

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Kelvin Tai	Student ID number:	2337398
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Exploring the Impact of Sustainability on Consumer Behavior: A Study of Luxury Fashion Brands Among Young Consumers in Hong Kong

Abstract

This research investigates the relationship between perceived sustainability in luxury fashion brands and the purchasing behaviours of Millennials and Generation Z consumers in Hong Kong. As sustainability has become the main concern in consumer decision-making, particularly among the younger generations, luxury brands face pressure to adopt sustainable practices within their operation. By using the Theory of Planned Behavior (TPB), this study examines three core components—attitudes toward behaviour, subjective norms, and perceived behavioural control—as independent variables to test the effects on sustainable purchasing intentions. A quantitative approach was employed, with data collected through an online questionnaire targeting young consumers. The findings indicate significant relationships between all three independent variables and sustainable purchasing behaviour, suggesting that positive attitudes, social influences, and perceived control over purchasing decisions can significantly enhance the probability of sustainable luxury fashion purchases. This study contributes to understanding how luxury brands can align their strategies with the values of environmentally conscious consumers, in the end increasing brand loyalty and attracting new environmentally conscious consumers.

1. Introduction

In recent years, the demand for sustainability has drastically increased, driven by a growing awareness of sustainability and ethical consumption among consumers. As environmental sustainability nowadays is considered as one of the greatest global concerns (Li et al., 2020; Cai & Choi, 2020), the United Nations in 2016 has released a sustainable development agenda with 17 sustainable development goals for 2030, which encourage every individual and organization to follow. Involvement in a wide spectrum of practices and manufacturing procedures, fashion and apparel industry is recognized as one of the most polluting and unsustainable industries among all (Blas Riesgo et al., 2023). An excessive consumption of not only natural resources like cotton, but extreme use of chemicals during fibre production and dyeing created unrepairable harm to our environment (Pereira et al., 2021). With different varieties of fashion, including fast fashion (H&M, Zara), mass sportswear (Nike, Adidas), business outfits, and vintage clothing etc., this research paper aims to focus on sustainability within the luxury fashion sector.

Traditionally associated with the notion of exclusivity and luxuriousness, luxury brands have now increasingly being challenged for their environmental and ethical practices. This shift is particularly noticeable among the younger generation group of consumers, who have become more sensitive to their environmental but also with their purchasing power. As a result, luxury brands and their stakeholders are pressurize to reform their business strategies and integrate different sustainable practices into their operations.

Sustainability in luxury companies involve a wide range of practices, including the use of eco-friendly and traceable materials, to have sustainable designs, to operate under ethical labour practices, and to have transparency in their supply chains. These sustainable practices are key in shaping consumer perceptions and are significantly influencing their purchase intentions. Multiple researches and reports, which will be further looked into in this research, indicated that Millennials and Generation Z consumers are not only having the greatest purchasing potential in luxury fashion products in the next decade, they are more likely to support brands that demonstrate commitment to sustainability. As this shift in trend presents both challenges and opportunities for luxury brands, this study aims to investigate the relationship between perceived sustainability in luxury fashion brands and Gen MZ (Millennial and Generation Z) consumers' sustainable behaviour in Hong Kong. This study will employ a quantitative approach, utilizing online questionnaire to collect data on young consumers' perceptions of sustainability and their purchase intentions.

In this research, the three main components of The Planned Behaviour Theory developed by Ajzen (1985): Attitude toward behaviour, subject norms, and perceived behavioural control, will be used as independent variables to measure the purchasing behaviour of perceived sustainability in luxury fashion.

Therefore, three hypothesis are developed to be tested to answer the research question:

H1: There is a significant relationship between Attitudes Toward Behavior towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

H2: There is a significant relationship between Subjective Norms towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

H3: There is a significant relationship between Perceived Behavioural Control towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

The result and conclusion of this study can be useful for luxury fashion brand who are looking to include sustainability in their brand image and a better understand on the needs of their future consumers, and at the same time allowing them to enhance their brand loyalty among their current environmentally conscious consumers.

2. Literature Review

2.1 Luxury and Luxury fashion brand

Multiple scholars have found challenging to provide the term luxury (Serdari, 2020). Serdari (2020:7) defined luxury as a ‘universal certainty that implies scarcity, beauty, and culture’, and ‘luxury object must be made of materials that are rare or beautiful’. Luxury goods can sometimes unable for users to explicitly express precisely through words. According to Kemp (1998:592) luxury goods are defined “as those whose income elasticity of demand is greater than one’. In other words, the intention is correlated with ones’ income. However, many scholars (Ahi & Searcy, 2013; Ko et al., 2019) have argued that luxury goods have a complex level of interpretation, and it is a concept where there are endless discussions (Berry 1994, Vigneron and Johnson 1999). The idea of luxury does not only involve in social factors – consumers’ income and social intrinsic and extrinsic values perception (Achabou & Dekhili, 2013), but also involve in ethical stance – social and animal welfare and sustainability (Achabou et al., 2020). Some scholars have attempted to define luxury in terms of the price and accessibility. For instance, Achabou and Dekhili (2013) defined luxury in a three-level hierarchy model: ‘Accessible luxury’, which regular consumers can afford, yet still providing a level of distinction, ‘Intermediary luxury’, which luxury items are limited for most consumers due to certain accessing barrier and lastly ‘Inaccessible luxury’, which refers to the highest level of luxury that has total exclusivity within the brand. Luxury is often associated

with personal pleasure (Achabou & Dekhili, 2013) and branded with high quality, premium status and prestigious image (Ko et al., 2019)

Serdari (2020) mentioned that fashion connotes with luxury for many people. With the rise of fast fashion such as brands like H&M and Zara, occupying the fashion industry, it is important for consumers to define what luxury fashion is. Designer brands like Chanel and Louis Vuitton, fashion scholar Farris (2020) suggested it is an excellent illustration of examples that qualified as luxury brand, which they produce fashion items that are timeless, unique yet, with long lasting value (Faiers, 2020). One of the challenges in this paper is to classify what brands belongs to the luxury fashion sector. According to Kapferer (2010), there are multiply approaches to define the luxury fashion market. Firstly, is the democratic point where luxury brands must be recognized by majority people in the world despite whether have ever purchased the brand. Secondly is elitist, which refers to elitist or in another word influential individual (celebrity and royal family) to use certain fashion brands in representing them. Thirdly, is 'based on experts' which refers to the suggestions by fashion experts, such as Vogue magazine, to acknowledge certain brands as luxury (Massi & Turrini, 2020).

2.2 Sustainability and Sustainable fashion

In 2015, the United Nation had committed an agenda for sustainable development. The goal is to achieve global prosperity and world peace through promoting 17 sustainable development goals (SDGs). Each of the 17 goals focuses on specific issues and crisis that people on our plant are currently experiencing: SDG 1) No Poverty, SDG 2) Zero Hunger, SDG 3) Good Health and Well-Being, SDG 4) Quality Education, SDG 5) Gender Equality, SDG 6) Clean Water and Sanitation, SDG 7) Affordable and Clean Energy, SDG 8) Decent Work and Economic Growth, SDG 9) Industry, Innovation and Infrastructure, SDG 10) Reduced Inequalities, SDG 11) Sustainable cities and communities, SDG 12) Responsible consumption and production, SDG 13) Climate action, SDG 14) Life below water, SDG 15) Life on land, SDG 16) Peace, justice, and strong institutions, and SDG 17) Partnerships for the goals (UN, 2015). Thakker and Sun (2023) emphasized that the responsibility of textile and fashion industry is at the centre in achieving the SDGs as it generate most pollution in air, water and inequality of

human rights, therefore desperate action should be taken within the industry (Thakker & Sun, 2023).

Similar to “luxury”, the term “sustainability” can be defined in a multiply dimension. “Sustainability” can be defined ranging from philosophical perspective, which considers the needs of future generations, to a complex concept usage in managing a business, relationship and daily consumption goods (Ahi & Searcy, 2013). In study conducted by Gunder (2006) stated that “One of the most challenging term to define is perhaps “sustainability”, as it “is a concept that everyone purports to understand intuitively, but somehow finds very difficult to operationalize into concrete term” (Gunder, 2006:211), in other words, the meaning of sustainability can be multi-dimension where users maybe not be define it clearly. The definition of "sustainability" varies depend on different context as it is connotated to how different society or community define themselves (Virtanen et al., 2020). To add on, in a study conducted by Moore et al. (2017) despite she developed a comprehensive definition of sustainability, she insisted that there is not a standard and widely accepted definition, and that it is challenging to select a definition as sustainability can refer “to the sustained delivery of a clinical intervention or individual changes in behaviour and can occur at multiple levels” (Moore et al., 2017). In a more ecological sense, sustainability refers to “an ecological system that is designed to maintain balance” (Gordon & Hill, 2015), which suggested that one should only take from the environment without compromising the future growth of the environment.

With the complex operation and procedure involved within the fashion and textile industry, the term of sustainability occupies its own aspects and definition (Wong et al., 2018; Choi et al., 2019; Skjold et al., 2018). Sustainable material process can be referred to the production of fashion goods through eco-friendly materials (Choi et al., 2019), sustainable designs can be referred to redesigning or reusing second-hand fashion goods, and sustainable cultural history can be referred to the sentimental connections between fashion goods their users, in a way to preserve or reuse fashion items (Skjold et al., 2018).

Moving on to the sustainable fashion, it can be defined by eight dimensions (Shen et al., 2013): 1. Recycled, referring to the recycled apparel products are made

from reclaimed materials from used clothing. 2. Organic—Organic products are made from natural sources without any pesticides and toxic elements and/or raw materials. 3. Vintage—Refers to any second-hand clothes and up-cycled clothes that have been given a new life. 4. Vegan—Products that do not contain leather or animal tissue products. 5. Artisan—Products that continue the skills of ancestral traditions. 6. Locally made—Includes products that require little transportation and contribute to the local economy. 7. Custom made—The goal of this personalized design is to encourage quality and slow fashion design rather than mass-produced disposable fashion. 8. Fair Trade certified—Includes products made by companies that show respect for employees and their human rights.

2.3 Consumers sustainability and luxury fashion products

The sensitivity towards fashion has increased among recent consumers (Brandão & Magalhães, 2023). For example, genuine fur made fashion product has long been considered as luxury fashion (Wong et al., 2018), however despite surrounded by intensive animal rights movements, social debates and criticism within the fur industry, the use of animal skins as core material, many luxury fashion brands did not limit the use due to its value and the use of fur products is still holding a strong position as a part of luxury fashion until today (Wong et al., 2018). In many cases, consumers in all social classes have shown an increase in the concern of social and environmental issues, and majority of consumers have preferred more ethical and green products that would reflect their personal values and belief (Hashimi, 2017).

Furthermore, research conducted by Lochard and Murat in 2011 revealed that 57% of mid to high income Americans are willing to pay more for socially responsible and environmentally friendly goods (Lochard and Murat, 2011) and Lau also found out that this phenomenon is applicable on two-thirds of Chinese luxury consumers as well (Lau, 2010). Moreover, according to Hashimi (2017), 2010 Havas Media sustainable consumption research has confirmed that 80% of people under 35 would choose the sustainable option over unsustainable option (Hashimi, 2017). Although these researches were conducted over more than 10 years, with the uprise trend of sustainability, we can suggest that sustainability is now one of the key factors when consumers shop for luxury fashion products. However, McNeill and Moore (2015)

stated that although consumers showed an increase of care towards unethical behavior and sustainability, such attitude does not necessarily transfer to sustainable behavior. In Achabou & Dekhili (2013) research, they emphasised that luxury brands cannot rely solely on their brand name and uniqueness but must include humane and environment values to maintain relationship with their consumers Mcneill and Moore (2015).

Consumer's purchase intention refers to a consumer's tendency and willingness to perform a purchase, which is formed through consumers' buying decision processes (Mishra et al., 2023). Kotler & Pfoertsch (2010) claimed that the consumer buying process is complicated and is formed when internal and external factors stimulate consumers. Therefore understanding how to guide specific behaviour for consumers to purchase a certain brands products is important to understand purchase intention (Cho & Chiu, 2022).

2.4 Young consumers sustainability

Purchasing attitude and behavior of consumers are constantly changing over time, especially for the young generation, who are significantly aiming for a more sustainable future (Pereira et al., 2021). Younger generations or MZ Generation (Millennials born between 1981-1995 and Generation Z born between 1996-2005) are considered the most critical segments in the luxury markets, as they strongly influence this market's expansion (D'Arpizio et al., 2021). According to a report performed by consulting firm Bain & Company, it is predicted that younger generation will account for 80% of global sales of high-end fashion brands (D'Arpizio et al., 2021). Also, according to South China Morning Post in August 2023, a report from a London-based market researcher published by Euromonitor titled "World Market for Luxury Goods", revealed that Hong Kong has the highest per capita expenditure on luxury goods. It also stated that Hong Kong is expected to maintain the leading position as the city with the highest per capita spending on luxury goods until 2028. For such reasons, this study draws the attention to investigate the Millennials and Generation Z consumer in Hong Kong for their sustainable luxury fashion purchasing behaviour.

2.5 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1985,1991,2011) is a critical framework to understand consumer behaviour, specifically in the context of sustainability. This theory suggested that behavioural intentions are shaped by three core components: attitudes toward the behaviour, subjective norms, and perceived behavioural control. Each of these components contribute a significant role in influencing consumers' decisions in engaging sustainable practices, such as purchasing eco-friendly products or supporting sustainable brands.

2.5.1 Attitudes Toward Sustainable Behavior

Attitudes are defined as an individual's positive or negative evaluations of a behaviour. In the study of sustainable consumer behaviour, favourable attitudes toward eco-friendly products is often projected from the beliefs regarding to their environmental benefits. It is indicated that consumers who perceive sustainable products as beneficial to the environment are more likely to develop positive attitudes in purchasing them (Tanner & Wölfling Kast, 2003). For instance, studies have shown that consumers who believe that their purchasing decisions can contribute to environmental are more inclined to express a stronger intention in purchasing sustainable products (Bamberg & Möser, 2007). Therefore the promotion in the awareness of the positive impacts of sustainable consumption can enhance positive attitudes and leading to an increase of purchasing intentions.

2.5.2 Subjective Norms

Subjective norms refer to the perceived social pressure that stimulates whether to perform or not perform a certain behaviour. In terms of sustainable consumption, these norms can significantly influence individuals' intentions. When consumers believe that their friends and family members value highly on sustainability, they would be more likely to conform to these expectations and purchase sustainable products. Research conducted by Vermeir and Verbeke (2006) highlights that social influences, such as family and friends, play a crucial role in shaping sustainable purchasing intentions. Furthermore, marketing strategies from brands or social influencers can enhance the perceived importance of sustainability and encourage consumers to align their behaviours with these norms for opting towards sustainable purchases (Vermeir and Verbeke, 2006).

2.5.3 Perceived Behavioural Control

Perceived behavioural control reflects an individual's belief in their ability to perform a behaviour. For example if consumers feel they have the reasons and opportunity to purchase sustainable products, it is more likely they are intended to do so. Carrus et al. (2008) research shows that there are certain barriers such as high prices, limited availability, and lack of information on sustainability can set back the perceived behavioural control over sustainable purchasing (Carrus et al., 2008).

The Theory of Planned Behavior provides valuable insights in deciphering the factors that influence sustainable consumer behaviour. By collecting responses from luxury consumers based on attitudes, subjective norms, and perceived behavioural control, better and clearer understanding on the their decision-making when deciding whether to opt for sustainable luxury fashion products . Finally behavioural intention focus on responder's intentions related to sustainable purchasing, reflecting how sustainability considerations impact future behaviour.

Theoretical framework

Based on The Planned Behaviour Theory, Figure 1 illustrated how each of the attributes within the theory contributes to the purchase intention on sustainable luxury fashion. Questions that are asked in the questionnaire will addresses the different aspects of how sustainability influences attitudes, social perceptions and perceived behavioural control, (Saricam & Okur, 2019).

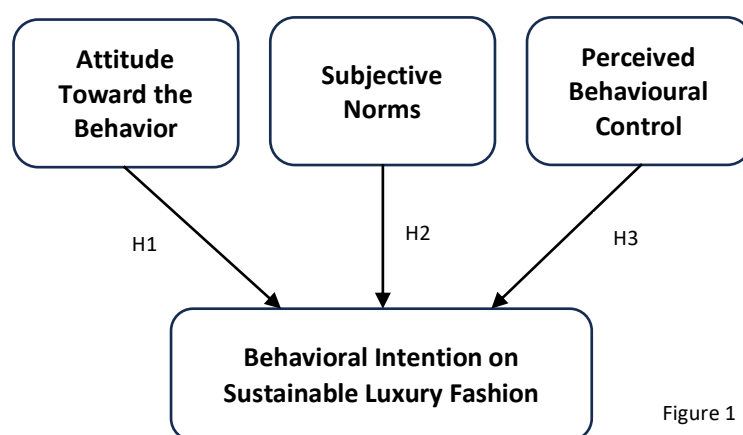


Figure 1

H1: There is a significant relationship between Attitudes Toward Behavior towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

H2: There is a significant relationship between Subjective Norms towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

H3: There is a significant relationship between Perceived Behavioural Control towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

3. Methodology

3.1 Questionnaire Design

This study applied a quantitative approach, utilizing a questionnaire created by Google Sheets to collect information from responders. The first seven questions of the questionnaire will be used to collect demographic information of the responders, such as age and residency, to confirm they belong to the appropriate age and demographic group. The purpose of Q6 “What the most recent luxury fashion brand you purchase?” is to confirm whether the responder’s ‘luxury purchase’ falls into the correct definition as luxury fashion brands. The next three sets of questions Q8-Q27 used a 5-Point Likert Scale to collect responses regarding to the three core components (see Table 2).

The questions are based on the reference and modification from Wantara (2022), whose study was to examine the purchasing behaviour for luxury fashion goods using The Theory of Planned Behavior (Wantara, 2022) and Brandão & Magalhães (2023) research on understanding the luxury motivation of young consumers impact their attitudes towards sustainable luxury (Brandão & Magalhães, 2023). Questionnaires in both research have been based on and credited multiple scholars and therefore is credible to apply a modify for this study.

Table 2. Sustainable Luxury Fashion and Consumer behavioural intention Questionnaire		
Demographic Questions	Q1	What is your gender?
	Q2	What is your age?
	Q3	What is your education?
	Q4	What is your monthly income (HKD)?
	Q5	Are you currently a residence in Hong Kong
	Q6	What the most recent luxury fashion brand you purchase?
	Q7	When was your most recent purchase of luxury fashion items?
Attitude Toward the Behavior	Q8	How important is sustainability to you when purchasing luxury fashion items?
	Q9	I believe that sustainable luxury fashion is of high quality.
	Q10	Sustainable luxury fashion brands are more appealing to me than traditional brands.
	Q11	I feel that my purchases can positively impact the environment.
	Q12	I think sustainable luxury fashion is worth the investment.

Table 2. Sustainable Luxury Fashion and Consumer behavioural intention Questionnaire (Cont.)		
Subjective Norms	Q13	My friends and family encourage me to buy sustainable luxury fashion.
	Q14	I feel social pressure to purchase sustainable products.
	Q15	People in my social circle value sustainability in fashion.
	Q16	I believe that society is moving towards more sustainable fashion choices.
	Q17	I often discuss sustainability in fashion with others.
Perceived Behavioural Control	Q18	I feel I have the ability to make sustainable choices when shopping for luxury fashion.
	Q19	I believe that sustainable luxury fashion options are readily available to me.
	Q20	I think that the price of sustainable luxury fashion is a barrier to purchasing.
	Q21	I have the knowledge needed to make informed decisions about sustainable fashion.
	Q22	I feel confident in my ability to choose sustainable fashion options.
Behavioural Intention on Sustainable Luxury Fashion	Q23	I intend to purchase sustainable luxury fashion items in the next year.
	Q24	I am likely to recommend sustainable luxury brands to others.
	Q25	I plan to educate myself more about sustainability in fashion.
	Q26	I would be willing to pay more for sustainable luxury fashion items.
	Q27	I believe that my purchasing decisions can influence the fashion industry towards sustainability.

The collected data will then be analysis through the help of JAMOVI Version 2.3, using scale reliability test to determine the reliability through finding the Cronbach's α of the variable and performing linear regression analysis and ANOVA test to examine the relationship between the behavioural intention on sustainable luxury fashion in young consumers (dependent variable) and Attitude Toward the Behavior, Subjective Norms and Perceived Behavioural Control (independent variables). The p-value in regression tests will determine and confirm whether the independent variables will significantly predict the dependent variable.

3.2 Sampling

Subject to a tight designated time schedule for conducting this research, snowball sampling is used as the methodology to collect responses. The questionnaire link has been initially shared with a few undergraduate design students who are currently studying in Hong Kong Polytechnic University and they have shared the questionnaire to their classmates. This sampling method allows for a more efficient data collection while targeting specific demographic participants that are relevant to this study.

3.3 Findings

We received a total number of 30 response (n=30), in which 30% Male, 70% Female, and all 30 response's age are within the range of age 18-27 (Generation

Z) n=14 and age 28-43 (Millennials) n=16, therefore all 30 response are qualify to use for analysis (See Table 3,4).

Furthermore, as this study aims to study the young generation consumers from Hong Kong, and therefore the response of 100% confirming Hong Kong as their residency confirms the validity of this respond to be used for analysis (See Table 6).

Descriptive statistics on respondents' profiles (N = 30).

	Item	n	%
Gender	Male	9	30
	Female	21	70
Total:		30	100

Table 3

	Item	n	%
Age	18-27	14	53.3
	28-43	16	46.7
Total:		30	100

Table 4

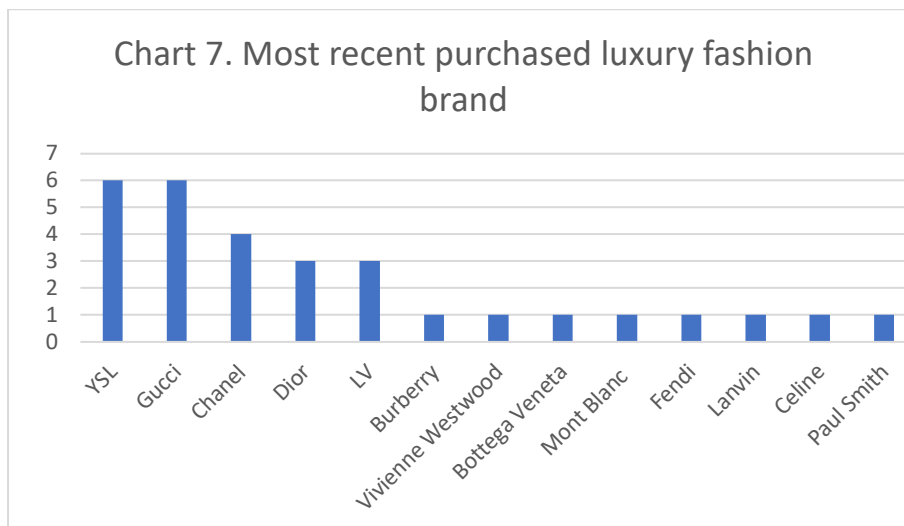
	Item	n	%
Monthly Income	\$20,000 - \$40,000	19	63.3
	\$40,000 - \$60,000	8	26.7
	\$60,000 - \$80,000	3	10
Total:		30	100

Table 5

	Item	n	%
Residency	Hong Kong (Yes)	30	100
Total:		30	100

Table 6

Below Chart 5 showed the total number of most recent purchased brand from the respondents. YSL (Yves Saint Laurent) and Gucci has the most frequent purchase with six purchases respectively, followed by Chanel with four purchases and both Dior and LV with three purchases (See Chart 7).



Next, scale reliability test is conducted to check whether the variables are reliable, the result appeared as below table:

Variables	Subject	Questions	Mean	Median	SD	Cronbach's α
Independent Variables	Attitude Toward the Behavior	Q8–Q12	3.95	4.00	0.335	0.819
	Subjective Norms	Q13–Q17	3.65	3.60	0.445	0.707
	Perceived Behavioural Control*	Q18–Q22	3.95	4.00	0.286	0.722
Dependent Variables	Behavioural Intention on Sustainable Luxury Fashion	Q23–Q27	3.64	3.60	0.405	0.814

*Scale of Q20 is reversed

For the independent variables, Questions 8-12 are contributed to 'Attitude Toward the Behavior', in which is mean=3.95, Median= 4.00, SD=0.335, Cronbach's α =0.819. Questions 13-17 are contributed to 'Subjective Norms', in which is mean=3.65, Median= 3.60, SD=0.286, Cronbach's α =0.707. Questions 18-22 are contributed to 'Perceived Behavioural Control', in which is mean=3.95, Median= 3.64, SD=0.405, Cronbach's α =0.814. All three core components of The Planned Behaviour Theory's Cronbach's α values are > 0.7 therefore represented an acceptable reliability. To note that question 20 'I think that the price of sustainable luxury fashion is a barrier to purchasing.' connotes a negative meaning therefore the question has been reverse-coded.

For the dependent variable, Questions 23-27 are contributed to 'Behavioural Intention on Sustainable Luxury Fashion' has a mean=3.64, Median= 3.60, SD=0.405 and it has Cronbach's α value of 0.814 (> 0.7), therefore showed a good reliability.

As all variables displayed reliable, linear regression analysis and ANOVA test are then used to answer the hypothesis.

Hypothesis 1: There is a significant relationship between Attitude Towards Behaviour towards sustainable luxury fashion the purchasing intentions of Millennial and Generation Z consumers

Table 8

R	R ²
0.81	0.65

Table 9

Model	F	p
Regression	52.51	<.001

In Table 8, The R refers to the correlation coefficient value and the result of $r=0.81$ indicates a very high positive correlation between Attitude Towards Behaviour and young consumers' sustainable behaviour. In Table 9, with a large F-value at 52.51 reflects a significant relationship among the two variables. Also, p-value of $<.001$, which is less than 0.001, the results represents a high significant. This suggests the null hypothesis can be rejected.

Hypothesis 2: There is a significant relationship between Subjective Norms towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

Table 10	
R	R ²
0.56	0.32

Table 11		
Model	F	p
Regression	12.89	$<.001$

In Table 10, The R refers to the correlation coefficient value and the result of $r=0.81$ indicates a very high positive correlation between Subjective Norms and young consumers' sustainable behaviour. In Table 11, with a F-value at 12.89 is still considers a large coefficient and it shows a significant relationship among the two tested variables. With a p-value of $<.001$, which is less than 0.001, the results represents a high significant. This suggests the null hypothesis can be rejected.

Hypothesis 3: There is a significant relationship between Perceived Behavioural Control towards sustainable luxury fashion and purchasing behaviour of Millennial and Generation Z consumers.

Table 12	
R	R ²
0.75	0.57

Table 13		
Model	F	p
Regression	37.11	$<.001$

In Table 12, The R refers to the correlation coefficient value and the result of $r=0.75$ indicates a high positive correlation between Perceived Behavioural Control and young consumers' sustainable behaviour. In Table 13, F-value is 37.11 which also suggest a significant relationship among the Perceived Behavioural Control and sustainable luxury fashion the purchasing intentions. A p-value of $<.001$, which is

less than 0.001, also the represents a high significant. This also suggests the null hypothesis can be rejected.

4. Discussion

The increase of demand for sustainability within the luxury fashion sector has reflected a significant alteration in consumer purchasing preferences, in particular among the Millennials and Generation Z. As this research aimed to determine the relationship between perceived sustainability in luxury fashion brands and Gen MZ (Millennial and Generation Z) consumers sustainable behaviour, there are certain factors that could contribute in explaining such phenomenon.

Based on the theoretical framework of Theory of Planned Behavior developed by Ajzen (1985,1991,2011) it allows us to understand the purchasing intentions of consumers regarding sustainable luxury fashion through investigating the three core components—attitudes toward the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1985,1991,2011).

4.1 Attitudes Toward Sustainable Behavior

The findings of the study demonstrated that there is positive attitude toward sustainability and confirmed sustainability would significantly enhance young consumer's purchasing intentions. As research conducted by Ceylan (2019), it had been found out that positive attitude toward sustainable environmental practices would also show a consistently on their sustainable behaviours (Ceylan, 2019). Moreover, research by Dangelico and Vocalelli (2017) highlighted that as consumers are becoming more sensitive towards environmental issues and the impact of their choices, it is expected attitude towards sustainable behaviour is likely to increase. Tanner and Wölfig Kast (2003) also concluded that their research indicated positive attitudes towards environmental protection would enhance the probability of sustainable purchases, which aligns with the result of this study (Tanner and Wölfig Kast, 2003).

4.2 Subjective Norms

Survey responses has demonstrate significant relationship between subjective norms and purchasing behaviour. Social influences among consumers has great impact in forming their perception on buying sustainable luxury brands.

Ciasullo et al. (2017) also found out in their study that fashion consumers tends to prioritize their expectations and social influences, therefore if they value sustainability more, they are more inclined to opt for sustainable fashion when making their purchasing decisions (Ciasullo et al., 2017). Although the findings in this research has proposed a positive influence on consumer's purchase preferences, however one-sided positive or negative information could have a great influences on consumer's attitude. Such phenomenon has created an opportunity for brands to connect with consumers on a deeper level, aligning their products and values with their target audience. Therefore luxury fashion brands should focus their on their marketing strategies in order to maintain brand image (Lee et al., 2019).

4.3 Perceived Behavioural Control

Although the findings in this study indicated that perceived behavioural control is a strong variable that contributes sustainable purchasing behaviour, question 20 'I think that the price of sustainable luxury fashion is a barrier to purchasing.' had a mean score of 3.8, which is a considerably high score. This could suggest price is a significant factor that negatively impacts the purchasing behaviour of sustainable luxury fashion brands. Blas Riesgo et al. (2023) found out that although sustainability has initiated an obvious increase in sales of sustainable fashion items, the key motivation is yet to be the price rather than its sustainability. Moreover, younger generations may not have the financial ability and therefore are less willing to spend on sustainable fashion when compare to lower price non-sustainable fashion (Granskog et al., n.d.). Such result seem to contradict to research found in the literature review, such as Lochard and Murat (2011) and Lau (2010) suggesting both American and Chinese consumers have a tendency to pay more for environmentally friendly goods.

4.4 Marketing factors

Upon studying different research on sustainable fashion market, it is to be found out that marketing strategies contributes great impact towards forming consumer's sustainable perception. Ottman et al. (2006) published a research on studying the green marketing of fashion apparels, suggested that the goal of green marketing is not only to improve environmental quality, but to fulfil consumer satisfaction. Their study also claimed that there are multiply marketing schemes that

used to connect to consumer value, for example: promoting safer sustainable and green use of daily consumes (health and safety), advertised by popular brands (symbolism) and linking tempting attributes such as new technology with sustainability (bundling). These marketing messages may seemed to be promoting to a more sustainable and greener environment, however they are only 'green marketing myopia', (Ottman et al., 2006). This study confirmed that both attitude and subject norms can be easily manipulated by fashion brand's marketing strategies.

4.5 Brand preferences

According to our findings, among 30 respondents of Question 7 'What the most recent luxury fashion brand you purchase?' Chart 7 showed that Yves Saint Laurent and Gucci have the highest frequency with 6 purchases respectively, taking up 40% of the total number. According to Kering, the owner of Gucci and Yves Saint Laurent, committed to decrease the brands greenhouse gas emission by 40% by 2035 compared to 2021 levels as to response to the increase of concerns among consumers regarding to environmental issues (Seneca ESG, 2023). Li (2022), who researched on the brand marketing strategy of Yves Saint Laurent has found out the brand has not only committed to traditional marketing strategies just as pop-up stores and promote e-commerce, they have also actively advertise through social media as a sustainable branding (Li, 2022). These research suggested and explained the correlation between sustainable luxury fashion brands and perceived sustainable affecting consumer purchase behaviour.

4.6 Research Gap

Due to the small scale of participant and the method of sampling, result could not represent the overall market and may have a different result when collecting a larger scale of data. As this research is only limited to certain variables, the field that involves this research topic is exceptionally broad. From geographical limitations, influence of social media, brand transparency and ample amounts of consumer behaviour theories could provide more insight to this topic. This research study can be considered as a pilot study towards the understanding of perceived sustainability in luxury fashion brands and consumer purchasing behaviour.

5. Conclusion

The findings of this study has confirmed the role of sustainability in shaping the purchasing behaviours of Millennials and Generation Z consumers in Hong Kong's luxury fashion sector. The significance of the relationships is identified by using TPB Theory, attitudes toward sustainable luxury fashion, subjective norms, and perceived behavioural control to highlight the complexed nature of consumer decision-making. As younger consumers are increasingly sensitive to sustainability, it has become apparent that luxury brands must adapt sustainable strategies and integrating eco-friendly practices into their operations and promotions.

This research not only provides insights for luxury fashion brands to enhance their sustainability image but also emphasizes the importance to understand consumer behaviour in current changing market. By understanding and adapting positive attitudes and social influences, luxury brands will be able to have a deeper connection with their current and potential customer fulfilling both their intrinsic and extrinsic needs.

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