adopted, using a structured online questionnaire and an 80-response dataset. The questionnaire measured consumer awareness of Burberry's sustainability practices, perceived sustainability, credibility, trust, purchase intention, and decision barriers. Data were analysed in Excel through descriptive statistics, reliability testing, correlation analysis, and simple linear regression. The findings show moderate awareness of Burberry's sustainability practices, positive perceived sustainability, and positive purchase intention. Correlation analysis identified a moderate positive relationship between perceived sustainability and purchase intention. Regression analysis confirmed that perceived sustainability significantly predicted purchase intention, explaining 21.4% of its variation. Therefore, the hypothesis that perceived sustainability positively influences purchase intention was accepted. The study concludes that sustainability can strengthen purchase intention when consumers view brand claims as genuine, credible, and visible. However, sustainability alone does not determine luxury purchase decisions, as price, quality, design, and brand prestige remain influential key factors.

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1.1 Research Background

1.1.1 Industry Environment (UK Fashion Industry).

The fashion industry in the UK is among the most powerful and economically strong fields in the world. It is critical to job creation, global trade, and a nation's economic development. It is, however, noted that regardless of its economic significance, the industry ranks amongst the most harmful sectors to the environment. The complications that have been observed to concern the issue of carbon emission, wasteful textiles, water pollution, as well as unethical labour have raised eyebrows among the stakeholders, which include the governments, organisations, and consumers (Adamkiewicz et al., 2022). As a solution to these threats, sustainability has been a major issue of concern in the industry. Sustainable practices are becoming a common trend among fashion brands, as they strive to increase their positive effect on the environment and enhance social responsibility.

1.1.2 Significance of Sustainability Perception in Fashion.

Sustainability perception is the way consumers describe their perceptions and judgments about the environmental and ethical activities of a brand. Not only is it dependent on whatever a company does in reality, but it also depends on the communication and reception of the actions by consumers. A favourable sustainability impression may reinforce brand recognition, consumer credibility, and purchase decisions (Hur and Cassidy, 2019). Transparency, credibility, and effective communication are the attributes of a company that shape the sustainability perception in the fashion industry. When brands present clear and honest information about their sustainability practices, consumers tend to believe them and become more trusting. Nevertheless, misleading or exaggerated assertions are sometimes called greenwashing and may hurt brand reputations and minimise trust in the products it offers.

1.1.3 Purchase Intention within the Fashion Industry.

Purchase intention is the probability of a consumer purchasing a product in future. Marketing research highly employs it as a measure of what will happen when consumers are actually in effect. Price, quality, brand image, personal values and social influences are some of the factors that affect the purchase intention in the fashion industry (Hong et al., 2024). Sustainability is a growing phenomenon, but it does not necessarily come to actual purchase behaviour. The majority of consumers have a positive attitude towards sustainable products; however, their decisions would be partially conditioned by such factors as price, style, and convenience.

1.1.4 Relevance to Burberry

Burberry is a major British luxury clothing brand with a great heritage and global outlook. The company has, in the past few years, engaged in many attempts to incorporate sustainability in its business strategy. These are sustainability reporting, carbon mitigation efforts and responsible sourcing. Hence, Burberry offers a sufficient and useful case study to the study of the sustainability perception-consumer behaviour relationship (Hasbullah et al., 2022).

1.1.5 Problem Framing

The linkage between the perception of sustainability and consumer behaviour is still obfuscating despite the growth in the perception of sustainability. Sustainable fashion is endorsed by a large majority of consumers, yet this is not always evident in their buying behaviour. This discrepancy brings out the presence of the attitude-to-behaviour gap (Di Pillo et al., 2025). In the case of such luxury brands as Burberry, this task is even more complicated, and sustainability can not be the main factor in consumer choice.

1.1.6 Originality Signal

The available literature has been predominantly based on fast fashion or an overall retail environment, and little work has been done to cover the UK luxury fashion sector. In addition, there is little investigation into this relationship on the basis of the single-brand case study. This study fills these gaps by targeting the UK customers and examining the connection between sustainability perception and purchase intention in Burberry. It includes context-related findings and adds to the scholarly literature and realistic knowledge of consumer behaviour.

1.2 Research Rationale

1.2.1 Theoretical Justification

The research is based on major consumer behaviour and marketing literature theories. The Theory of Planned Behaviour (TPB) is one of the most applicable frameworks, explaining through the different attitudes, subjective norms, and perceived behavioural control the impact that individual attitudes have on behavioural intentions. Within the framework of this study, the positive or negative attitude towards a fashion brand can be created by the consumer perception of sustainability (Dangelico et al., 2022). Such attitudes will likely affect the purchase intention, and TPB will be largely applicable to the study of the relationship between sustainability perception and consumer behaviour.

The TPB also explains the reason why sustainability does not necessarily result in actual buying behaviour. Although the consumers might have positive attitudes towards the sustainable products, other aspects that could inhibit the ability to act on such attitudes include price, accessibility, and social influence (Castro-López et al., 2021). This weakness indicates the need to not only understand attitudes but also the decision-making process in general. Hence, the direct and indirect effects of sustainability perception on purchase intention can be examined with the use of TPB in this study.

Also, ethical consumption theory provides support to this research, as it states the theory according to which consumers are using environmental and social concerns more frequently as criteria to choose which products to buy (Castleberry and Nolen, 2018). Ethical consumers are trying to patronise those brands which are responsible, which may mean minimising environmental effects and providing fair work practices. Nonetheless, the current literature suggests that ethical issues do not necessarily result in steady purchasing behaviour. Customers can put a lot of importance on sustainability theoretically, but not on its practical purchase processes because of other competing demands like price, quality and brand image.

This discrepancy has been generally known as the attitude-behaviour gap, which has been the bone of contention in sustainability research. The presence of this gap implies the existence of positive sustainability perceptions, which may not be enough to apply to purchase intention. Thus, one should research the strength and significance of this relationship, especially in terms of luxury fashion. This gap allows the study to contribute to a greater theoretical insight into the consumer behaviour of sustainable markets. Nevertheless, the performance of these signals lies in the perception of the same (Carfora et al., 2021). Consumers will be more willing to react positively in the event that they think that sustainability claims are authentic and transparent. Conversely, when such outcries are perceived as unfounded or misleading, they can culminate in scepticism and a lack of trust. This throws emphasis on the significance of perception as opposed to actual performance. The signalling theory, therefore, offers a rather practical guideline on the formation of sustainability in the context of consumer attitudes and intention to purchase.

1.2.2 Practical Justification

Practically, fashion brands, marketers, and industry stakeholders who are involved in this study find it very applicable. The increased relevance of sustainability has elevated it as a priority strategic aspect for most organisations. Nevertheless, a major issue that companies usually

encounter is the ability to determine whether their sustainability initiatives are impacting consumer behaviour in a positive manner (Braun and Clarke, 2006). The given study is expected to cover this gap by offering an idea of the impact of sustainability perception on purchase intention. In the case of fashion brands, including firms that are within the luxury segment, consumer perception is the key to formulating a strong marketing strategy. Luxury brands need to strike the right balance, comprising brand prestige, quality, exclusivity and sustainability (Borusiak et al., 2020). Although sustainability is increasingly gaining value, it does not necessarily speak more as the driving force in purchase decisions. Thus, the study aids in determining the degree of the role of sustainability in consumer decision-making.

The study has certain practical value in the case of Burberry. Burberry is also a big investor in sustainability, namely responsible sourcing, carbon reduction, and reporting. Nevertheless, in the absence of visible impacts of these attempts on consumer behaviour, it is hard to assess the efficiency of such attempts. The results of this study can be used to make Burberry aware of whether its sustainability initiatives are in line with the expectations of consumers and whether they can lead to heightened purchase intention. Such knowledge may also contribute to making better decisions in such spheres as branding, communication and investment (Banytė et al., 2023). As an illustration, in case sustainability perception is observed to significantly affect purchase intention, Burberry can opt to reinforce its sustainability messages and become more open. Conversely, in case the effect is smaller, the firm might be forced to revisit the concept of incorporating sustainability within the overall brand strategy of the company.

The study has useful implications for the fashion industry in general as well as Burberry. With the ever-growing competition, the only way in which brands can distinguish themselves is by seeking alternative methods to do so. Sustainability gives an opportunity for differentiation, which should be positive in the eyes of consumers. This study assists organisations in knowing how to fit sustainability activities into the expectations of the consumer and ways of communicating them.

1.3 Research Contribution and Motivation

The study will add to the body of knowledge and real-life expertise on consumer behaviour within the fashion industry. It offers a narrow scope of analysing how consumer perception towards sustainability impacts their purchase intention in the case of the UK luxury fashion industry. Although sustainability is a well-researched topic, little research has investigated this relationship in the UK market and in the luxury brands like Burberry. Thus, this research benefits the existing

literature by providing context-related information (Bae and Yan, 2023). Theoretically, this study is useful as it incorporates various theories such as the Theory of Planned Behaviour, the ethical consumption theory and the signalling theory. Through the joint effort of these methods, the study can provide a deeper insight into the relationship existing between the sustainability perception and consumer attitudes and intentions. It also deals with the attitude-behaviour gap by looking at whether positive sustainability perceptions do translate into purchase intention within a real-world situation. In terms of methods, the study gives empirical data based on a quantitative method using survey data. This enhances the validity of results and hypothesis tests in a given market environment. A single-brand case study, based on Burberry, can be better analysed and closer to the point as opposed to the generalised studies (Adamkiewicz et al., 2022). Practically, the study has practical implications for fashion brands and marketers. It assists organisations in knowing whether sustainability efforts are actually affecting consumer choices regarding the decision. The results may contribute to effective marketing tactics, better sustainability initiatives communication, and brand positioning. Generally, this research helps fill the gap between how sustainability is perceived and how consumers actually behave. It is a valuable source of insight that can inform future scholarly studies and business practice in the changing fashion industry.

1.4 Research Aim

This study aims to examine how consumer perceptions of sustainability influence purchase intention in the UK fashion industry, using Burberry as a case study.

1.5 Research Objectives

- To examine the concept of perceived sustainability in the fashion industry.
- To explore consumer awareness of Burberry's sustainability practices.
- To analyse the relationship between perceived sustainability and purchase intention.
- To provide recommendations for fashion brands on using sustainability to influence consumer behaviour.

1.6 Research Hypothesis

- **H1:** Perceived sustainability positively influences purchase intention.

1.7 Structure of the Dissertation

Chapter	Title	Content Description
Chapter 1	Introduction	Provides research background on sustainability in the UK fashion industry. Explains research problem, rationale, aim, objectives, and research questions. Highlights the significance and contribution of the study.
Chapter 2	Literature Review	Reviews existing studies on sustainability, consumer perception, and purchase intention. Discusses key theories such as the Theory of Planned Behaviour. Identifies research gaps and develops a hypothesis and a conceptual framework.
Chapter 3	Methodology	Explains research design, philosophy, and approach. Describes quantitative survey method, sampling technique, and data collection process. Discusses data analysis methods and ethical considerations.
Chapter 4	Findings and Discussion	Presents results from data analysis. Interprets findings related to sustainability perception and purchase intention. Compares results with existing literature and explains key relationships.
Chapter 5	Conclusion and Recommendations	Summarises key findings and conclusions. Provides practical recommendations for Burberry and fashion brands. Highlights limitations and suggests future research directions.

Chapter 2: Literature Review

2.1 Introduction to the Literature Review

This chapter critically analyses the available scholarly publications on sustainability, consumer perception, and purchase intention in the fashion industry with a particular reference to the UK luxury consumer market and Burberry as a case study. The review fulfils two functions, which are interrelated to show the interest in the scholarly field and to develop the conceptual framework under which the empirical phase of this study will be based.

The chapter starts with the explanation of the term sustainability in the context of the fashion industry and the reason why researchers and businesspeople have intensified their attention on this topic. It then looks at the manner in which the consumers perceive sustainability and the manner in which it is perceived, argued out, and, in some cases, compromised. The critical analysis of the relationship between sustainability perception and buying behaviour then follows the review of purchase intention as the major dependent variable in the study. The UK market and Burberry are analysed as the setting context, and a case study as the review is based on the particular setting where primary data would be taken. Theory A is then made up of a theoretical framework that incorporates the Theory of Planned Behaviour, Ethical Consumption Theory, and Signalling Theory, which are then evaluated. The research gap is identified as a result of a synthesis of empirical literature.

2.2 Definitions of Key Concepts

2.2.1 Sustainability in the Fashion Industry

Sustainability in business may be traced back to the definition of sustainable development offered by the Brundtland Commission, stating that it should address the needs of the current and still satisfy the needs of future generations without reducing the latter. This general principle is functionalised in the fashion industry throughout the environmental, social, and economic aspects, responsible sourcing, ethical labour practices, minimised waste and carbon emissions, circular product design, and supply chain transparency. Nevertheless, Hur and Cassidy (2019) note that sustainability in fashion is often taken to be shallow promises, which are not systemic enough to mitigate the structural harms of the fashion industry. This criticism is an indicator of a perennial conflict within the literature between what brands purport to do and what they actually do in practice, the conflict that underlies the given research.

The fashion business takes a highly controversial stance on the issue of sustainability. It is one of the most harmful industries in the world, with a huge contribution towards greenhouse emissions, water pollution, and textile waste. The scale effects of the fast fashion business models increased these harms by shrinking the production cycles and minimising the lifespan of the products. Due to the increasing popularity, the trend of rising awareness has also placed pressure on fashion brands on regulators, civil society, and consumers to be fairer in their practices (Adamkiewicz et al., 2022). The problem is that a significant portion of the sustainability activity within the industry, Apaolaza et al. (2023) caution, is more of strategic communication than actual change, which is directly relevant to the role of the consumer in creating and revising perceptions.

This picture is made much more difficult by the luxury fashion segment. The traditional values of luxury consumers in their purchasing orientation are heritage, craftsmanship, exclusivity, and prestige, which cannot be directly projected onto the sustainability tenets. Gasulla Tortajada et al. (2024) discovered that ideas of the circular economy are only slowly making their way into the consumption of luxury fashion, and that the drivers behind this change are often contextualised by both the presence of challengeable values of quality and durability as well as the intrinsic value of ethics in pursuit of radical changes. Grauel, Burmann and Schade (2025) further confirm the argument and assert that although the sustainability preferences of luxury consumers are authentic, they are hierarchically less significant than the main luxury motives. This, in itself, is central to the present research: the connection between the sustainability perception and the purchase intention might work significantly differently in a high-end situation as compared to the fast fashion environment where most of the empirical research has been carried out.

2.2.2 Consumer Perception of Sustainability

Consumer perception is described as the process by which individuals choose, interpret, and make judgments on a brand. Perception is a particularly important construct in the concept of sustainability since, in many cases, consistency between the actual and perceived performance of a company on environmental grounds is weak. Li, Choe and Gu (2024) show that consumer clothing choices are motivated by the sense of sustainability, as opposed to performance, which is proven independently. This difference is important: it shifts the analytical attention towards what the brands do to how the consumers reflect on what the brands communicate, and the study of perception is a more immediate way of comprehending the purchase behaviour as opposed to the objective mechanisms of sustainability.

Consumer sustainability perceptions are influenced by several factors, and how these factors combine will only be tapped by the literature partially. Primary determinants have always been found to be brand communication, transparency, and the credibility of sustainability claims. Neumann, Martinez and Martinez (2021) discovered that trust is the defining mediating factor in fast-fashion situations, as trust in brand claims leads to positive perceptions; however, the lack of trust even leads to substantive sustainability action that does not yield any positive collectives. Bae and Yan (2023) emphasise that personal attributes, such as ethical identity and materialism, intervene between the reciprocal influence of sustainability messages to provide heterogeneity whose importance is often lost in aggregate literature.

Greenwashing is the greatest threat to positive sustainability perception. Consumer scepticism and erosion of trust rise steeply when the brands make bombastic or falsely claim a sustainability claim. Di Pillo, Palombi and Strazzullo (2025) present recent findings that green purchase intention in younger consumers is substantially undermined by greenwashing, whereas Li, Cavender and Lee (2025) demonstrate that social media is proving to be an ideal space where consumers unite to call out and combat greenwashing. In the case of Burberry, in particular, the act of burning unsold stock in 2018 was the phenomenon of this type because it can be seen as exactly the sort of dire credibility incident that could confuse the further sustainability integrity discourse of a brand, as well as determine the levels of distrust with which its messages may be perceived.

2.2.3 Purchase Intention in Consumer Behaviour Research

Purchase intention refers to the probability or the power of an individual to buy a particular brand or item of a product in the future. Sustainability and marketing research commonly use it as a dependent variable due to its moderating function between attitude and behaviour, as well as its ability to generate a measurable indicator of how the positioning of the brand name appeals to target consumers (Rausch and Kopplin, 2021). Purchase intention is the main outcome variable in sustainable fashion research, which is used to measure the effect of sustainability strategies.

Purchase intention in the fashion context has a multi-dimensional and multi-faceted influence. The main reasons are always found to be prices, quality, style, brand image, and further social influence, personal identity, and moral values. In a massive Italian study, Dangelico, Alvino and Fraccascia (2022) discovered that purchase intention is also predictable by attitude toward sustainable products, subjective norms, and perceived behavioural control. Learning directly, the study conducted by Pandey and Yadav (2023) demonstrates that the perceived value and

environmental concern are significant mediating variables, and purchase intention is not a one-dimensional construct but, instead, a product of various interacting forces.

These dynamics are further complicated in the luxury fashion industry. The luxury consumer often buys as a way to demonstrate social status, indicate cultural capital or bolster personal identity - and this is not consistently congruent with sustainability ideals. According to Holmqvist et al. (2025), luxury brands can best incorporate sustainability in purchase intention by positioning it as a continuation of quality and craftsmanship. As Lee and Lee (2024) warn, however, conspicuous consumption intentions may proactively clash with the idea of sustainability and introduce stress, making it difficult to form sustainable purchase intentions among luxury buyers. These results support the necessity of luxury analysis.

2.3 UK Context and Burberry as a Case Study

In luxury fashion, sustainability research is underexplored, and the UK presents a rich and culturally situated context. The Media, regulatory change, and sustainability advocacy have produced an increasing interest in ethical consumption, environmental responsibility, and supply chain transparency among UK consumers. However, despite this increased awareness, sustainable purchasing behaviour still experiences serious hurdles such as sensitivity to cost, misunderstanding of competing sustainability claims and what remains as an obvious gap between values and purchasing decisions (Okur et al., 2023). Such a combination of greater awareness and persistence in behavioural changes makes the UK market a very valuable place to investigate the relationship between sustainability perceptions and purchase intention.

Burberry is a distinctly suitable single-brand example in this situation. Being one of the most internationally recognised luxury brands in Britain, Burberry stands at a cultural location that makes its sustainability pledges particularly salient to UK consumers. The brand has embarked on various sustainability-related initiatives, such as programmes on responsible sourcing, publicly committed especially towards environmental issues and comprehensive sustainability reporting in a bid to be responsible and accountable. These activities can offer a tangible reference point upon which the consumer perceptions can be analysed in an empirical way.

Nevertheless, Burberry has a complex sustainability story because of its past actions. The burning of the unsaleable inventory in 2018 caused its popularity and attracted the mass media attention to the overwhelming number of luxury brands and the importance of environmental protection. Although after that, Burberry has confirmed that it stopped this practice, the episode demonstrates

the transparency of the idea of sustainability in the luxury sphere and the level how much the history of reputations influences consumer distrust. Apaolaza et al. (2023) note that conspicuous sustainability scandals are especially harmful in areas where the consumer is already practising increased scrutiny. The investigation of the current customer perception of Burberry's sustainability positioning, as well as the possibility of its impact on purchase intention, is thus the relevant and practically important research question.

2.4 The Relationship Between Sustainability Perception and Purchase Intention

The key issue and the focus of this study is the connection between the perception of sustainability and the purchase intention, and this is also the one that the scholarly material covers with quite a degree of sensitivity. There is a body of evidence that a positive relationship is proven by the fact that, when consumers believe that a brand is truly sustainable, they will tend to have a favourable purchase intention. Li, Choe and Gu (2024) offer in-house assistance in a fashion-specific situation, and Hong et al. (2024) show that internalised sustainability values can be converted into intentions to buy in a variety of product lines. In addition, Campos, Lima, and Costa (2023) demonstrate that this relationship is reinforced by environmental activism orientations, indicating that the consumers who are the most sensitive to the perception of sustainability are those whose environmental identity and their self-concept focus on its core.

An in-depth examination of the literature, however, unveils that such a relationship cannot be considered universal and strong. Among the strongest categories is the attitude-behaviour gap: consumers often say positive things about their attitude to sustainability and do not purchase accordingly. According to Zollo (2024), this is explained by the psychological tensions that emerge when undertaking ethical consumption opposes the social image and hedonistic lusts that simultaneously motivate buying fashion. Rausch and Kopplin (2021) report that such consumers who have a high-level of pro-sustainability intentions do not translate into actions, where the primary obstacle to such intentions was found to be price, convenience, and product appeal. More importantly, an analysis by Busalim, Lynn and Wood (2025) demonstrates that even in highly aware markets, consumer resistance towards sustainable fashion is often very high, as the authors mention structural and psychological elements that act despite increases in sustainability consciousness.

The situation with luxury fashion is even more complex because sustainability perception must be considered as a factor motivating purchase intention due to the symbolic value attached to luxury

consumption. Grauel, Burmann and Schade (2025) attest that luxury clients recognise that sustainability is a beneficial brand image, yet they seldom mention it as a major buy factor. According to Holmqvist et al. (2025), sustainability has to be a part of, as opposed to being placed against, current luxury values to be able to impact intent. It means that the relationship under test in the study can be mediated by the factors, which are specific to the luxury context, specifically, the brand prestige and symbolic value, which are not properly reflected in the traditional models of sustainable consumption.

2.5 Critical Review of Empirical Literature

There is a significant, though heterogeneous and uneven, quantity of empirical research on sustainability perception and purchase intention in fashion. Articles that find positive correlation are more likely to rely on large data samples and the analysis of the generalised attitude of sustainability and not of specific brand perception. Both Li, Choe and Gu (2024) and Hong et al. (2024) conclude in meaningful positive effects; however, the broad sustainability constructs can possibly miss the subtle perception that consumers have of a given brand. The study conducted by Hasbullah et al. (2022) on millennial consumers in Malaysia and Dangelico, Alvino and Fraccascia (2022) on Italian consumers has a positive relationship, but in non-luxury settings outside the UK. These studies formulate the possibility of a positive relationship but do not directly address the process by which this should work in the UK luxury fashion market.

Opposing evidence is also significant towards a fair evaluation of the field. The study conducted by Castro-Lopez, Iglesias and Puente (2021) reveals that attitudinal support of sustainable fashion fails to promise a consistent change in behavioural readiness to adjust the acquisition behaviours. Even in high-awareness markets, Basalim, Lynn and Wood (2025) report ongoing opposition to sustainable fashion by consumers. The attitude-behaviour gap is perhaps one of the most straightforward manifestations of Rausch and Kopplin (2021) that reveals the fact that the intentions and behaviour in the sphere of sustainable clothes are divided by a significant margin in reality. Suing on this, Schiaroli, Fraccascia and Dangelico (2024) observe in their systematic review that the bulk of the available existing literature considers sustainability behaviour at the level of product-category rather than considering it at the level of a particular brand, constraining the accuracy of the information that can be obtained by the researcher.

The heterogeneity of methods also makes the cross-study interpretation more problematic. There is a wide range of measurements of sustainability perception adopted in studies: single-item

measures, multi-dimensional scales measured and purchase intention operationalised in diverse ways. There is hardly any research using the same instruments, which makes comparing the studies very hard. The geographic concentration of empirical literature in Asia and North America implies that the empirical study of UK-specific dynamics is not well studied. Han, Woodside and Ko (2024) show that the correlation between the sustainability knowledge and purchase intention differs significantly depending on the market, which is why it is important to be context-specific and reveals that the UK primary research is necessary.

2.6 Relevant Models and Theories

2.6.1 Theory of Planned Behaviour

Correlational Theory of Planned Behaviour (TPB) advanced by Ajzen (1991) and widely referred to in the sustainability studies, offers the hypothesis that behaviour intention is decided by the combination of three dimensions: attitude towards the behaviour, subjective norms and perceived behavioural control. Perceived sustainability influences consumer attitude toward the purchase of Burberry in this context of the study. The consumers will develop a more positive attitude when they do feel that the brand is really sustainable, and this is what TPB predicts would boost purchase intention. This attitude can be further supported by subjective norms such as peer pressure, social media driving forces and cultural cues regarding ethical consumption. The positive attitude is connected to actionable intention mediated by perceived behavioural control determined by price and trust in negotiating a sustainability claim. Carfora, Buscicchio and Catellani (2021) show that TPB is relevant to the idea of sustainable clothes, with all three elements being a high predictor of the choice. The major weakness is the fact that the theory assumes a rational and linear way of decision making process that does not necessarily encompass the more emotive and identity-based aspects of the luxury buying process.

2.6.2 Ethical Consumption Theory

According to Ethical Consumption Theory, the greater the role of moral, environmental, and social values in the decisions that consumers make on consumption, the more purchases are viewed as an act of self-ethics. Kautish and Khare (2022) use this model on sustainable fashion and conclude that with highly ethical dispositions among consumers, sustainable brand positioning is more responsive. Nevertheless, one has to implement the theory in a critical way: as both Zollo (2024) and Bae and Yan (2023) prove, the existence of ethical values is not a prerequisite to ethical behaviour. The theory well explains the state of motivations but underrates the structural,

situational, and psychological obstacles that do not change the intention of ethics into purchase action. Within a luxury setting, the reason for ethical consumption can be in conflict with the reason for status-seeking, leading to an ambivalence which is not entirely addressed by the theory.

2.6.3 Signalling Theory

According to Signalling Theory, brands operate under the assumption that quality and trustworthiness are conveyed by observable signals, including certifications, sustainability reports, and even explicit promises on the part of the brand, in situations where consumers have no chance to directly verify such claims. Bakış and Kitapcı (2023) utilise the logic of signalling when it comes to sustainable fashion, stating that observable sustainability practices influence how consumers perceive them. More crucially, but importantly, the worth of a signal is determined by how credible it is said to be: a signal is not effective unless the consumers assume that it is an expensive and real-to-counterfeit signal. In the case of Burberry, sustainability communications will create a positive perception as long as it is credible to the consumers. This credibility question is especially timely, considering that the brand has had a previous problem in terms of reputation, and that signalling theory is a suitable analytical framework that can explain the current study.

2.7 Comparison of Models

The three theories collectively make a comprehensive and complementary theory. TPB plots the creative and social arrangement of the intention formation. The Ethical Consumption Theory describes the rationale behind sustainability-based purchasing behaviour caused by moral values. The Signalling Theory describes how brand messages bring about the perceptions that trigger such a process. The motivation and communication aspects of the sustainability-intention relationship are integrated in them. Individually, the theories have weaknesses: TPB risks the oversimplification of the luxury decision-making process, Ethical Consumption Theory undervalues the constraints of the behaviour, and Signalling Theory fails to explain the emotional reactions to the brand in full. By combining the three, one can come up with a more detailed and nuanced description than what any one of the frameworks could offer.

2.8 Literature Gap / Research Gap

The above review shows that there are four gaps in the available literature, which are interrelated and are where this study fits in. In the first place, the speed of fashion studies predominates in the field. Motivational, symbolic and communicational processes of luxury fashion consumption vary widely enough not to be able to generalise the findings across segments at face value as compared

to mainstream fashion. Research conducted to study the concepts of sustainability and purchase intention on the single brand level in the luxury fashion industry is uncommon, and this has restricted the scope of the field of research to provide effective insights that could be applied in running the luxury brand.

Second, the number of studies on the UK market is limited in empirical literature. The majority of research is based on the sample of East Asia, South Asia, or North America, and the cultural peculiarities of relationships between the UK consumers and British luxury brands remain mostly unstudied. In the case of a brand such as Burberry, with both cultural and reputational capital greatly derived from its British heritage, this geographic distance has particularly proven to be consequential.

Third, scholarship is generally focused on assessing attitude towards generalised sustainability as opposed to the consumer perception of sustainability in reference to a particular brand. More proximate to purchase decisions compared to more abstract environmental values are brand-specific perceptions, which are more likely to reflect the trust and credibility dynamics that determine whether sustainability communication is effective. Fourth, the attitude-behaviour gap is not fully comprehended in the luxury environment, and the obstacles can also be quite different compared to the reasons that act within the fast fashion environment. This paper will fill all four of these gaps by looking at brand-specific sustainability perceptions among UK consumers relative to Burberry, with purchase intention as the outcome variable.

2.9 Conceptual Framework

The conceptual framework is that the consumer perception of the sustainability of Burberry is the major antecedent of the purchase intention in the context of this study. All three theoretical perspectives discussed above are relevant to this relationship: TPB is used to explain how perception influences attitude and intention; Ethical Consumption Theory is used to explain why morally oriented consumers translate positive brand perceptions into purchase motivation; and Signalling Theory is used to explain how sustainability communications develop the perceptions that trigger this process. The perceived sustainability that is directly related to purchase intention is the main exploration, although other possible moderating variables are acknowledged as trust, brand credibility, and consumer environmental values. The framework is expressed as:

Conceptual Framework

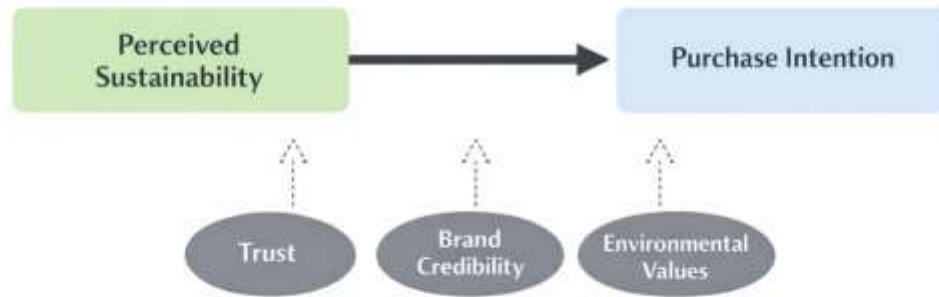


Figure 1: Conceptual Framework

This parsimonious structure is appropriate for a study that aims to test a specific directional hypothesis within a defined contextual setting, and it provides a clear guide for the measurement instrument developed in Chapter 3.

2.10 Expected Findings or Hypotheses

However, based on the literature analysis and the formulated theoretical framework, it can be proposed that one can offer an informed guess on what the empirical study within the framework of this research is likely to discover. The circumstantial evidence points to the fact that a positive correlation between purchase intention and perceived sustainability will be found among UK consumers with regard to Burberry. The consumers likely to communicate a greater purchase intention would be those who have the perception that the brand is truly committed towards sustainability, as opposed to those who do not trust its sustainability stance.

Nevertheless, this relationship will be of moderate size, but not strong. Considering the attitude-behaviour gap documented and the intricacy of the luxury consumption motives, the sustainability perception cannot be seen as the strongest force of purchase intention; the status, brand prestige, quality, and heritage have to be regarded as important rival stimuli. The plausibility of the sustainability communication conducted by Burberry, determined by its present message along

with its past behaviour, is likely to mediate the level of strength of the relationship. Such estimates will be tested in comparison with the empiricism that will serve as data, which will be presented in Chapters 4 and 5.

2.12 Chapter Summary

The chapter has presented a critical and synthesised literature review concerning the research question of the research study. The review started with a conceptually based explanation of sustainability in the fashion industry, comprising how the luxury context presents issues that standard sustainability studies fail to explain in detail. Consumer perception was defined as a construct which is independent of actual sustainability performance, and trust, transparency, and credibility were viewed as its key determiners. The critically reviewed dependent variable of the study was purchase intention, and the significance of the attitude-behaviour gap, and its expression in luxury markets was evaluated.

Chapter 3: Research Methodology

3.1 Introduction

The chapter presents the methodological framework that was employed to explore the role of consumer perceptions of sustainability in purchase intention in the UK fashion sector, using Burberry as the case study. It is intended to be in tandem with the aim, objectives and hypothesis of the study put forward in previous chapters, namely the hypothesis that perceived sustainability has a positive effect on purchase intention among the UK aware Burberry consumers.

According to Saunders, Lewis and Thornhill (2023), methodological choices cannot be treated as separate technical options and must be explained with reference to the research questions, the nature of the data required, and the practical circumstances of the research. This chapter thus talks about the research philosophy, approach, design, strategy, sampling, data collection process, analysis procedures, ethical considerations and methodological limitations, which all make up the empirical basis of the next chapter.

3.2 Research Philosophy

The philosophical approach that the study takes is positivism. Positivists believe that knowledge is created using objective observation, quantifiable evidence, and systematic analysis, and it is often equated with quantitative research, which tries to test the relationship between variables as opposed to understanding an individual meaning in depth (Creswell and Creswell, 2023). This stance is suitable for the current study since the research question will investigate the connection between two pre-specified variables, perceived sustainability and purchase intention, using numerical data gathered using a structured survey.

Bell, Bryman and Harley (2022) observe that positivist research is particularly pertinent when the researcher aims at producing results that are systematic, comparable, and replicable, which are the key aspects of this dissertation. The research is not aimed at understanding how the participants develop meaning towards sustainability personally. Instead, it determines the statistical significance of the perception of sustainability of Burberry in regard to the intention to purchase. Hypothesis testing is also supported by positivism, and it makes it methodologically coherent due to the explanatory goals of the study and the fact that it is based on statistical confirmation.

3.3 Research Approach

The study follows a deductive research approach. The process of deduction starts with the available theory, creates a hypothesis, and empirical data is used to test whether the hypothesis is supported (Saunders, Lewis and Thornhill, 2023). The reason it is fit is that previous chapters have discussed the literature on sustainability in fashion, consumer perception and purchase intention based on theoretical frameworks such as the Theory of Planned Behaviour, Ethical Consumption Theory and Signalling Theory. These are the conceptual frameworks, out of which the hypothesis is formulated.

Creswell and Creswell (2023) believe that deduction can be especially helpful in explanatory research since it can enable a researcher to evaluate whether, in a given empirical setting, the relationships predicted are observed to be true. This method is further validated by the use of a structured questionnaire and predefined variables, as the goal is to measure known concepts in a narrow and uniform way and not to allow themes to be developed freely based on narratives of the participants.

3.4 Research Design and Strategy

A quantitative research design is used. Quantitative research is appropriate in cases when the researcher aims to investigate patterns, relationships, or explanatory tendencies by using numerical data and statistical analysis (Bell, Bryman and Harley, 2022). A quantitative design in this research enables the measurement of the extent to which respondents perceive Burberry to be sustainable, the extent to which respondents express purchase intention, and the systematic analysis of the constructs in their relation to each other.

The major research design is a survey. According to Evans and Mathur (2018), online surveys are especially useful in consumer research in the sense that they are flexible, cost-effective, and can reach participants who may be geographically distributed and still standardise responses. The design used is cross-sectional, where data is collected at a specific time, and it is suitable because the target is to test perceptions at a specific time, not to see the change over time. Burberry acts as the confined empirical context and is chosen due to being a top British luxury fashion brand with apparent sustainability pledges and a well-established presence in the UK market, which makes it a pertinent context in the study of sustainability perception in luxury fashion consumption.

3.5 Data Collection Method

A structured online questionnaire with Google Forms or Qualtrics is used to gather primary data. This approach complies with the positivist and deductive orientation of the research, enables data to be collected in a uniform format and generates responses that can easily be coded to be analysed statistically. The online mode of administration is especially appropriate since the respondents of interest are consumers who might easily be contacted via social media and online platforms.

There are various sections in the questionnaire. The introductory part gathers demographic and screening data, such as age category, gender, living in the UK, knowledge of Burberry, and overall interest in fashion buying. The second section will be perceived sustainability, which includes the questions about whether the respondents think that Burberry acts in a way that is environmentally and ethically responsible, whether it clearly communicates its sustainability, and whether it makes plausible claims. The third part is the purchase intention, which has to do with how willing the respondents are to purchase Burberry products and how sensitive they are to its sustainability positioning.

Throughout, a 5-point Likert scale of strongly disagree, strongly agree is employed. To construct items, Hinkin (1998) suggests that scale items must be well-crafted, conceptually oriented, and crafted to represent the entire domain of the construct under measurement, and these are the principles that drive item construction in this case. A pilot test is administered on a few respondents before the main survey is rolled out to determine whether there is ambiguous wording, sequencing, or technical issues, hence enhancing clarity and content validity.

3.6 Sampling Strategy

The target group will be composed of consumers in the UK who are familiar with Burberry and have some interest in fashion buying. Brand awareness is a crucial inclusion criterion because consumers not aware of the Burberry brand cannot give an informed answer regarding its sustainability perception. The sampling in the study is non-probability based on convenience sampling with the aid of purposive screening. According to Saunders, Lewis and Thornhill (2023), this methodology is typical in business and management research when the objective is analytical insight as opposed to national representativeness.

The recruitment of the participants is performed via online platforms and social media, and a projected sample size is about 60-100 responses that can be used. At least approximately 60 responses will facilitate the descriptive, correlation, and regression analysis, whereas a bigger

sample will enhance reliability and analytical confidence. The final dataset will exclude incomplete responses and those cases that do not meet the inclusion criteria. Even though the convenience sampling restricts the generalisability, this method is adequate at the dissertation level and can offer significant evidence on the pattern of the relationship between perceived sustainability and purchase intention in the context of selection.

3.7 Reliability and Validity

Reliability is the measurement consistency, whereas validity is the instrument's ability to measure the constructs of interest (Creswell and Creswell, 2023). They are both handled by paying close attention to the questionnaire design and post-collection analysis. The content validity is justified by the direct association of the questionnaire items with the conceptual definitions formulated during the literature review, and the measurement of each construct by a set of items to guarantee a thorough provision. According to Hinkin (1998), it is important to start with clarity in the idea before developing the scale, a fact that should be applied in the process of constructing items.

Reliability is evaluated by internal consistency analysis based on Cronbach's alpha, which evaluates whether items that are supposed to measure the same construct give relatively consistent responses. Where necessary, poorly performing items are eliminated. Other possible threats that are recognised in the study are the common method bias because both variables are measured by the same respondents with the help of the same instrument. According to Podsakoff et al. (2003), it can inflate the observed relationships in case the respondents respond in a patterned or socially desirable manner. To reduce this, the questionnaire is designed using simple terminologies, good distinction between groups of items, a neutral introduction statement and total guarantee of anonymity.

3.8 Data Analysis Procedures

Data is analysed using Excel. Excel supports initial cleaning, coding, and organisation of responses. Excel facilitates the statistical techniques required for the study. The first stage involves data screening to check for incomplete responses, repeated entries, and inconsistencies. The second stage uses descriptive statistics — frequencies, percentages, means, and standard deviations — to summarise the respondent profile and the general distribution of responses across both constructs. The third stage employs correlation analysis to assess whether the two variables move in the same direction and to indicate the strength of their association. The fourth and primary stage uses simple linear regression. Hair et al. (2019) note that regression is useful in business research because it

allows researchers to move beyond simple association and test explanatory relationships between variables.

3.9 Ethical Considerations and Methodological Limitations

The response is voluntary, and the respondents are made aware of the purpose of the study before filling in the questionnaire. Informed consent has been gained via an introductory statement, anonymity has been preserved throughout, no excessive personal information is obtained, and any information obtained is utilised only for academic purposes.

Several methodological shortcomings are admitted. The convenience sampling limits representativeness, and self-reported data can be susceptible to social desirability bias. A cross-sectional design only records the perceptions at one time and not at a specific time, and purchase intention is not similar to actual buying behaviour. Despite these drawbacks, the chosen methodology can be considered relevant since it allows a narrow, strict, and viable testing of the given hypothesis with the limitations of a dissertation project.

Chapter 4: Data Analysis

4.1 Chapter Introduction

This chapter presents quantitative data analysis of the research on consumer perceptions regarding sustainability and the impact on purchase intention in the UK fashion industry, with Burberry being the case study. This analysis is defined by 80 valid responses to questions given through a Google Forms-type format. The chapter is also in line with the aim of the research that looks at the effect of the consumer perceptions of sustainability on purchase intention with reference to Burberry. It also touches on the research goals, which entail perceived sustainability, consumer awareness, a correlation between sustainability perception and purchase intention, and feasible suggestions to fashion brands. The hypothesis used in this chapter is that perceived sustainability has a positive impact on purchase intention. This aligns with the study's stated hypothesis: **H1: Perceived sustainability positively influences purchase intention.**

The chapter starts by providing a demographic profile of the respondents. It then shows some descriptive statistics, such as mean, median, mode, standard deviation, minimum and maximum values. Reliability, correlation and linear regression are provided thereafter. In the last section, the main statistical patterns are summarised, and a concise observation of the analysis constraints is expressed.

This study aims to examine how consumer perceptions of sustainability influence purchase intention in the UK fashion industry, using Burberry as a case study.

Research Objectives are,

1. To examine the concept of perceived sustainability in the fashion industry.
2. To explore consumer awareness of Burberry's sustainability practices.
3. To analyse the relationship between perceived sustainability and purchase intention.
4. To provide recommendations for fashion brands on using sustainability to influence consumer behaviour.

4.2 Dataset Overview

This chapter was based on a sample of 80 valid responses. All the responses contained demographic data, screening data, awareness of Burberry, sustainability perception questions, and purchase intention questions. The questionnaire was structured, and therefore, quantitative analysis was appropriate. The majority of attitudinal items were based on a five-point Likert scale. These

scales gave low, medium, and high levels of agreement that enabled the responses to be converted into numerical values to be analysed.

Perceived Sustainability Score was used as the independent variable. Five items of the questionnaire were used to make this score. These metrics gauged the respondents' perception that Burberry is an environmentally committed business, ethically accountable, clear in its communication about sustainability, believable in its claims, and trust-building through sustainability. Purchase Intention Score was the dependent variable. The scale was created based on three questionnaire questions. These were gauging the importance of sustainability to respondents, whether they would value Burberry among other luxury brands, and whether they planned on purchasing Burberry products.

Microsoft Excel was used to analyse the data. Excel was appropriate since the research needed descriptive statistics, correlation, reliability test, as well as simple linear regression. There were no missing responses in the analysis areas of main analysis. Thus, all the 80 responses were left to be analysed.

4.3 Demographic Overview of Respondents

The demographic analysis enables the representation of the group of respondents before providing the central statistical results. The survey questioned participants in terms of age, gender, living in the UK, how familiar they were with Burberry, and the frequency of fashion purchases. These questions were used to ensure that the respondents were pertinent to the research context.

Table 4.1: Age Profile of Respondents

Age group	Frequency	Percentage
18–24	17	21.2%
25–34	31	38.8%
35–44	8	10.0%
45–54	15	18.8%
55 or above	9	11.2%
Total	80	100.0%

The largest age group was 25–34, representing 38.8% of respondents. The second largest group was 18–24, representing 21.2%. Respondents aged 45–54 represented 18.8%, while those aged 55 or above represented 11.2%. The smallest group was 35–44, representing 10.0%. This shows that

the sample included different adult age groups, although younger and early-career adults were more represented.

Table 4.2: Gender Profile of Respondents

Gender	Frequency	Percentage
Female	43	53.8%
Male	29	36.2%
Non-binary	2	2.5%
Prefer not to say	6	7.5%
Total	80	100.0%

Female respondents formed the largest group, representing 53.8% of the sample. Male respondents represented 36.2%. A smaller number of respondents selected non-binary or preferred not to say. This means the dataset was not evenly distributed by gender, but it still included responses from more than one gender category.

Each of the respondents validated that they were living in the UK. This mattered since the research is centred on the perceptions of consumers in the UK fashion industry. Hence, the data were applicable to the geographical area of the dissertation.

4.4 Burberry Familiarity and Fashion Buying Behaviour

The survey was done to determine whether the respondents were familiar with Burberry before sensing sustainability perception and purchase intention. This was required since the respondents, who are not accustomed to the Burberry brand, might not give a significant response regarding the brand image of sustainability.

Table 4.3: Familiarity with Burberry

Familiarity level	Frequency	Percentage
Slightly familiar	17	21.2%
Moderately familiar	32	40.0%
Very familiar	23	28.8%
Extremely familiar	8	10.0%
Total	80	100.0%

The majority of respondents were at least moderately familiar with Burberry. The largest group was moderately familiar, representing 40.0%. A further 28.8% were very familiar, and 10.0% were

extremely familiar. Only 21.2% were slightly familiar. This suggests that most respondents had enough brand awareness to answer the survey questions.

Table 4.4: Fashion Buying Frequency

Buying frequency	Frequency	Percentage
Rarely	20	25.0%
Occasionally	26	32.5%
Monthly	22	27.5%
Weekly	9	11.2%
More than once a week	3	3.8%
Total	80	100.0%

The largest group bought fashion products **occasionally**, representing **32.5%**. Monthly buyers represented **27.5%**, while rare buyers represented **25.0%**. Weekly or more frequent buyers formed a smaller group. This shows that the dataset included both regular and less frequent fashion consumers.

4.5 Awareness of Burberry's Sustainability Practices

Objective two of the study focuses on consumer awareness of Burberry's sustainability practices. Therefore, one survey item directly measured awareness.

Table 4.5: Awareness of Burberry's Sustainability Practices

Awareness level	Frequency	Percentage
Not aware	10	12.5%
Slightly aware	19	23.8%
Moderately aware	22	27.5%
Very aware	24	30.0%
Extremely aware	5	6.2%
Total	80	100.0%

Results indicate that awareness was ambivalent. The biggest number was highly conscious, forming 30.0 per cent. Moderately aware was the second largest group of 27.5 %. But, 36.3 % of respondents were not knowledgeable (or weakly knowledgeable). This shows that not all respondents recognised the sustainability practices that Burberry has. The average Awareness rating was 2.94, which is near the middle of the five-point scale. Thus, the level of awareness was average, not high.

4.6 Descriptive Statistics for Main Survey Items

The main responses were summarised using descriptive statistics. Such statistics encompass the mean, mode, median, standard deviation, the minimum and the maximum. Mean is an indicator that gives the average score. The median indicates the median. Mode demonstrates the most frequent response. Standard deviation indicates the extent to which the responses were distributed.

Table 4.6: Descriptive Statistics for Main Items

Survey item	Mean	Median	Mode	SD	Min	Max
Burberry appears committed to reducing environmental impact	3.84	4.00	4	0.86	2	5
Burberry supports responsible sourcing and ethical production	3.79	4.00	4	0.87	2	5
Burberry communicates sustainability clearly	3.74	4.00	3	0.88	2	5
Burberry's sustainability claims are credible	3.63	4.00	3	0.96	2	5
Sustainability actions increase trust in Burberry	3.59	4.00	4	0.92	1	5
Price, style, and quality affect final purchase decisions	3.63	4.00	3	0.86	2	5
Sustainability is important in the luxury fashion choice	3.81	4.00	4	0.78	2	5
I would consider Burberry if sustainability claims are credible	3.74	4.00	4	0.87	2	5
I intend to purchase Burberry products in future	3.54	3.50	3	0.91	2	5
I am more likely to buy Burberry if it is genuinely sustainable	3.95	4.00	4	0.75	3	5

The item with the highest mean was “I am more likely to buy Burberry if I believe the brand is genuinely sustainable”, with a mean of 3.95. This implies that the sustainability authenticity had a positive relation with the purchase likelihood. The second-highest mean was on the environmental commitment of Burberry, 3.84. This demonstrates that generally, respondents thought positively about the environmental positioning of Burberry.

The mean of future purchase intention is the lowest, with a mean of 3.54. This is not any sign of a disadvantageous outcome, as it is still over the midpoint. It, however, indicates that overall predisposition towards the acquisition of Burberry was a little less than sustainability-grounded acquisition probability. The credibility and trust items, too, revealed moderate-positive values, with the means of 3.63 and 3.59. These findings indicate that the respondents were generally optimistic, yet not entirely convinced that Burberry had credibility in terms of its sustainability.

4.7 Construct-Level Descriptive Statistics

To analyse the correlation between perceived sustainability and purchase intention, the scores on individual items were summed up to construct a score. There were five items in the perceived sustainability construct. Three items were contained in the purchase intention construct. Correlation analysis and regression analysis were then done with these construct scores.

Table 4.7: Construct-Level Descriptive Statistics

Construct	Mean	Median	Mode	SD	Min	Max
Awareness Score	2.94	3.00	4.00	1.14	1.00	5.00
Perceived Sustainability Score	3.72	3.70	4.20	0.76	2.20	5.00
Purchase Intention Score	3.74	3.67	4.00	0.75	2.33	5.00
Barrier Score	3.63	4.00	3.00	0.86	2.00	5.00

Construct level findings indicate that the mean of perceived sustainability was 3.72 and the mean of purchase intention was 3.74. These two were more than half the midpoint of 3.00. This indicates that the general trend of the survey was positive with respect to the sustainability perception and purchase intention of Burberry. The score on purchase intention was a bit higher than the perceived sustainability score, though the difference is marginal.

Awareness score also scored lower than the main constructs, with the mean being 2.94. This demonstrates that not all respondents were always highly aware of the sustainability practices of Burberry, yet they had positive views related to sustainability. The barrier score was 3.63, where price, style and quality were found to be important in buying decisions.

4.8 Reliability Analysis

Reliability analysis was conducted to check whether the grouped items measured the same construct consistently. Cronbach's alpha was used for this purpose. The perceived sustainability scale had five items, while the purchase intention scale had three items.

Table 4.8: Reliability Statistics

Scale	Number of items	Cronbach's alpha
Perceived Sustainability	5	0.897
Purchase Intention	3	0.862

The perceived sustainability scale produced a Cronbach's alpha value of **0.897**. The purchase intention scale produced a Cronbach's alpha value of **0.862**. Both values are above 0.70, which indicates acceptable internal consistency. Therefore, the grouped items were suitable for construct-level analysis. This supported the use of composite scores in the correlation and regression stages.

4.9 Correlation Analysis

Correlation analysis was used to examine the direction and strength of relationships between variables. The main relationship tested was between perceived sustainability and purchase intention. The analysis also considered awareness and barrier scores.

Table 4.9: Correlation Matrix

Variable	Awareness	Perceived Sustainability	Barrier	Purchase Intention
Awareness	1.000	0.454	-0.269	0.342
Perceived Sustainability	0.454	1.000	0.005	0.463
Barrier	-0.269	0.005	1.000	-0.191
Purchase Intention	0.342	0.463	-0.191	1.000

Perceived sustainability correlated with the purchase intention = $r = 0.463$. This shows a moderately high relationship. Purchase intention was found to rise as perceived sustainability rose. This finding backs up the anticipated path of the hypothesis of the study.

There was also a positive relationship between the awareness and perceived sustainability, with the $r = 0.454$. This indicates that the respondents who had better knowledge of the sustainability practices of Burberry were more likely to report stronger perception scores on sustainability. Purchase intention was also positively correlated with awareness, and the $r = 0.342$. This association was not as strong as the main relationship but exhibited a good picture.

The purchase intention was weakly negatively related to the barrier score, $r = -0.191$. This implies that purchase intention can be decreased by price, style and quality considerations. Nevertheless, this was not as strong as the relationship between the perceived sustainability and purchase intention.

4.10 Linear Regression Analysis

Simple linear regression was used to examine whether perceived sustainability predicted purchase intention. The dependent variable was Purchase Intention Score. The independent variable was Perceived Sustainability Score. This test was appropriate because the study aimed to examine whether one main predictor influenced one main outcome variable.

The regression equation was:

$$\text{Purchase Intention} = 2.042 + 0.458 \times \text{Perceived Sustainability}$$

Table 4.10: Regression Model Summary

Model indicator	Value
R	0.463
R Square	0.214
Adjusted R-Square	0.204
Standard error of estimate	0.667
F statistic	21.276
Significance	$p < 0.001$

The regression model produced an R value of 0.463, which confirms the same positive relationship shown in the correlation analysis. The R-squared value was 0.214. This means that perceived sustainability explained 21.4% of the variation in purchase intention. The adjusted R-squared was 0.204, which remained close to the R-squared value. This indicates that the model did not lose much explanatory strength after adjustment.

The F statistic was 21.276, with $p < 0.001$. This shows that the regression model was statistically significant. Therefore, the model provided evidence that perceived sustainability was a significant predictor of purchase intention in this dataset.

Table 4.11: Regression Coefficients

Predictor	B	Standard Error	t-value	p-value	95% Confidence Interval
Constant	2.042	0.376	5.430	<0.001	1.293 to 2.790
Perceived Sustainability	0.458	0.099	4.613	<0.001	0.260 to 0.655

The coefficient for perceived sustainability was $B = 0.458$. This means that each one-point increase in perceived sustainability was associated with a 0.458-point increase in purchase intention. The

t-value was 4.613, and the p-value was below 0.001. This result shows that perceived sustainability made a statistically significant contribution to predicting purchase intention.

The 95% confidence interval ranged from 0.260 to 0.655. Since the interval did not include zero, the result provides further evidence that the relationship was statistically meaningful. Therefore, the regression analysis supports the proposed positive influence of perceived sustainability on purchase intention.

4.11 Hypothesis Testing

The study tested one hypothesis:

H1: Perceived sustainability positively influences purchase intention.

The results support this hypothesis. The correlation analysis showed a positive relationship between perceived sustainability and purchase intention, with $r = 0.463$. The regression analysis also showed that perceived sustainability significantly predicted purchase intention, with $B = 0.458$ and $p < 0.001$. Therefore, H1 is accepted.

Table 4.12: Hypothesis Testing Summary

Hypothesis	Statistical test	Result	Decision
H1: Perceived sustainability positively influences purchase intention.	Correlation and linear regression	Positive and statistically significant	Accepted

This finding implies that the data content validates the perspective that the higher perceived sustainability, the higher the purchase intention is for Burberry. However, the R-squared value shows that perceived sustainability does not explain all the variation in purchase intention. Additionally, the intention to purchase Burberry products might also depend on other factors.

4.12 Summary of Main Findings

The analysis had some significant findings. The sample contained 80 valid UK-based respondents first, which implied that the sample was a valid data set that would correspond to the geographical scope of the study. Second, the majority of the respondents were moderately or more familiar with Burberry, which justified their relevance in their responses. Third, the respondent was only averagely aware of the sustainability practices of Burberry and not always highly aware. This is an indication that not all the respondents were equally knowledgeable about the sustainability activity of Burberry.

Fourth, descriptive statistics indicated that the scores regarding the perceived sustainability and purchase intention were positive. The average perceived sustainability score was 3.72, with an average purchase intention score of 3.74. Fifth, reliability scores were high since both main scales have values of Cronbach's alpha of above 0.80. Sixth, the correlation analysis revealed a middle-level positive association between perceived sustainability and purchase intention. Lastly, the regression analysis revealed that perceived sustainability would highly predict purchase intention, with 21.4% of the variation in purchase intention being explained.

The statistical findings in general imply that the hypothesis in the study is correct. The statistics reveal that perceived sustainability positively affects purchase intention but is not the sole driver of consumer intention.

4.13 Limitations of the Analysis

Grouping of limitations identified in the analysis has a few. To start with, the size of the sample was restricted to 80 answers. This worked well in simple descriptive, correlation and regression analysis, but has limited generalisation. Second, the data about the study was self-reported survey data. There was a possibility that the respondents picked socially desirable answers, particularly due to the fact that many consumers have positive perceptions of sustainability.

Third, the survey was a measure of purchase intention, rather than actual purchase behaviour. One of the respondents might be planning to purchase Burberry goods, but end up not purchasing them in the future. Fourth, the survey was of a cross-sectional nature. This implies that at a single point, the responses were only collected. Fifth, there was convenience sampling; the sample might not be able to sufficiently represent all fashion customers in the UK. In the following chapter, these limitations must be considered concerning the discussion of the findings.

4.14 Chapter Summary

This chapter involved the results of the quantitative study of 80 questionnaire answers. The analysis entailed demographic overview, descriptive statistics, reliability testing, correlation analysis and linear regression. The results revealed that the perceived sustainability and purchase intention of Burberry had positive perceptions among the respondents. The reliability showed that the key constructs were consistent with each other. The results of the correlation analysis revealed that there was a positive moderate relationship between perceived sustainability and purchase intention. The regression test validated that purchase intention was strongly predicted by perceived sustainability.

Following the results of these tests, the hypothesis was accepted. As data demonstrates, perceived sustainability has a positive impact on purchase intention when it comes to Burberry. The analysis did reveal, however, a part of purchase intention elucidated by sustainability perception. This implies that consumer choices could also be influenced by other conditions, which include price, product style, brand image, the value of luxury and quality. These findings are to be discussed in the next chapter concerning the literature review, research aims and pragmatic implications to Burberry and the fashion industry in the UK at large.

Chapter 5: Discussion

5.1 Chapter Introduction

This chapter covers the findings in Chapter 4 and how these findings are broader in terms of the research aim, objectives, hypothesis, literature review, and the theoretical framework. This research sought to address the question: Do consumer perceptions of sustainability affect purchase intention in the UK fashion industry? using Burberry as the case study. This was facilitated by four goals: to test the perceived sustainability of fashion, client awareness of the sustainability practices of Burberry, test the relevance of perceived sustainability and purchase intention, and give recommendations to fashion brands. An additional hypothesis that was tested in the study was that perceived sustainability has a positive impact on purchase intention. These objectives and aims were built on the previous dissertation targeted at luxury fashion in the UK, Burberry, consumer perception, sustainability communication, and the purchase intention.

The discussion chapter no longer dwells on the statistical presentation of results. It also explains the meaning of the findings and how much they contribute to the existing scholarly arguments. Chapter 4 revealed that respondents had a positive perception of the sustainability of Burberry and had positive purchase intention. The relationship between perceived sustainability and purchase intention was moderate and positive, whereas the regression outcome indicated that the relationship between perceived sustainability and purchase intention was a predictable indicator of purchase intention. But the results also indicated that the sustainability perception was only a partial explanation for purchase intention. This implies sustainability is an issue, yet it does not completely dictate the consumer decision-making within the luxury fashion sector. Thus, this hypothesis is confirmed in addition to the fact that sustainable luxury consumption is indeed complicated.

5.2 Summary of Key Findings

The initial key insight was that the consumer's knowledge of the sustainability practices of Burberry was average. The mean of the awareness was 2.94, which was near the middle of the scale. This indicates that the level of awareness about the sustainability activities of Burberry was not very high among the complete sample; however, the respondents were not totally innocent about the activities of this company. This result matters due to the fact that the sustainability perception is partly reliant on what consumers are aware of, observe and believe about a brand.

Unless consumers effectively know what a brand does about sustainability, it is possible that such actions might not affect their purchasing behaviour.

The second conclusion was that there was a positive mean score of 3.72 on perceived sustainability. Most respondents indicated that Burberry seems to be green, responsible and even plausible about their sustainability activities. The trust and credibility items were, however, not as high as the item which measures environmental commitment. It implies that respondents might be aware of the sustainability positioning of Burberry, but there is still an uncertainty as to whether they entirely believe its assertions.

The third discovery was that the purchase intention also had a positive average score of 3.74. The top-ranking one was the fact that people were more inclined to purchase Burberry when they thought that the brand was a real sustainable one. This demonstrates that true sustainability is able to enhance consumer purchasing intention. The overall future purchase intention item had a lower mean of 3.54, however. Such a distinction indicates that sustainability can raise interest, though it does not necessarily mean that it would lead to firm purchase intention.

The fourth and most significant result was the positive correlation between the perceived sustainability and the purchase intention. The outcome of the correlation was a moderate positive correlation, $r = 0.463$. The outcome of regression indicated that perceived sustainability was a strong predictor of purchase intention, with a $B = 0.458$ and $p = 0.001$. The R^2 was 0.214 and implied that perceived sustainability was used to explain 21.4% of the differences in purchase intention. Thus, the evidence is substantial for H1. But the remaining variation that has not been explained is the indication that there are other factors that affect purchase intention.

5.3 Discussion of Objective One: Perceived Sustainability in Fashion

The initial goal was to investigate the idea of perceived sustainability within the fashion industry. The results indicate that perceived sustainability does not merely pertain to the perceived presence of sustainable practices done by a brand. It is whether the consumers feel that such actions are observable, convincing, and significant. The score on positive perceived sustainability means that most of the respondents had an average perception of the sustainability of Burberry. This confirms that the sustainability perception of fashion is impacted by the ways consumers think about and analyse brand activities, as suggested by Hur and Cassidy (2019).

The data also substantiates the idea by Li, Choe and Gu (2024) that the perceived sustainability can shape the clothing choices. Their point is timely since consumers usually are not able to

independently check the actual environmental or moral performance of a fashion brand. Thus, they make use of signals, messages, reputation and trust. The respondents in this research seemed to have a moderately positive perception of the sustainability of Burberry, but not highly so. This implies that the sustainability image of Burberry is already present with the consumers, yet it can probably use better communication and evidence.

The outcome also signifies the tension that Adamkiewicz et al. (2022) present, stating that greenwashing issues tend to influence the idea of sustainability in the fashion industry. Consumers might advocate in support of sustainable fashion, but they might become sceptical when the brands make claims of sustainability. The credibility and trust items were not the highest, but positive in this study. It indicates that the respondents might be receptive to buying into the sustainability stance of Burberry, yet require persuasion.

This observation is more significant in high-end fashion. Heritage, craftsmanship, exclusiveness and status may be valued by luxury fashion consumers. These values can be maintained by sustainability, but not necessarily overridden. Grauel, Burmann and Schade (2025) consider luxury consumers to have an opportunity to appreciate sustainability, though it is not a primary factor in making purchases. This assumption is supported by the current results, as perceived sustainability was positive, although it could not thoroughly determine purchase intention. Thus, perceived sustainability is to be perceived as a significant component of a luxury brand, but not the sole element.

5.4 Discussion of Objective Two: Awareness of Burberry's Sustainability Practices

The second target was to understand how consumers are aware of the sustainability actions of Burberry. These results indicated that there was ambivalent awareness. The awareness of some of the respondents was very high, whereas others were not very aware; some were slightly aware. It is an important discovery as recognition forms the basis of perception. Unless linking with consumers who can clearly see brand actions, they cannot build up strong sustainability perceptions.

This finding is related well to Signalling Theory. Signalling Theory proposes that quality, credibility and responsibility are conveyed by visual signals via brands. These signals in sustainability can consist of reports, certifications, information on responsible sourcing, environmental commitments and transparent communication. Bakikis and Kitapcive (2023) claim

that the perceived sustainability can be affected by observable sustainability practices. This will, however, only succeed when the consumers observe and believe in those signals.

The moderate level of awareness outcomes indicates that Burberry may not be successfully communicating its sustainability cues to its consumers. Burberry could have sustainability efforts; however, the effectiveness of such efforts lies with consumer recognition. This is what Neumann, Martinez and Martinez (2021) assert: trust and communication are the key factors in determining the perception of sustainability. Sustainability messages might fail to have powerful purchase effects in case consumers are uninformed or unconvinced.

This discovery is also indicative of the UK situation presented in Chapter 2. The sustainability arguments, ethical consumption and environmental responsibility continue to get more and more exposed to the UK consumers. Nevertheless, Okur et al. (2023) believe that awareness does not necessarily translate to sustainable purchasing due to confusion issues, cost issues, and competing priorities of consumers. The current results bear out this argument. There was awareness, but it was not constant. Thus, Burberry should not expect sustainability reporting to automatically trickle down to the ordinary consumer.

The conclusion has a real-world applicability. To ensure that sustainability has more impact on the purchase intention, Burberry requires better and more direct communication. Sustainability information should not just be presented in hard copy reports. It has to be seen on product pages, store communication, campaigns, packaging, social media content, etc. This would contribute to the shift of sustainability in the corporate pledge into a consumer-perceived brand worth.

5.5 Discussion of Objective Three: Relationship Between Perceived Sustainability and Purchase Intention

The third aim was to examine how perceived sustainability is related to purchase intention. This is what the study was aimed at. Results indicated that there is a moderate positive relationship between the two variables. In the regression analysis, there was also a significant finding that perceived sustainability was a significant predictor of purchase intention. Thus, the research offers empirical data on the perception of sustainability as capable of affecting consumer buying intention.

This result is in line with that of Li, Choe and Gu (2024), who discovered that perceived sustainability affects clothing preferences. It also endorses Hong et al. (2024), who claim that sustainable fashion consumption intentions can be influenced by sustainability values. Likewise,

Dangelico, Alvino and Fraccascia (2022) discovered that behavioural intention could be predicted based on attitudes to sustainable fashion products. In the current work, these arguments have been applied to the context of the UK luxury fashion with reference to Burberry.

This observation also lends credence to the Theory of Planned Behaviour. The behavioural intentions are influenced by attitudes, subjective norms, and perceived behavioural control according to this framework. Perceived sustainability might have assisted in a favourable outlook towards Burberry in this research. The respondents who felt that Burberry is truly sustainable exhibited purchase intention more than others. This proves the argument of Carfora, Buscicchio and Catellani (2021) that sustainability motives can be applied to sustainable clothing.

The correlation was, however, not very strong but medium. It is an important aspect. The value of the R-squared indicated that perceived sustainability factored in 21.4% of purchase intention. This is significant, yet it implies that other factors also explained most purchase intent variation. This finding is in line with the literature on the attitude-behaviour gap. Rausch and Kopplin (2021) suggest that intended behaviour does not always match sustainable clothing intentions due to the relevance of price, convenience, and product attractiveness. The present research did not quantify the behaviour, but rather, it demonstrated that sustainability is not the sole factor that can explain the intention.

The results also help to prove the argument of Zollo (2024), according to which ethical identity may be in conflict with the desire to have a social image and fashion. The consumption of luxury fashion is not just functional. It is also allegorical. The consumer might desire a Burberry product due to quality, heritage, design, identity or status. Sustainability can make the brand more appealing, though it is not likely to supplant its old focus, as a luxury you buy. This is why the relationship was significant but moderate.

The findings, hence, give a fair outcome. Purchase intention pertains to sustainability perception. Nonetheless, it is to be combined with other purchase drivers. In the case of Burberry, sustainable ought not to be put aside as a luxury value. Rather, it must be associated with quality, durability, craftsmanship, heritage, and conscientious contemporary luxuriousness.

5.6 Discussion of the Hypothesis

The hypothesis was that perceived sustainability has a positive effect on purchase intention. The hypothesis is justified by the statistical findings. The significant regression and positive correlation

are an indication that a stronger perceived sustainability is related to a stronger purchase intention. So that H1 is accepted.

This fact substantiates the fact which was estimated in Chapter 2. The review of the literature revealed that the relationship between perceived sustainability and purchase intention would most probably be positive (but moderate). The Chapter 4 findings were in line with this assumption. This enhances the integrity of the dissertation as the theoretical prediction and empirical pattern were consistent with each other.

Ethical Consumption Theory is also supported by the accepted hypothesis. According to this theory, consumers can apply moral and green values to purchase their products. The results indicate that the consumers were more prone to express purchase intention in the event that they perceived Burberry to be truly sustainable. What this means is that luxury fashion is able to be impacted by ethical considerations.

Nevertheless, the mediocre force of the relationship displays the boundaries of Ethical Consumption Theory as well. Ethics do not work individually. Price, design, quality, and brand prestige might continue to be part of the consideration of consumers, even though they support sustainability. It aligns with Bae and Yan (2023), who note that responses to ethical fashion are influenced by individual differences and material values. It is also in line with Busalim, Lynn and Wood's (2025) assertion that there is still ongoing consumer resistance to sustainable fashion as more consumers become aware of it.

Thus, the hypothesis is accepted, although with some reservations. The research is in favour of a positive and not a foolproof effect. Another key predictor of purchase intention is sustainability perception, which is not adequate to have been used to explain the entire consumer decision.

5.7 Interpretation Through the Theoretical Framework

The theoretical framework was a combination of the Theory of Planned Behaviour, Ethical Consumption Theory and Signalling Theory. All three theories are useful, as shown by the findings.

To begin with, the Theory of Planned Behaviour can be used to understand how perceived sustainability affects purchase intention. A favourable attitude towards purchasing Burberry can be formed as a result of a positive sustainability perception. This intention can also be facilitated by social expectations of ethical consumption. It can be constrained by perceived behavioural

control, though, when price, quality, or style issues are still important. This is the reason why the relationship was positive but not very strong.

Second, Ethical Consumption Theory can be used to understand why real sustainability enhanced the likelihood of purchase. Credibility in sustainability claims seemed more likely to make Burberry more acceptable to the respondents. This demonstrates that moral and environmental values are able to influence luxury fashion intention. Nonetheless, the research also demonstrates that ethical motivation opposes other consumer concerns. Thus, ethical consumption is powerful yet conditional.

Thirdly, Signalling Theory reveals the significance of credibility, trust, and communication. The purchase intention only varies with signs of sustainability when they are trusted by consumers. The results indicated that the level of trust and credibility was positive and moderate. This is an indication that Burberry's sustainability signals might prove effective, but they require more evidence and publicity. Combined with the previous sustainability scandals of the brand, credibility can also be harder to build. This is indicative of the premise proposed by Apaolaza et al. (2023) that greenwashing and visible issues of sustainability are potentially harmful to consumer trust.

Combined, the theories include a better explanation than any one particular theory. TPB describes the formation of intentions. Ethical Consumption Theory is the theory of moral motivation. Signalling Theory describes the brand communication as it influences the perception. The results, hence, affirm the combined theoretical model constructed in Chapter 2.

5.8 Comparison with Existing Literature

The research results are correlated with the literature findings of a positive relationship between sustainability perception and purchase intention. Both of the provided research articles, Li, Choe and Gu (2024) and Hong et al. (2024), concluded that sustainability-related perception can influence the intention to join sustainable fashion. This argument is supported by the current research regarding Burberry and luxury fashion in the UK.

The results also coincide with those of Dangelico, Alvino and Fraccascia (2022) who discovered that attitudes, norms and perceived control determine the consumer behavioural intention towards sustainable fashion. This is supported by the current findings since perceived sustainability was a factor that had an effect on intention, although other factors were evident.

But the results also validate the more conservative body of literature. According to Rausch and Kopplin (2021), consumers tend to show sustainable intentions; however, in some cases, they fail to take action. The current research has quantified intention and not behaviour, yet the moderate elucidatory power indicates that sustainability is merely a portion of the decision. This helps bring forth the notion that the concept of sustainability interest does not necessarily eliminate the attitude-behaviour gap.

The results are also in favour of the luxury of specific studies. According to Grauel, Burmann and Schade (2025), sustainability preferences of luxury consumers are in place; however, they tend to be secondary to traditional luxury reasons. According to Holmqvist et al. (2025), sustainability is most effective when the values of luxury, like quality and durability, are supported. This is supported by the current findings, as the respondents aligned their sustainability, but with moderate effects. Consequently, sustainability is to be positioned as a component of luxury excellence, as opposed to luxury appeal.

5.9 Contribution to the Research Gap

Four key gaps were identified in Chapter 2. First, a great part of the prior studies was oriented on fast fashion, but not on luxury fashion. Second, there was a paucity of UK-specific research. Third, a lot of research quantified attitude towards general sustainability, not perceptions towards a specific brand. Fourth, luxury situations did not completely understand the attitude-behaviour gap. The present study will fill these gaps in a number of ways. It is a specific case of the Burberry British luxury fashion brand. This gives it the deeper, contextually based knowledge as opposed to broad fashion studies. It also refers to the survey respondents in the UK, which will help them to fill the scarcity of UK luxury fashion evidence. Moreover, it considers the brand-related perceived sustainability and not just general environmental concern. This renders the results more practical in managing the brand.

The research also adds to the knowledge of the gap between attitudes and intentions in luxury fashion. The results indicate that the perception of sustainability has a positive impact on purchase intention, and the correlation is moderate. This is the relevance of sustainability with none being dominant. This can be used to justify the reason why consumers might be in favour of sustainability, yet purchase luxury as a result of other factors. So, the research partially completes the research gap by demonstrating the working of sustainability in a particular context of a luxury brand.

5.10 Practical Significance for Burberry and Fashion Brands

The results are of practical value to Burberry and other luxury fashion companies. First, Burberry ought to invest more in sustainability, as clients react favourably when they think that the brand is truly sustainable. The high regression score demonstrates that sustainability perception has the potential to affect purchase intention.

Second, Burberry ought to enhance the clarity of communication. Its awareness was moderate, implying that the sustainability activities could not be well comprehended by many consumers. Presentation of sustainability by the brand should be in ways that are simple, visible and easily accessible to consumers. This may encompass improved site clarifications, product-based sustainability information, storytelling on social media, and open reporting.

Burberry should put a lot of emphasis on credibility, third. Whenever the claims of sustainability seem genuine, consumers are more likely to respond positively. Thus, the brand cannot make unspecified statements and justify them with certifications, concrete objectives, transparency of suppliers, and updates about progress.

Fourth, Burberry ought to combine sustainability with luxurious value. Sustainability must be associated with handmade, longevity, tradition and quality. This would lessen the conflict between luxury consumption and ethical consumption. It would also symbolise the argument by Holmqvist et al. (2025) that sustainability performs best when placed within the luxury value.

Lastly, fashion companies need to realise that sustainability on its own might not be enough to achieve purchase intent. Still significant are product design, price, quality, brand image and consumer lifestyle. Thus, a sustainability strategy must be incorporated into the broader marketing mix.

5.11 Limitations Affecting the Discussion

There are several restrictions to be taken into account. To start with, the research was done with 80 responses that are adequate to do simple quantitative analysis, but not to broadly generalise. Second, the data were premised on self-reported survey data. It is possible that the respondents provided socially desirable responses since sustainability is regarded as a positive concept.

Third, the research evaluated the purchase intention but not the purchase behaviour. There is an intention helpful, but it does not ensure the actual purchase. Fourth, the study took a cross-sectional design, thereby measuring consumer perception at a given moment in time. Consumer preferences

may shift when Burberry redefines its sustainability approaches or is subjected to new scrutiny by the general population.

Lastly, convenience sampling restricts the sample representativeness. The results can thus be interpreted as indicative, as opposed to being completely generalisable. Such drawbacks do not nullify the results, but should inform the application of conclusions with care.

5.12 Chapter Summary

In this chapter, the findings have been discussed about the research aim, objectives, hypothesis, literature review, and theoretical framework. As the results indicate, perceived sustainability has a positive impact on the purchase intention towards Burberry. Thus, the hypothesis of the study is true. Nevertheless, the correlation is mediocre, so sustainability becomes significant, yet not the sole factor of luxury fashion purchase intention.

The results are a confirmation of the Theory of Planned Behaviour, Ethical Consumption Theory, and Signalling Theory. They also go in line with the research that sustainability perception has the ability to shape consumer intention. Meanwhile, they endorse the work on the attitude-behaviour gap and the sophistication of luxury consumption. The research will help fill the research gap by addressing consumers in the UK, Burberry, and brand-specific sustainability perception in luxury fashion. Comprehensively, the discussion illustrates that sustainability can enhance purchase intention where it is overt, believable, and embedded with broader luxury value.

Chapter 6: Conclusion and Recommendations

6.1 Chapter Introduction

This chapter sums up the dissertation by integrating the research aim, objectives, crucial findings, theoretical contribution, practical value, limitations and future research directions. The general aim of the research was to find out how consumer beliefs of sustainability affect purchasing intention in the UK fashion market, Burberry being a case study. The perceived sustainability was the focus of the study since consumer choices in fashion are not informed by real brand practices alone. They also are influenced by consumer comprehension, faith and reaction to those practices. The objectives that guided the research investigated perceived sustainability, consumer knowledge on the sustainability practices at Burberry, how perceived sustainability is associated with purchase intention, and the fashion brand recommendations. The hypothesis was that there is a positive effect of the perceived sustainability on purchase intention.

Conclusion chapter is not a restatement of the entire analysis but some high-level summary of it. It discusses what the study has revealed, how the research addresses the aims of the study, and why the results are important to sustainability in luxury fashion. It also dwells upon a contribution of the study to theory and practice and presents limitations and future research recommendations.

6.2 Summary of Key Findings

The research discovered that the consumer recognition of the sustainability practices of Burberry was average. The average score of awareness was 2.94 which reveals that the respondents were not completely ignorant about Burberry sustainability efforts, yet the awareness was not always high. This observation is significant since sustainability cannot have a potent impact on the consumer decision-making process unless consumers clearly identify with the sustainability activities circulating in a brand.

The second noteworthy observation was that the respondents mainly had positive views of the sustainability of Burberry. The mean score on the perceived sustainability was 3.72. It means that a good number of respondents perceived Burberry as an environmentally-focused and ethical brand. But, the credibility and items that related to trust were a bit lower than the general environmental commitment item. Thus, consumers can afford Burberry when it comes to its sustainability positioning, however, there is still some doubt about the validity of it.

The third important finding was that intention based on purchase was also good. The score of purchase intention was 3.74. The most significant purchase intention was demonstrated by the fact

that the respondents were more inclined to purchase Burberry when they thought that the product was truly sustainable. This result shows that the concept of authenticity is significant in the process of making purchases. Nevertheless, the general intended future purchase was lower than purchase likelihood based on sustainability, and it is demonstrated that sustainability can enhance purchase intention but cannot necessarily make purchase.

The last finding, which is the most significant, was that perceived sustainability was positively and statistically related to purchase intention. The correlation outcome was $r = 0.463$ indicating that there was a moderate positive relationship. The regression results were that the perceived sustainability was a significant predictor of purchase intention ($B = 0.458$, $p = 0.001$). Its R^2 was 0.214 which implied that the perceived sustainability explained 21.4 percent of the variation in purchase intention. As such, the hypothesis was accepted. Nevertheless, the outcome also revealed that other factors do have impact on purchase intention.

6.3 Answering the Research Objectives and Hypothesis

The initial aim was to investigate the notion of perceived sustainability in fashion industry. This was done through reviewing of sustainability as a perception issue among consumers and not just a business performance issue. The results affirm that perceived sustainability comprises of environmental responsibility, ethical production, clarity in communication, credibility and trust. This has significance since consumers are usually unable to directly confirm supply chain practices. Thus, their intention to buy is highly determined by sustainability communication and its perceived belief.

The second aim was to find out the consumer awareness of the sustainability practices in Burberry. The findings revealed that awareness was not high and rather, not uniform. The respondents were not only aware of the sustainability activities of Burberry but also knew a little bit. This fulfills the goal of demonstrating that not every consumer sees that Burberry has sustainability activity. The observation implies that the communications on sustainability at Burberry might have to be more transparent, streamlined, and consumer-friendly.

The third aim was to examine the relationship among the perceived sustainability and purchase intention. The correlation and regression analysis were the complete answers to this objective. The two tests revealed a positive relationship. It is implied that respondents who scored higher on perceived sustainability were the ones who could report high purchase intention. As such, the perceived sustainability has an effect on the purchase intention in the Burberry case.

The fourth aim was to offer suggestions to fashion houses on how to apply sustainability to modify consumer behaviour. The analysis reveals that sustainability is not a covert corporate practice and it ought to be regarded by fashion brands as such. They are expected to state it lucidly, give it credence, and incorporate it with wider brand value. The issue of sustainability in luxury brands must tie into quality, heritage, and durability, and craftsmanship instead of seeming to be outside of the luxury identity.

The hypothesis was that perceived sustainability has a positive impact on purchase intention. This hypothesis is accepted based on the data analysis. The correlation was good and significant. The correlation was however moderate, and not strong. This implies that sustainability is an issue, but not a solo activity. Price, style, quality, brand image, exclusivity, and consumer identity are other factors that influence purchase intention.

6.4 Contribution to the Literature Gap

The research covered some of the literature gaps that had been set out in the dissertation. To start with, a significant amount of previous studies concentrated on fast fashion or the consumption of fashion in general. This paper has added to the under researched field of luxury fashion with regards to Burberry. This is crucial since luxury buyers might react differently to the concept of sustainability, as opposed to fast-fashion buyers.

Second, the research made a contribution to the UK-specific research. The review of the literature revealed that a lot of the available studies were made on non-UK settings. In this research, the target audience was UK consumers and a British luxury brand and as such, the results have a higher applicability on UK fashion market.

Third, the research did not look at the overall sustainability attitudes but rather on brand-specific perceived sustainability. This is useful since the consumers might promote sustainability, in general, but consider particular brands in a different manner. The study, in particular, Burberry, offered more practical insights into the influence sustainability perception exerts on purchase intention at the level of brand.

Fourth, the research led to the insight into attitude-behaviour gap in luxury fashion. The results indicated that sustainability perception positively impacts, yet it does not fully describe the purchase intention. This justifies the opinion that sustainability can be equally valued by consumers yet taking into consideration other purchasing aspects. Thus, the research contributes

to the understanding of why in not all cases, sustainable attitudes result in a high purchase intention.

6.5 Practical Recommendations

The initial suggestion is that Burberry needs to enhance the presence of its sustainability practices. The average awareness indicates that not all consumers will have a clear idea of what the brand does in terms of being sustainable. Burberry ought to convey sustainability on product pages, in their stores, via packaging, social media, and through campaigns.

The second suggestion is that Burberry needs to enhance the authenticity of its sustainability statements. Consumers require evidence, not mere generalizations. Burberry is to make use of quantifiable targets, progress reports, supplier detailing, third party credentials, and openness. This would contribute towards the diminishing of scepticism and enhancing of trust.

The third suggestion is that the concept of sustainability must be associated with luxury value. Burberry ought to sell environmental responsibility as a subset of the craftsmanship, lifespan, accountable sourcing and lifetime quality of the products. Such strategy would make sustainability seem like it is compatible with, but not contrary to luxury.

Fourthly, the recommendation would be that Burberry ought to work on the attitudeintention gap. Consumers can be pro sustainability and price, product design, and status still matter. Thus, sustainability must be accompanied by appealing design, high quality, and definite customer value. The fifth suggestion is that larger fashion brands ought not to practice greenwashing. Sustainability communication must be candid, precise and factual. Overstated information will harm credibility and undermine buying intention.

6.6 Future Research Directions

A greater and more varied sample of UK consumers should be used in future research. This would enhance the generalisability and provide better comparisons across age, gender, income, and groups of fashion involvement. Other further research could also involve comparing Burberry and other luxury brands, including Gucci, Prada, or Louis Vuitton, and determine whether there is a difference in the sustainability perception across different brands.

Mixed methods could be used in future studies. Interviews, or focus groups, would assist in clarifying what makes consumers believe or be skeptical of sustainability claims. This would give more insight as compared to numerical survey findings. It might also be a subject of future research using sales data, loyalty data, or behavioural experiments to research actual purchase behaviour.

The next direction that would work would be to look at moderating variables like income, environmental concern, brand loyalty and luxury involvement. The reasons could be the possibility that some consumers are strongly responsive to sustainability and others are not. It may also involve future studies to examine the role and impact of social media on trust, greenwashing issues, and sustainability awareness.

6.7 Final Conclusion

The dissertation focused on the relationship between consumer perceptions of sustainability and purchase intention in UK fashion industry with Burberry as a case study. The results reveal that the perceived sustainability has a positive and significant impact on the purchase intention. Thus, the principal hypothesis is accepted. Nonetheless, the correlation is moderate, i.e. sustainability is not the only factor influencing the consumers decisions.

The contribution of the study to the body of research is the specificity to the field of luxury fashion in the United Kingdom, the brand-specific sustainability perception, and the case under study of Burberry. It equally offers practical utility in that it demonstrates how sustainability should be apparent, believable, and embedded in luxury brand identity. In the case of Burberry and other fashion brands, sustainability would add value in the purchase intention as long as consumers perceive that it is true and relatable. But sustainability has to go together with quality, design, trust, and clarity of communication. In general, the research finds that sustainability is no longer an ethical issue in luxury fashion. It is also a tactical consumer perception factor that may affect the purchase intention when handled in an authentic and transparent manner.

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Appendix A: Detailed Survey Questionnaire

Research Title: Consumer Perceptions of Sustainability and Their Influence on Purchase Intention in the UK Fashion Industry: A Case Study of Burberry

Survey Introduction:

This questionnaire is designed to collect data on consumer perceptions of Burberry's sustainability practices and how these perceptions influence purchase intention. All responses are anonymous and will be used only for academic research purposes. Participation is voluntary.

Question No.	Survey Question	Response Options / Scale	Purpose of Question
1	What is your age group?	18–24; 25–34; 35–44; 45–54; 55 or above	To identify respondent age profile
2	What is your gender?	Male; Female; Non-binary; Prefer not to say	To identify respondent gender profile
3	Do you currently live in the UK?	Yes; No	To screen respondents for UK relevance
4	How familiar are you with Burberry as a fashion brand?	Not familiar; Slightly familiar; Moderately familiar; Very familiar; Extremely familiar	To check brand awareness
5	How often do you buy fashion products?	Rarely; Occasionally; Monthly; Weekly; More than once a week	To understand fashion buying frequency
6	How aware are you of Burberry's sustainability practices?	Not aware; Slightly aware; Moderately aware; Very aware; Extremely aware	To measure sustainability awareness
7	Burberry appears committed to reducing its environmental impact.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure perceived environmental commitment
8	Burberry appears to support responsible sourcing and ethical production.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure perceived ethical responsibility
9	Burberry communicates its sustainability practices clearly to consumers.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure communication clarity
10	Burberry's sustainability claims appear credible and trustworthy.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure sustainability credibility
11	Burberry's sustainability actions make me trust the brand more.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure sustainability-based trust

12	Price, style, and product quality can still affect my final purchase decision.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To identify competing purchase factors
13	Sustainability is important when I choose luxury fashion brands.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure sustainability importance
14	I would consider Burberry over other luxury brands if its sustainability claims are credible.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To assess sustainability-based brand preference
15	I intend to purchase Burberry products in the future.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure future purchase intention
16	I am more likely to buy Burberry if I believe the brand is genuinely sustainable.	Strongly disagree; Disagree; Neutral; Agree; Strongly agree	To measure sustainability-influenced purchase intention

Likert Scale Coding:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree