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The Impact of Millennials' and Gen Zs' Environmental Sustainability Expectations on Brand Perception and Purchase Decisions in Luxury Brands

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Abstract

Title: The Impact of Millennials' and Gen Zs' Environmental Sustainability Expectations on Brand Perception and Purchase Decisions in Luxury Brands

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Reducing global warming and incorporating sustainability practices aligned with environmental, social, and governance (ESG) principles into corporate strategies are essential priorities. Rising consumer demand for sustainability, coupled with growing awareness and transparent communication, highlights trends businesses must address. This dissertation examines the role of sustainability in the luxury industry, focusing on environmental practices while acknowledging the complementary roles of social and governance factors. It also explores trust issues alongside core luxury attributes, with emphasis on two generational cohorts known for their eco-consciousness: Millennials and Gen Z. Using a mixed-methods approach, this research integrates qualitative insights from in-depth interviews with quantitative data from an online survey conducted in Qualtrics and analyzed through SPSS. Findings reveal growing interest in sustainable alternatives among luxury consumers, although Millennials and Gen Z assign moderate importance to sustainability when making luxury purchases. Skepticism, trust issues, and limited communication about sustainability integration negatively influence brand perceptions. Gen Z demonstrates slightly stronger support for sustainable luxury compared to Millennials. These findings contribute to understanding the evolving role of sustainability, reflecting a trend likely to gain further importance. This dissertation offers strategic recommendations for luxury brand managers to align sustainability initiatives with consumer expectations and strengthen brand loyalty.

Keywords: Sustainability, ESG, Luxury Brands, Millennials, Gen Z, Social Status, Brand Perception, Purchase Decision.

Sumário

Título: O impacto das expectativas de sustentabilidade ambiental dos Millennials e da Geração Z na percepção da marca e nas decisões de compra em marcas de luxo

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A redução do aquecimento global e a incorporação de práticas de sustentabilidade alinhadas com os princípios ambientais, sociais e de governação (ESG) nas estratégias empresariais são prioridades. A crescente procura de sustentabilidade por parte dos consumidores, aliada a uma maior consciencialização e a uma comunicação transparente, evidencia as tendências que as empresas devem abordar. Esta dissertação examina o papel da sustentabilidade na indústria do luxo, centrando-se nas práticas ambientais e reconhecendo os papéis complementares dos factores sociais e de governação. Também explora questões de confiança juntamente com os principais atributos do luxo, com ênfase em dois grupos geracionais conhecidos pela sua consciência ecológica: Utilizando uma abordagem de métodos mistos, esta investigação integra conhecimentos qualitativos de entrevistas aprofundadas com dados quantitativos de um inquérito online realizado no Qualtrics e analisado através do SPSS. Os resultados revelam um interesse crescente em alternativas sustentáveis entre os consumidores de luxo, embora os Millennials e a Geração Z atribuam uma importância moderada à sustentabilidade quando efectuam compras de luxo. O ceticismo, os problemas de confiança e a comunicação limitada sobre a integração da sustentabilidade influenciam negativamente as percepções da marca. A Geração Z demonstra um apoio ligeiramente mais forte ao luxo sustentável em comparação com os Millennials. Estas conclusões contribuem para a compreensão do papel evolutivo da sustentabilidade, reflectindo uma tendência que provavelmente ganhará ainda mais importância. Esta dissertação oferece recomendações estratégicas para os gestores de marcas de luxo alinharem as iniciativas de sustentabilidade com as expectativas dos consumidores e reforçarem a lealdade à marca.

Palavras-chave: Sustentabilidade, ESG, Marcas de luxo, Millennials, Geração Z, Estatuto social, Percepção da marca, Decisão de compra.

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As I close this chapter of my life, I look forward to the future with excitement and hope. The experiences and lessons I have gained during this journey will continue to shape me as I will face new challenges and opportunities. With gratitude for the past and optimism for what lies ahead, I am eager to embark on the next steps of my personal and professional journey.

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List of Abbreviations

ESG	Environment, Social (Citizenship and Workplace) and Governance
LVMH	Louis Vuitton Mœt-Hennessy
NGO	Non-governmental organization
WWF	World Wide Fund for Nature

1 Introduction

The promotion of sustainable practices and the fight against climate change are among the greatest challenges of our time. Subsequently, the global demand for the integration of environmental and social sustainability into corporate strategies has increased significantly in recent years. Particularly regarding compliance with Environment, Social (Citizenship and Workplace) and Governance (ESG) criteria and its disclosure, stakeholders are interested that businesses are following a sustainable long-term strategy, including operations such as active environmental protection and the assurance of fair and ethical working conditions (figures 1 and 2). These reporting requirements put pressure on brands to implement sustainable practices and to communicate their efforts transparently. Recent studies highlight that businesses adopting such practices are addressing consumer demands and achieve long-term profitability and competitive advantage (Doherty et al. 2023).

As sustainability shifts from a trend to a core consumer expectation across diverse purchasing decisions (Simon-Kutscher & Partners 2024; Durand-Hayes, Gooding, and Crane 2024), also luxury brands are under growing pressure to align their operations with sustainable initiatives that resonate with environmentally conscious consumers (J. N. Kapferer and Michaut 2015). Particularly, Millennials and Gen Z, known for their preference for sustainable brands and willingness to pay a premium for eco-friendly products (First Insight 2020), are forcing companies to adopt their practices and communication strategies to meet these evolving expectations.

This dissertation investigates the expectations of Millennials and Gen Z regarding sustainability initiatives undertaken by luxury brands with particular emphasis on environmental aspects. With that purpose, this paper aims to analyze the extent to which these two generations value sustainable practices and how these initiatives influence their perceptions and purchase decisions of luxury brands. The primary objective is to explore their expectations of sustainability as a whole concept with a special focus on the environmental dimension and propose effective communication strategies for luxury brand managers to enhance brand perception and increase brand loyalty. The core research question guiding this study is: *How do Millennials and Gen Z perceive sustainability initiatives of luxury brands and are they likely to neglect sustainability aspects in their purchasing decisions?*

With that purpose, this paper is organized into six chapters. The dissertation's introduction chapter is followed by a literature review, which explores related topics, including the

definition of luxury and luxury brands, the role of social status and identity in luxury purchases and provides an overview of the main luxury segments. Additionally, the literature review includes insights into sustainability in businesses and addresses preferences and values of Millennials and Gen Z. Furthermore, the literature review verifies the role of sustainability within the luxury industry, highlighting core luxury values linked to sustainability and highlighting examples of sustainable practices adopted by leading luxury groups. The chapter concludes with a critical evaluation of sustainability initiatives undertaken by luxury brands. This evaluation provides essential context to the research, aiming to enrich the analysis and support the hypotheses. The third chapter details the methodology, outlines the purpose of research, develops key research variables, and presents the hypotheses. The fourth chapter includes both qualitative and quantitative approaches, along with their implementation, analysis and empirical findings. Chapter five addresses recommendations implemented from the research study, followed by chapter six which critically addresses limitations.

The empirical research methodology employed a mixed-methods approach, combining qualitative in-depth interviews and a quantitative online survey. The qualitative phase explored participants' perceptions and expectations of sustainability initiatives in luxury brands, focusing on personal luxury goods, while the survey validated and enriched these insights. The findings highlighted key observations: (i) moderate consumer expectations for sustainable practices of luxury brands; (ii) willingness to change purchasing decisions for more sustainable brands; (iii) willingness to pay a premium for luxury items that are made with eco-friendly materials; (iv) a strong desire for transparent communication on sustainability efforts; and (v) high value placed on after-sales services like repair options. These findings offer valuable insights into consumer expectations and highlight emerging trends for future research in luxury sustainability.

2 Literature Review

2.1 Luxury

2.1.1 Definition of Luxury

The concept of luxury encompasses a wide range of meanings and definitions and has been interpreted in various ways over time (Burmans and König 2012). Academics continue to debate the true meaning of luxury, questioning whether a single, universal definition exists for people worldwide (Jean-Noël Kapferer and Bastien 2017). Although, the phenomenon of luxury dates back to antiquity (Lasslop 2005), it is equally important and popular in the current Zeitgeist (J. N. Kapferer and Bastien 2009).

From an etymological perspective, the origins of luxury go back to the Latin terms *lux* and *luxuria*, which are associated with negative and positive dimensions. The root of the word *lux* denotes light and brightness, whereas the word *luxuria* signalizes waste, abundance and human addiction to pleasure (Mühlmann 1975).

In Ancient Greece, luxury was associated negatively as it was believed to weaken society (Berry 1994). At that time, the inhabitants called *Polis*, helped each other to survive, which meant that their contribution to society was essential. However, the *Polis* were trying to fulfill needs that extended beyond the basic minimum such as food, shelter and clothing. Clothes should not only protect from the cold but should look “beautiful and fashionable” (Mortelmans 2005). Similarly, food was valued not just for consumption but also for its cooking process, its presentation and the appeal for a special diet (Berry 1994). The desire to reach for the unnecessary was seen to come from humans’ nature as “culture-creating creatures” (Mortelmans 2005), which led to the fact that, luxury was associated to be unhealthy and to break society’s harmony (Berry 1994).

In the 17th and 18th centuries, luxury delved further into a living standard which exceeded the necessary and primarily addressed the rank in aristocratic societies (Mühlmann 1975). At that time, the concept of consumption, which is primarily characterized by quantity, is condemned as immoral from an ethical and religious point of view (Lasslop 2005). This negatively associated approach changed due to the industrial revolution, which makes it possible for an increasing number of people to acquire previously unattainable luxury goods. The accompanying change is reflected in positive perceptions and associations, as luxury was then associated with good taste, elegance, prosperity and wisdom (Mühlmann 1975).

At a later stage, American economist, and social scientist Thorstein Veblen, described in his *Theory of the Leisure Class*, the way American upper class shows of their wealth in the 19th century. Luxury goods are associated with being rare and difficult to access, as luxury can only exist if it is not available to everyone. Veblen associates the prestige factor as the main factor in the consumption of luxury goods, which is intended to evoke envy and distinction (Veblen 1899).

Besides the historical origin, the problem with the definition of the concrete concept of luxury occurs due to the fact that it is “a subjective impression and a polemical term, often subjected to moral criticism” (Jean-Noël Kapferer 1997), which means someone's luxury can be another person's everyday standard. However, luxury goods allow consumers to fulfill both psychological and functional needs (Wiedmann, Hennings, and Siebels 2007).

Although in literature a variety of associated definitions of the phenomenon luxury might appear, its existence tends to be clear for all consumers (Jean-Noël Kapferer and Valette-Florence 2016). Luxury is any expenditure that goes beyond what is necessary (Sombart 1922) and therefore can be described as the “ordinary of the extraordinary” (Jean-Noël Kapferer 2012).

2.1.2 Definition of Luxury Brands

In the concept of luxury, brands especially play a significant role as luxury brands today represent more than just high-end products, they signify dreams, aspirations, and status. Originally, luxury was not dependent on brands. In the early twentieth century, only a few could own items like cars, a type of ownership that alone stands out for a luxurious lifestyle. Today, similar exclusivity and uniqueness is associated with private jets. Over the time, luxury brands began to play a defining role in the concept of luxury itself, shaping its meaning and establishing the core of what luxury represents (J.-N. Kapferer and Valette-Florence 2016). Therefore, the fundamental duty of the luxury industry and its brands is to not just sell products, but dreams and desires (Jean-Noël Kapferer and Bastien 2017). While artisans once highlighted their creations as masterpieces of craftsmanship, today brands define the meaning and the storytelling of their products (J. N. Kapferer and Bastien 2009).

A number of studies have explored the definition of luxury brands based on consumer perceptions (De Barnier, Falcy, and Valette-Florence 2012; Wiedmann, Hennings, and Siebels 2007; Godey et al. 2013). While luxury consumption often relates to social aspects like status, success, and the desire to impress, consumers are also influenced by the financial, functional,

and personal benefits a luxury brand provides (Wiedmann, Hennings, and Siebels 2007). Key characteristics differentiating from non-luxury brands also include superior quality and performance (O’Cass and Frost 2002), however luxury evokes high prices in consumers’ minds (Godey et al. 2013). Although luxury high prices are not explained completely through the functional value, luxury brands have the ability to create value beyond its superior product quality (Jean-Noël Kapferer and Valette-Florence 2016).

Academic research studies identify that luxury brands are generally characterized by exclusivity, rarity and high prices, which often increases their desirability (Lynn 1991; Verhallen and Robben 1994). Additionally, luxury brands are closely associated with prestige, social status, and their ability to signal wealth and group membership (Vigneron and Johnson 1999; Godey et al. 2013). Quality and the presence of an inspiring brand further demonstrate the importance of luxury branding, making these products powerful symbols of identity and aspiration in the consumer's mind.

2.1.3 The Role of Luxury in Social Status and Identity

“Buying to impress others” is a strategic principle in luxury brand marketing (Berry 1994; Vigneron and Johnson 1999; O’Cass and Frost 2002), as consumers often seek to enhance their social image through purchases (Wiedmann, Hennings, and Siebels 2007). Luxury brands serve as visible symbols of preferences and affiliations, strengthening social connection (Godey et al. 2013).

People across all segments of society use brands to establish their identity, but luxury brands occupy a unique space, appealing to elites of all ages (J. N. Kapferer and Bastien 2009). Existing literature on luxury shows that there is a comparison with personal aspects such as social and interpersonal orientation when purchasing a luxury good (Wiedmann, Hennings, and Siebels 2007) and that luxury items satisfy psychological needs, such as self-esteem (De Barnier, Falcy, and Valette-Florence 2012).

Luxury brands help consumers express themselves by fulfilling both extrinsic needs, such as social recognition, and intrinsic desires, such as self-realization and personal fulfillment (Burmam and König 2012). They act as symbols in communication, supporting social differentiation and individual expression (Lasslop 2005). Beyond status, they provide unique experiences that reward and satisfy personal aspirations (Burmam and König 2012).

2.1.4 Definition of Luxury Segments

The global luxury market can be divided into nine segments, as outlined in the latest Luxury Study by Bain & Company and Altagamma (D'Arpizio and Levato 2024). These include personal luxury goods, luxury cars, luxury hospitality, fine wines and spirits, gourmet food and fine dining, high-end furniture and housewares, fine art, private jets and yachts, and luxury cruises. Dominating the market, luxury cars, hospitality, and personal luxury goods collectively account for 80% of the industry's total value, projected to reach €1.5 trillion in 2024. (D'Arpizio et al. 2024). Personal luxury goods encompass accessories such as leather goods, eyewear, and shoes, along with apparel, beauty, watches, and jewelry.

2.2 Sustainability

2.2.1 Definition of Sustainability in a Business Context

The concept of sustainability was first officially recognized in the Brundtland Report, published in 1987 by the World Commission on Environment and Development of the United Nations. The report defined the core task of sustainable development as: “(meeting) the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland 1987).

Building on this definition, sustainability is categorized into three interdependent dimensions: social justice, environmental quality, and economic prosperity. These three dimensions represent the three main pillars of sustainability and are also known as the “triple-bottom-line” concept (Elkington 1997). This holistic framework aligns with the Brundtland Report, emphasizing the necessity of addressing all three dimensions simultaneously (Zentes, Lonnes, and Whitaker 2014; Müller and Pflieger 2014). However, sustainability is not achieved by single actions, but rather as part of an on-going process (Müller and Pflieger 2014).

The **environmental dimension** of sustainability focuses on the responsible management and preservation of natural resources to ensure their availability for future generations. It emphasizes reducing pollution, protecting biodiversity, and maintaining the regenerative capacity of ecosystems to minimize waste and maximize resource efficiency (Errichiello and Zschiesche 2017). The goal is to preserve their ability to absorb impacts, regenerate and maintain biodiversity. Additionally, due to the finite nature of most resources, it is important to find the right level of utilization in order to not exhaust them completely (Zentes, Lonnes, and Whitaker 2014). The overarching goal is to align human activities with the planet's natural boundaries, ensuring environmental stability and resilience.

The **economic dimension** of sustainability involves adopting practices that prioritize long-term goals over short-term profits, especially when those profits come at the expense of people or nature (Errichiello and Zschiesche 2017). Economically sustainable businesses adopt strategies that balance profitability with ethical responsibility, integrating considerations like resource efficiency, innovation, and initiative-taking responses to future challenges. By aligning operations with sustainable goals, companies can reduce costs, enhance resilience, and secure their long-term survival (Zentes, Lonnes, and Whitaker 2014).

The **social dimension** addresses the well-being, equality of opportunities and fairness of all individuals involved in or affected by economic activities (Errichiello and Zschiesche 2017; Müller and Pflieger 2014). Overall, the challenge is to prioritize the satisfaction of social needs in order to improve a company's social performance (Zentes, Lonnes, and Whitaker 2014). For businesses, this means fostering inclusive growth, supporting local communities, and addressing the needs of employees and customers. The aim is to enhance social performance by creating positive impacts on society while building trust and long-term relationships with stakeholders.

In the corporate environment, these three dimensions are interconnected and must be addressed holistically within business strategies to achieve sustainable development. Balancing these dimensions ensures that businesses meet present needs but also contributes to a more sustainable future for all stakeholders.

2.3 Population: Generations of Millennials and Gen Z

2.3.1 Generational Clustering

This dissertation's research target group are generations Millennials and Gen Z, whereas Millennials are born between 1981 and 1996 and Gen Z are born from 1997 until 2012 (Dimock 2019; Hoffower 2024). This demarcation of birth years is not arbitrary but is based on significant historical, technological, and cultural changes that shape the formative experiences of each cohort.

Millennials were shaped by the rise of the internet, the expansion of social media, and major world events like 9/11 and the Great Recession. They are often considered as the "bridge generation" that experienced both the analog and digital eras, adapting to the rapid technological changes of their youth. The economic challenges Millennials faced during the

Great Recession influenced their career paths, financial habits, and societal perspectives (Pirie and Worcester 1998; Dimock 2019; Hoffower 2024).

In comparison, Gen Z is the first cohort to grow up in a fully digital world, with smartphones and social media as integral parts of their lives from an early age (Dimock 2019; Francis and Hoefel 2018; Meirinho, Resende, and Ribeiro 2024). Unlike Millennials, they have no firsthand memory of a pre-9/11 world, and their outlook has been shaped by the post-9/11 reality and its global security implications. This generation has also been influenced by growing up during economic recovery and facing newer societal challenges, such as climate change, digital privacy concerns, and rising political polarization (Dimock 2019).

Nevertheless, generational boundaries are fluid and overlap within generational cohorts due to individual experiences, cultural context, and socio-economic factors. Generational definitions are particularly useful for understanding broad societal shifts, often related to changes in attitudes toward technology, work, and activism (Dimock 2019).

2.3.2 Preferences and Values

Millennials and Gen Z value sustainability, with both generations taking action to reduce their environmental impact while also believing that businesses “could and should do more to enable consumers to make more sustainable purchasing decisions” (Deloitte 2024; Mochla and Tsourvakas 2024). A recent study reveals that 30% of Gen Z and 29% Millennials actively do research on a company’s environmental practices before buying their products, and a majority is willing to pay a premium for sustainable products (Deloitte 2024). However, Gen Z differentiates itself by being more outspoken and proactive about social justice issues, including participating in movements such as climate strikes (Wood 2022).

The preferences and values of Millennials and Gen Z are reshaping luxury brand marketing by prioritizing sustainability, authenticity, and ethical consumption. The table below highlights two key themes: brand authenticity and transparency, and purpose-driven consumption.

Preferences & Values	Millennials	Gen Z
Brand Authenticity & Transparency	<ul style="list-style-type: none"> • Brand authenticity influence Millennials’ trust and willingness to pay premium prices (Pattuglia and Mingione 2016). • Values authenticity in brand messaging but may overlook minor inconsistencies if aligned with core values (Pattuglia and Mingione 2016). 	<ul style="list-style-type: none"> • Demands transparency and actively scrutinize brands for ethical practices and sustainability claims (Deloitte 2024). • Values authenticity and are driven by a desire to uncover and express personal and communal truths (Francis and Hoefel 2018; Tirocchi 2024).
Ethical & Purpose-Driven Consumption	<ul style="list-style-type: none"> • Attracted to purpose-driven brands but less likely to extensively research brand actions (Mochla and Tsourvakas 2024). 	<ul style="list-style-type: none"> • Considers sustainability and ethics as non-negotiable, making it a decisive factor in purchases (Wood 2022). • Cares significantly about sustainability and influence others with their mindset (Wood 2022).

Table 1: Preferences and Values Generational Approach

2.4 The Role of Sustainability in the Luxury Industry and Brands

2.4.1 Sustainability and Durability as Core Luxury Values

As global awareness of environmentally and socially damaging issues grows, the integration of sustainable practices has become a critical business strategy. In the luxury sector, a special focus on sustainability is driven by luxury’s role as a visible symbol of consumption, driven by factors beyond functionality (Joen-Noel Kapferer 2010). Additionally, as luxury brands are associated to be a pleasure for a happy few, they are in the search of activists such as Greenpeace, WWF and other non-governmental organizations (NGO’s) that spotlight harmful environmental practices (Jean-Noël Kapferer and Michaut-Denizeau 2019).

Historically, the luxury industry has been criticized for its perceived wastefulness, extravagance, and excess. Pressure from NGO’s and negative reports on environmental disregard have influenced luxury leaders to integrate corporate social and environmental responsible practices into their mission, strategies and operations (Cervellon and Shammass 2013; Ivan et al. 2016). This shift underscores the core principle of sustainable development according to the concept of Brundtland Report, which aligns naturally with the durability of luxury goods, often designed to be inherited.

Sustainability is deeply tied to key attributes of luxury, including high-quality production, artisanal craftsmanship, the use of rare materials, and local manufacturing, which collectively supports the enduring value of luxury products (Cervellon and Shammas 2013). By emphasizing artisanal craftsmanship, luxury brands reinforce their connection to sustainability while rejecting the principles of fast fashion and overconsumption (Joy 2015).

Many luxury brands enhance sustainability through after-sales services that promote durability. For example, Louis Vuitton offers repair services for handbags, highlighting its commitment to longevity and customer loyalty (Joen-Noel Kapferer 2010). Therefore, durability stands out as an essential characteristics of luxury and sustainability, reducing consumption and supporting sustainable production (Sun, Bellezza, and Paharia 2021).

2.4.2 Examples of Sustainability Initiatives of Luxury Brands

As this dissertation focuses on personal luxury goods, the following examples highlight sustainability initiatives within this specific sector. These initiatives are from brands owned by the three leading luxury groups: LVMH, Kering and Richemont.

Louis Vuitton Mœt-Hennessy (LVMH) established an environmental department in 1992. LVMH integrates sustainable development throughout its entire value chain along its 75 Maisons, addressing key operations such as sourcing, production, logistics, and recycling. This approach prioritizes the preservation of rare natural resources, including leather, skins, and pearls, and therefore integrating sustainable practices as a central operational value (Cavender 2018).

Recently, Kering, in collaboration with the Centre for Sustainable Fashion at the London College of Fashion, launched "Governance for Tomorrow," a three-year program aimed at redefining governance in the luxury industry. This initiative unites experts and NGOs to develop innovative governance models that prioritize social justice and environmental sustainability. By leveraging participatory methods and speculative design, the initiative addresses complex challenges in the fashion system and seeks to foster intergenerational equity (Preuss 2024).

Cartier, owned by luxury concern Richemont, represents a renowned company for the jewelry industry, exemplifies sustainable practices in the jewelry sector by adopting the highest ethical and quality standards. The brand emphasizes the use of ethically sourced gold and conflict-free diamonds in its production process. Notably, over 90% of the 10 tons of gold Cartier

consumes annually is recycled, further underscoring its commitment to sustainability (Haus von Eden 2024).

As trendsetters in the fashion industry, luxury brands influence global designers and set sector benchmarks. By prioritizing sustainability, they establish standards that other fashion companies often adopt. Bain & Company predicts that by 2030, the luxury market will evolve into one defined by "insurgent cultural and creative excellence" (D'Arpizio et al., 2021), with sustainability playing a crucial role in shaping this transformation.

2.4.3 Criticisms of Sustainability Efforts in the Luxury Industry

While luxury brands have integrated sustainability into their marketing and operations, this shift has not been without criticism. A key issue facing the luxury industry is the accusation of greenwashing, promoting an eco-friendly image without implementing substantial and transparent environmental practices. In the luxury sector, greenwashing often involves emphasizing artisanal craftsmanship, rare materials, and local sourcing as examples of sustainability. However, a lack of transparency has led to skepticism from consumers and environmental advocates, damaging brand credibility (Jean-Noël Kapferer and Michaut-Denizeau 2014). Additionally, luxury consumers are particularly sensitive to untrue claims. When brands fail to align their sustainability promises with tangible actions, it is perceived as a breach of trust, which can harm long-term brand loyalty and reputation (Deloitte 2024).

Another layer of criticism stems from the ethical implications of luxury supply chain practices. Bendell and Kleanthous's WWF Report (2007) highlights luxury brands' dependence on exclusive materials and extensive global supply chains, which can result in non-transparent labor practices and significant environmental footprints. These practices often involve resource-intensive processes, which can contradict the principles of sustainability. For example, while some brands emphasize the durability of their products as a sustainable feature, their production methods may still be criticized for causing ecological harm or relying on low-wage labor (Bendell and Kleanthous 2007).

The practice of destroying unsold merchandise to maintain exclusivity has also drawn criticism. Burberry, for example, faced backlash after admitting to burning millions of dollars' worth of unsold goods, a practice they ceased in 2018 following public outrage (Ellson 2018). Such controversies have sparked broader discussions about sustainable inventory management and the ethical implications of waste within the luxury industry. Joy et al. (2012) notes that

luxury consumers value responsibility and social consciousness as much as product quality. When these expectations are not met, luxury brands run the risk of losing customers.

3 Methodology

3.1 Research Topic and Hypotheses

This dissertation explores how Millennials and Gen Z expect and evaluate sustainability initiatives implemented by luxury brands, with a specific focus on environmental sustainability within ESG frameworks. The study seeks to understand how sustainability initiatives influence consumer perceptions and purchasing decisions. By exploring the expectations of these two generational cohorts, the research provides valuable insights into the role of sustainability in the luxury industry and offers strategic recommendations for luxury brand managers to enhance communication and strengthen brand loyalty.

The findings of the qualitative research process provided two key insights that helped to refine the research focus. Initially, this dissertation focused exclusively on Millennials since this generation have been steady buyers of luxury products, currently holding 45% of the share of the global luxury market (D'Arpizio et al. 2024). This focus aimed to provide insights into how a generation with significant purchasing power engages with sustainability in the context of luxury consumption.

After conducting the first interviews with participants born between the ages of 1981 and 1996, a notable trend emerged: Millennials tend to neglect sustainability aspects when it comes to luxury purchase decisions. Since understanding sustainable decision-making is a core objective of this research, it became necessary to expand the study to include insights from Gen Z, a generation widely recognized for its eco-consciousness.

This adjustment enriched the findings and ensured that the research remained forward-looking. By 2035, Gen Z is expected to account for 40% of the global luxury goods market (D'Arpizio et al. 2020), underscoring the importance of incorporating their perspectives. Analyzing both generations offers a more holistic understanding of the evolving dynamics of luxury consumption and sustainability, enabling this research to contribute meaningfully to the discourse on generational shifts and their impact on the luxury industry in the future.

Furthermore, the qualitative research findings emphasized the prominence of environmental concerns among participants. While the social and governance dimensions of ESG are valued as complementary factors, they are not the primary focus of this study.

Based on the insights of the qualitative research process, and in context of the dissertations' research question the following hypotheses, independent and dependent variables were developed:

H1: Millennials have higher expectations for sustainable practices of luxury brands than Gen Z individuals, which impacts their purchase decision positively.

H2: Gen Z individuals are more willing than Millennials to change their purchase decisions when they know that another luxury brand is more sustainable.

H3: Gen Z individuals are willing to pay more for luxury products if they know that the brand uses eco-friendly materials.

H4: If luxury fashion bloggers/influencers highlight sustainable practices of a luxury brand, their content would influence Millennials and Gen Zs' brand perception positively.

H5: Millennials and Gen Z individuals expect luxury brands to offer adequate and efficient after-sales support in terms of repairment services, which supports longevity of luxury items, and this is why they want to buy their products.

Independent Variables: Expectations for sustainable practices, Willingness to change purchase decisions for sustainability, Willingness to pay more for eco-friendly materials, Influence of fashion bloggers/influencers of brand communications, Importance of after-sales support (repair services).

Dependent Variables: Brand Perception, Purchase Decision.

3.2 Research Design

The research design for this study employed a two-phase mixed-methods approach to achieve comprehensive insights into the research topic. The first phase involved conducting in-depth interviews as the primary data collection method. These interviews provided a comprehensive and detailed understanding of the subject regarding consumers' point of view, forming the foundation for the quantitative phase.

Building on the findings from the qualitative analysis, a structured online survey was performed to capture broader perspectives through quantitative data. This questionnaire was designed to address the dependent variables. By combining the depth of qualitative research with the breadth of quantitative analysis, this sequential approach strengthened the study's validity and provided a holistic exploration of the research objectives.

Furthermore, the literature review provided valuable insights into secondary data that enriched the findings of this study and enhanced the understanding of the core research objectives. This process deepened insights into the significance of the study's key themes and helped to identify critical aspects to address in the discussion and recommendations chapter.

3.3 Data Collection

3.3.1 Qualitative Method

The qualitative research methodology included conducting in-depth interviews with luxury brand customers and individuals interested in purchasing from luxury brands. To narrow the scope and provide interviewees with a clear and relatable focus during the qualitative process, the discussions centered on personal luxury goods, specifically bags, watches, and jewelry.

The primary aim was to gather comprehensive insights into participants' perceptions and expectations regarding sustainability in the luxury industry. Additionally, the research attempted to explore views on the importance of sustainable practices of luxury brands, and identifying key drivers influencing purchasing decisions for luxury items.

To collect data through the qualitative research process, twenty-two semi-structured interviews were conducted in person, online and throughout virtual face-to face meetings within the period from 4th until 22nd of October. The sample included fifteen Millennials and seven Gen Z participants (Appendix II). The interview guide consisted of open-ended questions with the aim of ensuring a consistent flow of the conversation while maximizing the insights gained from each interview participant. This approach maintained a contiguous structure across all interviews, facilitating the collection of meaningful and comparable data.

The questionnaire was divided into six sections. The first section focused on respondents' general perceptions of luxury, including its definition, factors differentiating luxury from non-luxury products, popular luxury brands for personal luxury goods, and key motivations for purchasing luxury items. The second section addressed the intersection of sustainability and luxury, focusing on whether and how these concepts can coexist. The third part addressed questions identifying the importance of durability and long-term value, including perceptions of luxury items as investments or heirlooms. The fourth section focused on purchase behavior and brand loyalty, investigating consumer expectations and actions brands can take to strengthen loyalty. The fifth section compared the value placed on environmentally friendly

production versus durability. The final section addressed predefined independent variables, such as digital presence and after-sales support.

3.3.2 Quantitative Method

Afterwards, the quantitative research methodology was conducted to build on insights from the qualitative process, focusing on consumers' perceptions and expectations regarding sustainable practices in the luxury industry and their importance in purchasing decisions. The questionnaire, which was available in English and German (Appendix III), was shared through social media platforms. The question format included mandatory responses throughout the whole survey.

To ensure the reliability of responses and to target the appropriate demographic, two screening questions were included at the beginning of the survey. The first screening question asked for the respondents' birth year to confirm they belonged to either the Millennial or Gen Z cohort. The second identified whether the respondent is interested in luxury brands. Respondents born outside 1981–2012 or not interested in luxury brands were disqualified, and the survey ended promptly.

The questionnaire primarily followed a five-point Likert scale for measurement and scaling, enabling respondents to express nuanced opinions rather than binary “yes” or “no” answers. The survey concluded with demographic questions regarding academic background, country of origin, and employment status to provide additional context for the analysis. To ensure relevance to current industry practices and to enhance the depth of the analysis, this study incorporates selected indicators for Brand Reputation (figure 3) and Brand Sustainability (figures 1 and 2) as part of the survey design. These indicators align with the frameworks and expertise developed by OnStrategy Brand Value Management (On Strategy 2024). By integrating these variables, the study aims to provide actionable insights into how these factors influence brand perception and purchase decisions among Millennials and Gen Z.

During the data collection period from November 3rd until December 4th a total of N=139 responses were gathered. With a total dropout rate of 22,97%, due to either selecting not to be born between 1981-1996 nor 1997-2012 (n=1), not to be interested in luxury brands (n=22) or other distracting factors which led to drop out of the questionnaire (n=12), a total of 104 fully completed responses were conducted. The analyses were conducted through the statistical program SPSS. Firstly, an analysis of descriptive statistics on all demographic indicators was conducted to make attributes characterization of the sample analyzed.

Among the 104 participants of the study, 44,23% (n=46) belong to the Millennial cohort, while 55,77% (n=58) fall within the Gen Z birth year range (table 3). Regarding gender distribution, 41,35% (n=43) respondents identify as male, and 58,65% (n=61) identify as female (table 4). In terms of educational background, 5,77% (n=6) reported holding a high school diploma, 23,07% (n=24) completed an apprenticeship diploma, 46,15% (n=48) hold a Bachelor's degree, 24,04% (n=25) obtained a Master's degree and 0,96% (n=1) have completed a Doctorate (table 5). Regarding nationality, 83,65% (n=87) identified as German, 5,77% (n=6) as Italian, and 0,96% (n=1) as Portuguese and 0,96% (n=1) as Spanish. Additionally, 8,65% (n=9) indicated other nationalities through the text field option, including Armenian (n=1), Belgian (n=2), English (n=1), French (n=1), Indonesian (n=2), Luxembourgish/Finnish (n=1) and Luxembourgish (n=1) (tables 6). Finally, regarding current employment status, 10,58% (n=11) are students without a job, 17,31% (n=18) are students with a job, the majority according to 68,27% (n=71) are employed, 2,9% (n=3) are self-employed and one respondent reported being unemployed (table 7).

4 Results and Analysis

4.1 Qualitative Research

The in-depth interviews were conducted with twenty-two participants, comprising fifteen Millennials (ten females and five males) and seven Gen Z members (five females and two males). A selection criterion was defined right at the beginning, as the interview could only be conducted with participants who are luxury brand customers or intend to purchase luxury products in the future. Upon completing the interviews, a comprehensive analysis was implemented to systematically evaluate and synthesize the responses provided for each question.

4.1.1 General Perception of Luxury

“What does luxury mean to you, and how would you define a luxury product?”

Both generational cohorts consistently associate luxury with exclusivity and status, where rare, prestigious items make individuals feel unique. Seven Millennials and three Gen Z individuals highlighted that luxury products elevate social standing and offer more than material value. Luxury items are seen as something not everyone can afford, as one participant mentioned: “Luxury means to me a special experience, something that is out of the ordinary (female, Gen Z)”. Additionally, two female Millennials associated luxury with personal free time spent with loved ones.

Other factors associated to luxury are superior quality and craftsmanship, characterized by the best materials and timeless design. By eleven Millennials and four Gen Z individuals luxury goods are expected to remain relevant over time, making them worth the investment. For eight Millennials and one Gen Z participant, luxury purchases represent emotional satisfaction and personal achievement, often marking milestones or rewarding success.

“In your opinion, what factors differentiate luxury products from non-luxury products?”

Luxury products are primarily differentiating from non-luxury items in terms of higher prices and superior quality. Luxury purchases are associated with being non-impulsive, requiring careful consideration, sometimes also combined with savings as mentioned by three Millennials and two Gen Z individuals. A unique factor that further distinguishes luxury from non-luxury products is the special customer experience. Six Millennials and three Gen Z participants mentioned that they already experienced an exclusive in-store experience in a

luxury brand store, with personalized service and attentive customer care, which enhances the sense of having a “special feeling” during the purchase process.

“Which luxury brands come to your mind when you think about purchasing luxury fashion accessories, such as bags and watches?”

Interviewees mentioned many luxury brands associated with luxury fashion accessories, whereas Hermès, Chanel, Louis Vuitton, Rolex, Cartier, Gucci and Prada were mentioned the most. Luxury brands that were mentioned less were Patek Philippe, Audemars Piguet, Jaquemus, Rimowa and Polène.

“Have you ever bought a luxury fashion accessory from a luxury brand?”

Fourteen out of twenty-two interviewees stated that they purchased a luxury fashion accessory from a luxury brand, whereas four are Gen Z individuals and ten belong to Millennials cohort. Six Millennials and four Gen Z participants specifically mentioned that they have at least bought one luxury handbag, with four of them owning at least one vintage luxury bag (two Millennials and two Gen Zs).

Other participants indicated that they had purchased luxury watches, with three (two Millennials, one Gen Z individual) currently being on a waiting list for their desired timepiece. Additionally, participants mentioned having purchased other luxury accessories such as jewelry, belts, suitcases, and shoes.

“What would motivate you to make your first luxury purchase? / When you made your first luxury purchase, what were the most important factors driving your decision?”

Both luxury customers and non-customers provided similar answers to this question. Seven Millennials and one Gen Z individual addressed that luxury purchases are associated with rewarding special achievements or celebrating personal successes. Respondents highlighted job-related milestones, such as signing their first permanent job contract, receiving their first salary, or getting a bonus, as key moments motivating a luxury purchase.

Others mentioned significant life events, like marriage, the birth of a child, or achieving the masters’ degree as opportunities to mark the occasion with a luxury item, creating a lasting reminder of that meaningful moment. Six Millennials and four Gen Z interviewees see luxury purchases as an investment, ideally one that increases in value, and often connect this to saving in advance. One Millennial interviewee shared that she fulfilled a teenage dream by purchasing her vintage luxury bag. Four Gen Z respondents mentioned that family influence played a

significant role in their decision to make their first luxury purchase. The inheritance or passion for luxury items passed down from mothers, aunts, or grandparents exposed them to luxury early on, which ultimately encouraged their purchase, as one interviewee answered, “my mom loves also purchasing luxury products, that’s why I have the fable as well (female, Gen Z)”.

4.1.2 Sustainability and Luxury

How important do you think sustainability is in the luxury industry today?

The responses to the question reveal many different opinions and viewpoints. While many interviewees acknowledged that sustainability is increasingly important in “every sector, if it is luxury or not (Gen Z, female)” its role in the luxury industry seems to vary.

Ten respondents (five Millennials and five Gen Zs), believe that sustainability should be a priority for luxury brands, as consumers are becoming more environmentally conscious and luxury brands are expected to maintain “a first mover” (Millennial, male) and “front runner attitude” (Millennial, female), within the fashion industry. However, other respondents expressed skepticism about the true impact of luxury brands' sustainability efforts, such as mentioned by one interview partner “I believe (sustainability) is currently not that important (in the luxury industry) that it should be, I do not feel like that (Gen Z, female)”.

One Millennial and two Gen Zs questioned whether these initiatives are genuine or just marketing tactics, as these respondents also mentioned “greenwashing” and lack of transparency within the industry. Overall, while sustainability is recognized as an important issue, it does not always take precedence over other factors like design, quality and status in luxury purchasing decisions.

Do you believe that luxury products can be both sustainable and high quality?

All respondents agreed that luxury products can be both sustainable and high quality as it is commonly associated that luxury brands, with their focus on superior materials and craftsmanship, are in a strong position to integrate sustainable practices without compromising on quality. Respondents highlighted that by using long-lasting materials and implementing eco-friendly production methods, luxury brands can achieve both sustainability and maintain the high standards expected from their products. One female Millennial addressed that “producing sustainable should be a priority for all luxury brands generally, because they make way more margin on their product”.

What sustainability efforts would make a luxury brand more appealing to you?

Sustainability efforts that make luxury brands more appealing to respondents are primarily environmentally focused, particularly in the production process and the use of eco-friendly materials that minimize environmental harm. Three interviewees (two Millennials and one Gen Z) specifically mentioned their deep connection to the ocean and their willingness to protect it. Therefore, these respondents value if luxury brands use materials that help to protect the ocean and incorporate recycled ocean materials into products.

In this context, one Gen Z interviewee highlighted Stella McCartney's bags as an example, specifically praising the innovative vegan alternatives to animal leather, made from renewable substances like mushrooms (fungi), as a noteworthy effort to protect the environment. Additionally, respondents (four Millennials and two Gen Zs) pointed to the country of origin and emphasized the need for luxury brands to support fair labor rights, including providing fair working conditions, adequate wages, and avoiding child labor.

4.1.3 Durability and Long-Term Value

How important would the durability of a luxury product be to you?

The durability of a luxury product was considered as highly important by all interview partners. Many emphasized that longevity is a defining feature of luxury, and they expect these products to last for many years, if not decades since “It is better to buy one bag which lasts ten, twenty years or longer than buying one every ten months” (Gen Z, female). It is commonly associated that durability adds value to luxury items, making them worth the investment. Several interviewees linked durability to sustainability, stating that long-lasting products help reduce the need for frequent replacements. For most respondents, durability is seen as a key factor in their decision to purchase luxury items, as it ensures that the product maintains its quality and relevance over time.

Would the possibility of passing down a durable luxury item to future generations influence your decision to purchase it?

Fifteen out of twenty-two respondents (nine Millennials, six Gen Zs) associated the possibility of passing down luxury items to future generations as significantly influencing the purchasing process, since “you are not only buying it for you, you are buying it hopefully for your next generation” (Millennial, female) and an inherit defined it is a “gorgeous way of giving something (...), which also has character and a lifetime behind it” (Gen Z, female). In contrast,

four respondents (three Millennials, one Gen Z) did not view inheritance as an option influencing the purchase decision, whereas three Millennials would be more likely to sell or donate the items instead.

4.1.4 Purchase Behavior and Brand Loyalty

What would motivate you to buy luxury fashion accessories from the same brand?

It is commonly associated through Millennials and Gen Z interviewees that the main drivers for staying loyal to a brand are convincing product quality, excellent customer service, including personalized shopping experiences and after-sales support. Respondents value ongoing design and good reputation, also associated with status that draws attention to others as motivating factors to stay loyal to a brand. Besides this, the transparent communication and the authenticity of a brand which aligns with one's own values was mentioned as a driving factor for brand loyalty.

What would hinder you from buying luxury fashion accessories from the same brand?

Factors influencing brand disloyalty would be disappointing product quality and negative customer service experiences, such as poor after-sales support in the form of repairment service or lack of personalized attention. Notably, seven Millennials and three Gen Z individuals noticed that scandals coming public, regarding harm of the environment and labor scandals regarding inhumane working conditions could harm their trust and make them stop purchasing from the brand.

Additionally, one Millennial and three Gen Z individuals stated that over-commercialization or the loss of exclusivity, such as a brand becoming too mainstream or widely available, would reduce their interest. Other factors having a negative influence on brand loyalty are the massive change of design, if collection does not fit taste anymore or an enormous price increase. Two respondents (one Millennial and one Gen Z individual) shared their bad experiences with luxury brands, related to bad quality and in advance disappointing customer care services, while they now recommend their friends not to purchase anything from that brand.

Imagine you need to wait at least one year to get the luxury fashion accessory you would like to purchase; would you be willing to wait?

Six Millennials and four Gen Zs would be willing to wait for a luxury item that they would like to purchase, whereas four interviewees (two Millennials and two Gen Zs) stressed that they would not wait since they are "too impatient". Others mentioned that they would only be willing to wait for specific items, such as watches. In this regard, four interviewees (three

Millennials and one Gen Z) mentioned that they are already on a waiting list for a watch that they desire. Three female Millennials mentioned that they “would only wait for a Birkin”, a unique and highly exclusive masterpiece of Hermès. While answering this question some respondents stressed again that they would be willing to wait since a luxury purchase is associated with a non-impulsive purchase.

4.1.5 Influence of Sustainability and Durability

How does knowing a luxury product that is environmentally friendly produced makes you feel about owning it?

Knowing that a luxury product is environmentally friendly produced generally makes respondents feel more positive and creates a good feeling about owning it as mentioned by five Millennials and six Gen Z individuals. Two Millennials and one Gen Z individual mentioned that it adds an extra layer of pride and responsibility, as they feel they are contributing to a greater good by supporting sustainable practices. Additionally, four Millennial respondents addressed that they would be willing to tell their friends about this sustainable add-on. Others noted that it would increase their trust in the brand, as it demonstrates a commitment to ethical and responsible production. However, for three Millennials and two Gen Z it is nice to have but they share a neutral attitude as it would not outweigh other factors such as design. In comparison, four Millennials and one Gen Z pointed out that for them the more sustainable product would win.

How does knowing a luxury product is not environmentally friendly produced make you feel about owning it?

Most respondents expressed disappointment, having a bad feeling (eight Millennials, four Gen Z) when thinking about owning a luxury product while knowing it is not environmentally friendly produced. In this case, these interviewees indicated they would feel guilty, conflicted and ashamed about owning such a product, even if they still appreciated its quality and design. By answering this question, some respondents raised concerns about the lack of transparency and communication within the luxury industry, noting that it is often difficult to know exactly where a product is produced, the conditions under which it was made, and the materials used in the production process. Despite these concerns, a few participants emphasized that they would likely still wear the product, especially due to the fact of not having full knowledge about the mentioned circumstances.

4.1.6 Testing Effectiveness of Predefined Independent Variables

How do factors like adequate and efficient digital service affect your loyalty to a luxury brand?

Efficient digital service and online presence significantly influence respondents' loyalty to luxury brands. Except for two respondents (one Millennial, one Gen Z), most prefer researching online before making in-store purchases. Two interview partners mentioned explicitly that they would be interested in purchasing luxury items online, whereas the others prefer to buy luxury items only in-store. Many interviewees mentioned that having a user-friendly online experience is crucial, especially when it comes to navigating websites to get a “feeling of the brand” (Millennial, male) and searching for brands’ latest collection. Two Millennial and one Gen Z respondent emphasized that they follow luxury fashion blogs, vintage websites, and influencers, presenting the latest trends when it comes to luxury items, where they also received latest brands’ information, which positively influences their loyalty and brand interaction. They appreciate the convenience and expect luxury brands to maintain a high standard both in-store and online. For most respondents, luxury is not only about the product but also about the experience, and a smooth digital service contributes to that experience. Nevertheless, one respondent replied that as a luxury brand “it is important to not be too accessible and not too loud” (Millennial, female) when it comes to consumer interaction.

Do you expect luxury brands to offer adequate and efficient after-sales support (e.g. in terms of repairment service)? If yes, does this affect your loyalty to a luxury brand?

Most respondents agreed that they expect luxury brands to offer efficient after-sales support, particularly when it comes to repair services. Many interviewees emphasized that the availability of repair services is a key factor in their loyalty to a luxury brand. They feel that luxury items, due to their high cost and value, should come with a commitment to long-term care from the brand, ensuring that products can be repaired and maintained for years. Some interview partners mentioned their willingness to pay for repairment service after some years of usage. Respondents also mentioned that efficient and accessible repair services contribute to the durability and sustainability of luxury products, making them feel their investment is protected. Knowing that a brand stands behind its products with a reliable after-sales service reinforces their trust and loyalty. Poor after-sales support, on the other hand, would negatively impact on their view of the brand and reduce the likelihood of future purchases.

4.1.7 Hypotheses Evaluation and Variables Impact

As a result, the qualitative research phase provided in-depth insights into Millennials' and Gen Z's perceptions and expectations surrounding sustainability in the luxury industry. The findings highlighted generational differences and similarities, offering valuable perspectives on the hypotheses, and helped to identify their confirmation or refutation.

Hypotheses and Variables	Hypotheses Evaluation and Variables Impact
<p>H1: Millennials have higher expectations for sustainable practices of luxury brands than Gen Z individuals, which impacts their purchase decision positively.</p> <p>Independent Variable: Expectations for sustainable practices.</p> <p>Dependent Variable: Purchase Decision.</p>	<p>Partially confirmed. The qualitative findings do not strongly confirm that Millennials have higher expectations for sustainable practices than Gen Z. While both generations value sustainability, their purchase decisions are influenced by a combination of factors, including design, exclusivity, and status, rather than sustainability alone.</p> <p>Variables Impact: Expectations for sustainable practices (independent variable) impact purchase decisions (dependent variable) but are often outweighed by other factors like design, status and exclusivity.</p>
<p>H2: Gen Z individuals are more willing than Millennials to change their purchase decisions when they know that another luxury brand is more sustainable.</p> <p>Independent Variable: Willingness to change purchase decisions for sustainability.</p> <p>Dependent Variable: Purchase Decision.</p>	<p>Confirmed. Gen Z respondents showed a higher willingness to switch brands based on sustainability, with four Gen Z interviewees explicitly stating that they would prioritize sustainability. Millennials instead demonstrated a more balanced approach, as design often outweighed sustainability considerations.</p> <p>Variables Impact: Willingness to change purchase decisions for sustainability (independent variable) impacts purchase decisions (dependent variable), particularly for Gen Z.</p>

<p>H3: Gen Z individuals are willing to pay more for luxury products if they know that the brand uses eco-friendly materials.</p> <p>Independent Variable: Willingness to pay more for eco-friendly materials.</p> <p>Dependent Variable: Brand Perception.</p>	<p>Confirmed. Gen Z participants expressed a greater willingness than Millennials to pay a premium for luxury products using eco-friendly materials.</p> <p>Variables Impact: Willingness to pay for eco-friendly materials (independent variable) positively impacts brand perception (dependent variable), especially among Gen Z.</p>
<p>H4: If luxury fashion bloggers/influencers highlight sustainable practices of a luxury brand, their content would influence Millennials' and Gen Zs' brand perception positively.</p> <p>Independent Variable: Influence of fashion bloggers/influencers of Brand Communications.</p> <p>Dependent Variable: Brand Perception.</p>	<p>Confirmed. Respondents from both generations emphasized the importance of social media marketing, particularly in shaping consumers' brand perceptions. Both Millennials and Gen Z participants follow luxury fashion blogs and influencers, viewing them as credible sources of information about brands' sustainable efforts.</p> <p>Variables Impact: The influence of fashion bloggers/influencers (independent variable) impacts brand perception (dependent variable) for both generations.</p>
<p>H5: Millennials and Gen Z individuals expect luxury brands to offer adequate and efficient after-sales support in terms of repair services, which support the longevity of luxury items, and this is why they want to buy their products.</p> <p>Independent Variable: Importance of after-sales support (repair services).</p> <p>Dependent Variable: Purchase Decision.</p>	<p>Confirmed. Both Millennials and Gen Z respondents highlighted the importance of repair services in maintaining loyalty and supporting sustainability. Many associated after-sales support with durability as a key driver for their purchase decisions.</p> <p>Variables Impact: The importance of after-sales support (independent variable) strongly influences purchase decisions (dependent variable), as it reinforces product durability and trust in the brand.</p>

Table 2: Qualitative Research Analysis - Hypotheses Evaluation and Variables Impact

Along with the qualitative research process, five independent variables were developed, each combined with one hypothesis and therefore each showing significant impact on the two dependent variables brand perception and purchase decision.

In summary, the qualitative findings provide substantial support for the hypotheses and independent variables, with notable generational differences. Gen Z places greater emphasis on sustainability and transparency, while Millennials prioritize durability, quality, and emotional value in their luxury purchases. These insights demonstrate a solid foundation for the implementation of the quantitative research process and further analysis to validate and expand upon these findings.

4.2 Quantitative Research

4.2.1 General Perceptions of Luxury, Purchases and Attributes

Regarding the question, *“Do you buy products from luxury brands?”* the results show that: 77,89% (n=81) indicated “yes” and 22,11% (n=23) indicated “no” (table 8). In this regard, the application of a cross table shows that 45,68% (n=37) of Millennials, and 54,32% (n=44) of Gen Z participants are luxury brand consumers (table 9).

Respondents who indicated buying products from luxury brands had to answer a follow-up question identifying the frequency of luxury purchases. In this context, 24,7% (n=20) reported purchasing luxury items “rarely (once in the past five years)”, 35,8% (n=29) stated they buy luxury items “sometimes (once every two to three years)”, 23,46% (n=19) indicated they purchase luxury items “often (once per year)”, and 16,05% (n=13) stated they purchase luxury products “always (multiple times per year)” (table 10).

In response to the question, *“Which attributes do you associate with luxury items?”* respondents were allowed to select any number of attributes from a list of nineteen options. The top three attributes associated with luxury items are “durable” with 13,95% (n=83), “timeless” with 12,61% (n=75) and “exclusive” with 12,44% (n=74), closely followed by “special” with 8,4% (n=50), “non-impulsive” purchases with 6,72% (n=40), and “unique” by 6,55% (n=39) (figure 1).

The following question was designed to assess respondents' levels of agreement with five statements, ranging from "strongly disagree" to "strongly agree." These statements were developed based on insights gathered during the qualitative research process: *“Luxury items are better in terms of quality than non-luxury items.”*; *“Luxury items have a higher price than*

non-luxury items.”; *“Luxury items last longer than non-luxury items.”*; *“I see luxury items as status symbols.”* and *“I see luxury items as investments.”* To examine potential differences between Millennials and Gen Z respondents, a Chi-Square test was conducted. The p-value column in the Chi-Square test table indicates whether there is a statistically significant association between the generational cohort and the level of agreement. The results reveal a statistically significant difference due to the p-value of 0.008 ($p < 0.05$) for the statement *“Luxury items last longer than non-luxury items.”*. The cross-tabulation showed that Gen Z respondents exhibit a stronger agreement with this statement compared to Millennials (table 11). For the other statements, the p-values exceeded the 0.05 threshold (tables 12, 13, 14, and 15), indicating no significant differences between the two generational cohorts (Cohen 1988). This suggests that Millennials and Gen Z share similar opinions regarding these other aspects of luxury items.

Following this, respondents were asked to indicate their level of agreement with statements related to luxury brand loyalty and perception. Using a 5-points Likert scale from "strongly disagree" to "strongly agree," participants evaluated the following statements: *“I trust luxury brands,”* *“I admire luxury brands,”* *“I consider purchasing from luxury brands,”* *“I prefer luxury brands over non-luxury brands,”* and *“I recommend luxury brands to family and friends.”* The results indicate no statistically significant differences in agreement between Millennials and Gen Z for any of the statements since the p-values are above the 0.05 threshold (tables 16,17,18,19 and 20). This suggests that both generations share similar perspectives on these aspects of luxury brand loyalty and perception.

4.2.2 Sustainability Focus

The statement, *“I actively seek out sustainable or eco-friendly products during different kinds of purchasing decisions.”* was used to test the independent variable of sustainable affinity. Results from the cross table and Chi-Square test revealed a p-value < 0.05 ($p=0.035$), indicating a statistically significant difference in responses between Millennials and Gen Z. The cross-table results suggest that Gen Z places a higher emphasis on sustainability in their purchasing decisions compared to Millennials. These findings further validate the inclusion of Gen Z in this study, as discussed in chapter 3.3.1.

Afterwards, respondents were asked to rate the importance of various environmental initiatives undertaken by luxury brands on a 5-point Likert scale, ranging from "not at all important" to "extremely important," to assess how these initiatives influence their perception of the brand.

The initiatives included: Imagine the luxury brand “*uses sustainable materials*”; “*uses recycled materials*”, “*promotes the reduction of the carbon footprint*”; “*limits harmful waste, pollutants and chemicals*”; “*supports climate and environment sustainability causes*” and “*promotes the circular economy development*”. The descriptive statistics table (table 22) highlights the mean importance assigned by each generational cohort to these environmental initiatives. A one-way analysis of variance (ANOVA) was conducted to identify statistically significant differences between Millennials and Gen Z (table 23). While Millennials and Gen Z value sustainability initiatives in the luxury industry, Gen Z consistently assigns slightly higher importance to most attributes. For example, Gen Z rated “*promotes the reduction of the carbon footprint*” with a mean of 3.88 compared to Millennials’ 3.35, suggesting Gen Z places greater emphasis on this initiative. The ANOVA results further confirm this with a statistically significant p-value of 0.010 ($p < 0.05$). Similarly, significant differences were observed for initiatives such as “*limits harmful waste, pollutants, and chemicals*” ($p = 0.012$) and “*supports climate and environmental sustainability causes*” ($p=0.032$), indicating that Gen Z places higher importance on these initiatives as well. In comparison, for attributes such as “*uses sustainable materials*” ($p = 0.109$) and “*uses recycled materials*” ($p = 0.196$), the p-values indicate no statistically significant differences between the two cohorts, suggesting similar levels of importance assigned to these initiatives. In conclusion, while both generational cohorts value sustainability in the luxury industry, Gen Z demonstrates a stronger preference for two specific environmental initiatives compared to Millennials.

After this, participants were asked to rate the importance of various sustainable workplace initiatives by luxury brands on a 5-point Likert scale, ranging from “not at all important” to “extremely important.” These initiatives included: Imagine, the luxury brand “*rewards fairly,*” “*does not support child labour,*” “*offers safe working conditions,*” “*promotes wellbeing, health, and safety,*” “*promotes the emergence of new talents,*” “*promotes equality, diversity, and inclusion,*” and “*promotes long-term employment*”. The results of the ANOVA analysis reveal no statistically significant differences between Millennials and Gen Z individuals for any of these workplace initiatives, as all p-values exceed the 0.05 threshold (table 24 and 25). This indicates that both generational cohorts assign similar levels of importance to workplace sustainability initiatives in the luxury industry.

4.2.3 Brand Loyalty and Service Expectations

Afterwards, questionnaire respondents had to show their level of agreement from “strongly disagree” to “strongly agree” according to service requirements when thinking about buying products from luxury brands. This question included the following five statements: “*adequate and efficient store/branch service*”; “*adequate and efficient online/digital service*”; “*proper, accurate and fast needs answer (digitally and in-store)*”; “*accessibility and availability (of the products)*” and “*sympathy and empathy (of the luxury brand employees)*”. The results of the ANOVA indicate that for all service requirements of luxury brands (all p-values are > 0.05) Millennials and Gen Z individuals associate similar importance when thinking about purchasing luxury items (table 26 and 27).

The following questions focused on gathering respondents' perspectives of various sustainability initiatives, aiming to gain a deeper understanding of how Millennials and Gen Z perceive the luxury industry's efforts in this area. Using a five-point Likert scale ranging from “not at all important” to “extremely important” these questions seek to assess the perceived significance of adopting sustainable practices, and how these initiatives resonate with the respondents according to the following five questions: “*How important do you think is the usage of eco-friendly materials in the luxury industry today?*”; “*How important do you think is the limit of harmful waste, pollutants and chemicals in the luxury industry today?*”; “*How important do you think is the support in climate and environmental sustainability causes in the luxury industry today?*”; “*How important do you think is the offering of safe working conditions in the luxury industry today?*” and “*How important do you think is the oppose of child labour in the luxury industry today?*”. Regarding the usage of eco-friendly materials, Millennials and Gen Z respondents showed similar perceptions, with 26% (n=27) rating it as “not at all important,” 17.3% (n=18) as “slightly important,” 13.5% (n=14) as “moderately important,” 32.7% (n=34) as “very important,” and 10.6% (n=11) as “extremely important” (table 28). The ANOVA analysis confirmed no statistically significant difference between the two generational cohorts (p=0.394, p>0.05; table 29). For “*limiting harmful waste, pollutants, and chemicals*”, 13.5% (n=14) rated it as “not at all important,” 26.9% (n=28) as “slightly important,” 5.8% (n=6) as “moderately important,” 35.6% (n=37) as “very important,” and 18.3% (n=19) as “extremely important” (table 30). Similarly, the ANOVA analysis showed no significant difference between the cohorts (p=0.710, p>0.05; table 29). When asked about *supporting climate and environmental sustainability causes*, 17.3% (n=18) rated it as “not at

all important,” 24% (n=25) as “slightly important,” 10.6% (n=11) as “moderately important,” 38.5% (n=40) as “very important,” and 9.6% (n=10) as “extremely important” (table 31). The ANOVA results again indicated no significant difference ($p=0.334$, $p>0.05$; table 29). Similar patterns were observed for the initiatives “*offering safe working conditions*” and “*opposing child labor*” (tables 32 and 33). Overall, the analysis suggests that Millennials and Gen Z share similar perspectives on the importance of sustainability initiatives in the luxury industry, with no substantial differences between the two cohorts.

4.2.4 Main Conclusions

- **Luxury Purchases:** A majority (77.89%) of respondents purchase luxury products, with Gen Z representing a slightly larger proportion of luxury consumers. Luxury purchases are typically infrequent, with the majority (60.5%) reporting they purchase luxury items “rarely” or “sometimes”.
- **Luxury Attributes:** Both Millennials and Gen Z associate durability, timelessness, and exclusivity as key characteristics of luxury.
- **Sustainability and Luxury:** Gen Z demonstrates higher importance for specific environmental initiatives (e.g., reducing carbon footprints, limiting waste), while both generational cohorts value sustainability similarly in other aspects.
- **Brand Loyalty and Service Expectations:** Both generations exhibit similar levels of trust, admiration, and preference for luxury brands, and similar expectations for customer service and workplace sustainability initiatives.

In conclusion, while Millennials and Gen Z share many similar perceptions of luxury and sustainability, Gen Z tends to place slightly higher importance on specific environmental initiatives, reflecting their stronger emphasis on sustainability in the luxury industry. However, differences in attitudes toward workplace sustainability and service requirements were minimal, indicating shared expectations across generations.

4.2.5 Hypothesis Evaluation and Variables Impact

Lastly, the final questions intended to evaluate the hypotheses adapted from the qualitative research process. In this part, respondents were questioned to indicate their level of agreement for each statement according to a five-point Likert scale from “strongly disagree” to “strongly agree”.

H1: Millennials have higher expectations for sustainable practices of luxury brands than Gen Z individuals, which impacts their purchase decision positively.

Validation of the Broader Idea

The hypothesis suggests that individuals prioritize sustainable practices from luxury brands, which plays a significant role in shaping their purchase decisions. The results confirm this perspective as the average response scores indicate that sustainability is a key factor influencing purchasing decisions across the entire sample. Both Millennials and Gen Z exhibit strong agreement with this notion, validating sustainability as an important consumer value.

Validation of Generational Difference

To explore whether Millennials have higher expectations than Gen Z, an ANOVA study was conducted. As shown in the descriptive statistics table, the mean score for Gen Z ($M=3.84$) is slightly higher than that for Millennials ($M=3.37$), indicating that on average Gen Z respondents demonstrated greater agreement with the statement: *“I have high expectations for sustainable practices of luxury brands, which is why I want to buy their products.”* (table 34). On a Likert scale from 1 to 5, this suggests that Gen Z participants have slightly higher expectations for sustainable practices, which impacts their purchase decision positively.

The ANOVA results further confirm that this difference is statistically significant, with a p-value of 0.033 ($p < 0.05$), indicating that the observed variation in mean scores between the two generational cohorts is unlikely to have occurred by chance (Table 35). However, the eta-squared ($\eta^2 = 0.044$) and omega-squared ($\omega^2 = 0.034$) values indicate a small effect size (Table 36). According to Cohen (1988), small effect sizes are defined as η^2 or ω^2 values around 0.01, medium effect sizes around 0.06, and large effect sizes at 0.14 or higher. As small effect sizes explain only a minimal portion of the variance, this suggests that while the difference is statistically significant, its practical relevance is limited (Cohen 1988).

Hypothesis Evaluation

According to the validation of generational difference, the hypothesis that Millennials have higher expectations for sustainable practices of luxury brands than Gen Z individuals **cannot be confirmed**. On the contrary, Gen Z respondents indicate slightly higher expectations for sustainable practices (as shown by the higher mean score). However, it is essential to

emphasize that the magnitude of this difference is relatively small and may not have substantial practical implications.

Variables Impact

Expectations for sustainable practices (independent variable) positively impact purchase decisions (dependent variable) across both generations. However, Gen Z demonstrates slightly stronger expectations, with a minor statistical yet limited practical difference compared to Millennials.

H2: Gen Z individuals are more willing than Millennials to change their purchase decisions when they know that another luxury brand is more sustainable.

Validation of the Broader Idea

The hypothesis suggests that individuals are willing to change their purchase decisions when they know that another luxury brand is more sustainable. The descriptive results suggest willingness to change purchase decisions for sustainability reasons according to the median of 4.00 (“somewhat agree”) on a 5-point Likert scale, with 64% of all respondents agreeing to that statement, indicating “somewhat agree” or “strongly agree” (table 49). Therefore, this hypothesis can be validated, as the results indicate a strong overall trend in willingness to change purchase decisions for sustainability reasons.

Validation of Generational Differences

To understand if Gen Z individuals are more willing than Millennials to change their purchase decisions for sustainability reasons, a Chi-square test for independence was conducted. The test analyses whether there is a statistically significant association between the generational cohort and their willingness to change purchase decisions for sustainability reasons. In this regard, the Pearson Chi-square test indicates a p-value of 0.426, which is greater than the significance threshold of 0.05 (table 37). This indicates that there is no statistically significant association between generational cohort and willingness to change purchase decisions. Additionally, a Cramer’s V test was conducted to measure the strength of the association between the variables. The calculated Cramer’s V value of 0.192 reflects a weak association according to common benchmarks (table 38). This finding suggests that while there may be some slight variation in willingness to change purchase decisions between Millennials and Gen Z, the effect is weak and not statistically meaningful.

Hypothesis Evaluation

Based on these findings, the hypothesis that Gen Z individuals are more willing than Millennials to change their purchase decisions for sustainability reasons **cannot be confirmed**. The results indicate that sustainability-related behaviors, such as the willingness to switch to more sustainable brands, are relatively similar across the two generations.

Variables Impact

Willingness to change purchase decisions for sustainability (independent variable) impacts purchase decisions (dependent variable) across both generations. However, the effect size of generational differences is weak, with no statistically significant difference between Millennials and Gen Z.

H3: Gen Z individuals are willing to pay more for luxury products if they know that the brand uses eco-friendly materials.

Validation of the Broader Idea

The hypothesis suggests that individuals are willing to pay more for luxury products if they know the brand uses eco-friendly materials. Across the entire sample, the descriptive results indicate strong agreement with this perspective and confirm that individuals are generally willing to pay more for eco-friendly materials, validating this as an important consumer value.

Validation of Generational Differences

To analyze whether Gen Z is more willing than Millennials to pay more for luxury products that use eco-friendly materials, a Chi-square test for independence was conducted. According to the cross table, the observed counts for the statement *“I am willing to pay more for luxury products if I know that the brand uses eco-friendly materials”* show a similar pattern across the generational cohorts. Most respondents in both cohorts lean toward “somewhat agree”(n=35) or “strongly agree,”(n=36), making up to 68% of all respondents, with slightly more Gen Z participants falling into these categories compared to Millennials (table 39). The Chi-Square Test table shows a p-value of 0.238 ($p > 0.05$) (table 40), indicating no statistically significant difference in responses between Millennials and Gen Z. Further, a Cramer’s V test was conducted to measure the strength of the association. The calculated Cramer’s V value of 0.220 reflects a weak association between the generational cohort and willingness to pay more for eco-friendly luxury products. However, this association is not statistically significant due to the high p-value ($p = 0.283$) (table 41).

Hypothesis Evaluation

Based on these findings, the hypothesis that Gen Z individuals are more willing than Millennials to pay more for luxury products if the brand uses eco-friendly materials **cannot be confirmed**. The results suggest that the willingness to pay more for eco-friendly materials is consistent across both generational cohorts, with no meaningful difference in their responses.

Variables Impact

Willingness to pay more for eco-friendly materials (independent variable) positively impacts brand perception (dependent variable) for both Millennials and Gen Z. However, there is no statistically significant difference in this willingness between the two generational cohorts.

H4: If luxury fashion bloggers/influencers highlight sustainable practices of a luxury brand, their content would influence Millennials and Gen Zs' brand perception positively.

Validation of the Broader Idea

The hypothesis suggests that luxury fashion bloggers or influencers highlighting sustainable practices positively influence brand perception. The descriptive analysis supports this perspective, with most respondents agreeing with the statement. The crosstabulation table shows that a significant portion of respondents lean toward “somewhat agree” (n = 35) and “strongly agree” (n = 26), confirming that influencer content focusing on sustainability positively influences brand perception across the sample (tables 42 and 43).

Validation of the Generational Difference

To explore differences between Millennials and Gen Z, a Chi-square test for independence was conducted. The Pearson Chi-square value was 4.506, with a p-value of 0.342 ($p > 0.05$), indicating no statistically significant association between generational cohort and agreement with the statement (table 44). Furthermore, the Cramer's V value of 0.208 suggests a weak association between the generational cohort and the influence of sustainability-focused influencer content on brand perception, but this association is not statistically significant ($p = 0.342$) (table 45).

Hypothesis Evaluation

Based on these findings, the hypothesis that fashion blogger/influencer content positively influences brand perception **can be confirmed** across the entire sample. However, there is no significant difference between Millennials and Gen Z in their responses, suggesting that both generations are similarly influenced by such content.

Variables Impact

Influencer content highlighting sustainability (independent variable) positively impacts brand perception (dependent variable) for both Millennials and Gen Z, with no significant generational differences observed.

H5: Millennials and Gen Z individuals expect luxury brands to offer adequate and efficient after-sales support in terms of repairment services, which supports longevity of luxury items, and this is why they want to buy their products.

Validation of the Broader Idea

The hypothesis suggests that individuals generally expect luxury brands to provide adequate and efficient after-sales support, such as repair services, which motivates them to purchase these products and supports the longevity of luxury items. The descriptive results confirm this concept: 56.7% (n = 59) of respondents strongly agree, and an additional 34.6% (n = 36) somewhat agree with the statement, resulting in an overall agreement rate of 91.3% (table 46). Therefore, the descriptive results strongly validate the hypothesis, confirming that repair services are a universally valued feature that motivates purchase decisions for luxury brands.

Validation of Generational Differences

To explore whether Millennials and Gen Z differ significantly in their expectations for after-sales support, a Chi-square test for independence was conducted. The test results reveal a Pearson Chi-square value of 3.437 with a p-value of 0.329 ($p > 0.05$) (table 47). This indicates no statistically significant association between generational cohort and agreement with the statement.

Additionally, a Cramer's V value of 0.182 reflects a weak association between the generational cohort and expectations for after-sales support, but this association is not statistically significant ($p = 0.329$) (Table 48). The crosstabulation results show similar agreement patterns

across Millennials and Gen Z, further confirming the lack of meaningful differences between the two groups.

Hypothesis Evaluation

Based on these findings, the hypothesis is validated overall, **confirming** that both Millennials and Gen Z expect luxury brands to offer adequate and efficient after-sales support. However, there is no significant difference in how strongly these expectations are held between the two generational cohorts.

Variables Impact

Expectations for after-sales support (independent variable) strongly impact purchase decisions (dependent variable) for both Millennials and Gen Z, with no significant generational differences in their expectations.

5 Conclusion and Recommendations

This dissertation explored how Millennials and Gen Z perceive sustainability initiatives in luxury brands and how these impressions influence brand perception and purchase decisions. The study also aimed to uncover generational differences and provide actionable insights for luxury brand managers navigating the evolving consumer landscape. The research addressed the question: *How do Millennials and Gen Z perceive sustainability initiatives of luxury brands and are they likely to neglect sustainability aspects in their purchasing decisions?*

The findings reveal that while Millennials and Gen Z are recognized as eco-conscious, their expectations for sustainability in luxury brands are moderate. Luxury consumers are likely to neglect sustainability aspects in their purchasing decisions as traditional factors such as quality and design continue to be the primary drivers of their purchasing decisions, as highlighted in the qualitative research. Quantitative results further reveal that Gen Z respondents demonstrated slightly higher expectations for sustainability (M=3.84) compared to Millennials (M=3.37). Additionally, 64% of respondents expressed willingness to change purchasing decisions for more sustainable brands, and 68% agreed they would pay a premium for eco-friendly luxury products. The findings are consistent across both generational cohorts, with no meaningful difference in their responses. This underscores the potential of environmental sustainability as a value-adding factor in luxury branding.

However, qualitative findings reveal skepticism about luxury brands' transparency, particularly in production processes, workplace conditions, and greenwashing risks. Negative publicity, such as scandals, significantly impacts brand loyalty. To address these challenges, luxury brands must adopt credible sustainability practices. For example, Kering's collaboration with the Centre for Sustainable Fashion demonstrates the value of integrating industry experts and NGOs to enhance brand authenticity.

Social status, identity and brand image play critical roles in luxury consumption. Influencer content focusing on sustainability positively impacts brand perception, with 60% of the respondents agreeing that such communication reinforces trust. Luxury brands should actively incorporate sustainability messaging in digital platforms to build trust and strengthen loyalty. Additionally, after-sales services, such as repair options, emerged as a key factor, with 91.3% of respondents valuing repair services. Prioritizing repairability and durability in after-sales programs enhances brand perception.

To drive meaningful change, luxury brands and consumers must take responsibility. Consumers should hold brands accountable by questioning their sustainability practices and making informed purchase decisions. Meanwhile, luxury brands must educate consumers, integrate sustainability into their ESG strategies, and highlight its long-term value. By working together, consumers and brands can create a more sustainable luxury industry aligned with ethical and environmental priorities.

In conclusion, while Millennials and Gen Z currently share moderate expectations for sustainability in luxury brands, the growing importance of ethical consumption and environmental awareness signals a shift in consumer priorities. Luxury brands are uniquely positioned to lead this change by integrating sustainability as a core part of their ESG principles, transparently communicating their efforts, and aligning these practices with luxury's core values of rarity and durability. By reaching long-term success, luxury brands can inspire a cultural shift toward more responsible consumption, positively influencing the fashion industry as a whole and paving the way for a more sustainable future.

6 Limitations

This study faced several limitations that must be taken into critical consideration. Firstly, the sample used for the qualitative and quantitative research may not fully represent the broader population, limiting the generalizability of the findings. Future research could consider larger and more diverse samples to improve the applicability of the results across different demographics and geographies.

Secondly, this research focused primarily on environmental sustainability, driven by the qualitative research phase, where Millennials and Gen Z emphasized environmental concerns as a top priority. While the social and governance dimensions were acknowledged as complementary factors, they were not explored in detail. Future research should delve deeper into these two dimensions to provide a more comprehensive understanding of sustainability in the luxury industry. Additionally, a more detailed qualitative approach, with expanded questions and interviews with industry experts, could offer deeper insights into the evolving landscape.

Another limitation lies in the generic treatment of the luxury concept. This study did not segment the luxury market into the nine strict segments as mentioned in 2.1.4. It is likely that consumer expectations and sustainability perceptions differ significantly across these segments. Exploring the global luxury market by specific segments could reveal more nuanced and actionable insights.

Skepticism and lack of communication were identified as significant factors shaping moderate consumer expectations around sustainability. Future research could dive deeper into understanding the root causes of this skepticism, exploring why consumers question sustainability efforts and how improved communication strategies might address these concerns.

Lastly, factors such as social classes, cultural differences, income levels and spending habits on luxury items have not been studied but could significantly influence the expectations of each study participant regarding, which could be considered for further research.

Recognizing these limitations is essential to understanding the study's scope and identifying areas for further exploration. Addressing these gaps in future research could deepen insights into consumer behavior and provide valuable guidance for luxury brands to refine their strategies and better align with the growing demand for sustainability.

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Appendix

Appendix I: Figures – OnStrategy Brand Value Management

ENVIRONMENT

- Promotes the reduction of the carbon footprint
- Seeks to lower greenhouse gas emissions
- Limits harmful waste, pollutants and chemicals
- Promotes the water management
- Promotes the biodiversity management
- Uses efficient and renewable energy sources
- Supports climate and environment sustainability causes
- Promotes the circular economy development



SOCIAL

- Adequate, efficient and safe product and service solutions
- Promotes industry knowledge and literacy
- Cares about citizens and supports humanitarian causes
- Rewards employees fairly
- Offers equal opportunities and development
- Promotes employee wellbeing, health and safety
- Promotes the emergence of new talents
- Promotes employee diversity and inclusion

GOVERNANCE

- Embraces transparency
- Ethical and legal business conduct
- Adequate board composition, diversity and structure
- Well organized and excellent management
- Secures customers and operations data
- Strong, secure and sustainable
- Fair tax strategy
- Responsible economy developer

Figure 1: Brand Sustainability/ESG - OnStrategy Brand Value Management

WORKPLACE

- Rewards fairly
- Offers equal opportunities and development
- Promotes the emergence of new talents
- Promotes equality, diversity and inclusion
- Promotes wellbeing, health and safety
- Promotes long term employment



CITIZENSHIP

- Cares about health and wellbeing
- Supports humanitarian causes
- Climate and environmentally responsible
- Promotes industry literacy
- Promotes healthy food and lifestyle
- Positive influence on society

GOVERNANCE

- Embraces transparency
- Ethical business conduct
- Adequate board composition and diversity
- Meets regulatory requirements
- Well organized
- Responsible economy developer

Figure 2: Brand Sustainability/CSR - OnStrategy Brand Value Management

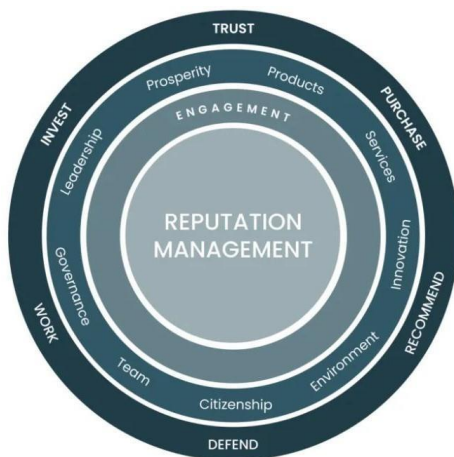


Figure 3: Brand Reputation - OnStrategy Brand Value Management

Appendix II: Qualitative Research - Interviewee Overview

#	Generation	Birth Year	Gender	Luxury Brand Customer	Country of Origin
1	Millennial	1994	Female	Y	Indonesia
2	Millennial	1992	Female	Y	Germany
3	Millennial	1993	Male	N	Germany
4	Millennial	1993	Male	Y	Germany
5	Millennial	1992	Female	Y	Germany
6	Millennial	1996	Male	N	Germany
7	Millennial	1995	Female	N	Germany
8	Millennial	1996	Female	Y	Iran
9	Millennial	1993	Female	Y	Germany
10	Millennial	1993	Female	Y	Italy
11	Millennial	1985	Male	Y	Germany
12	Millennial	1994	Female	Y	Turkey
13	Millennial	1987	Female	Y	Germany
14	Millennial	1995	Male	N	Germany
15	Millennial	1996	Female	N	Germany
16	Gen Z	1999	Female	Y	Finland
17	Gen Z	1997	Female	Y	Germany
18	Gen Z	1998	Male	N	Germany
19	Gen Z	2000	Female	Y	Germany
20	Gen Z	2000	Female	Y	Germany
21	Gen Z	1998	Female	N	UK
22	Gen Z	2000	Female	N	Germany

Appendix III: Quantitative Research – Online Survey

English ▾

Thank you for taking the time to support this research as part of my Master's thesis as an International Management student at Católica Lisbon School of Business and Economics.

The survey will take approximately 10 minutes to complete, and your responses will remain entirely anonymous, ensuring that your privacy is protected. Please keep in mind, that once you have answered a question, you cannot move back. This study aims to analyse the perceptions and expectations of Millennials and Gen Z regarding the sustainability initiatives undertaken by luxury brands, with a focus on luxury fashion accessories. Your insights are valuable to understanding how sustainability influences brand perception and purchasing decisions among younger generations. Your participation is greatly appreciated and will contribute significantly to advancing this research.

Thank you for your time and input!

For any questions, please contact me via email: s-swolsztynski@ucp.pt.

Best regards,
Sharon Wolsztynski

English ▾

In which year were you born?

- Between 1981-1996
- Between 1997-2012
- I was not born between these years

English ▾

Are you interested in luxury brands?

- Yes
- No

English ▾

Do you buy products from luxury brands?

- Yes
- No

English ▾

How regularly do you buy products from luxury brands?

- Rarely (once in the past five years)
- Sometimes (once every two to three years)
- Often (once per year)
- Always (multiple times per year)

English ▾

Which attributes do you associate with luxury items? You can choose as many as you like.

- exclusive
- rare
- unique
- special
- timeless
- durable
- non-impulsive
- powerful
- honest
- respect
- trustworthy
- excellence
- charismatic
- creative
- innovative
- different
- conservative
- accessible
- exciting

English

Please rate your level of agreement with the following statements about the **definition of luxury items**. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree".

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
"Luxury items are better in terms of quality than non-luxury items."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Luxury items have a higher price than non-luxury items."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Luxury items last longer than non-luxury items."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I see luxury items as status symbols."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I see luxury items as investments."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

English

Please rate your level of agreement with the following statements about your **engagement with luxury brands**. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree".

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
"I trust luxury brands."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I admire luxury brands."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I consider purchasing from luxury brands."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I prefer luxury brands over non-luxury brands."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I recommend luxury brands to family and friends."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

English

Please rate your level of agreement with the following statement about your **environmental decisions** while considering **different kinds of daily purchases**. Indicate your agreement for this statement on a scale from "Strongly disagree" to "Strongly agree".

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
"I actively seek out for sustainable or eco-friendly products."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important do you rank the following **environmental initiatives** of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.

Imagine, the luxury brand...

	Not at all important	Slightly unimportant	Moderately important	Very important	Extremely important
"uses sustainable materials"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"uses recycled materials"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes the reduction of the carbon footprint"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes the biodiversity and water management"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"limits harmful waste, pollutants and chemicals"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"supports climate and environment sustainability causes"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes the circular economy development"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important do you rank the following **workplace initiatives for employees** of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.

Imagine, the luxury brand...

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
"rewards fairly"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"does not support child labour"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"offers safe working conditions"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes wellbeing, health and safety"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes the emergence of new talents"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes equality, diversity and inclusion"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"promotes long term employment"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rank your importance of the following **service requirements** when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".

Imagine, the luxury brand offers...

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
"adequate and efficient store/branch service"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"adequate and efficient online/digital service"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"proper, accurate and fast needs answer (digitally and in-store)"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"accessibility and availability (of the products)"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"sympathy and empathy (of the luxury brand employees)"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

English ▼

Please value the importance of undertaken sustainability initiatives of luxury brands in the luxury fashion industry. Indicate your personal point of view with the agreement for each statement on a scale from "Not at all important" to "Extremely important".

How important do you think is the usage of eco-friendly materials in the luxury industry today?

Not at all important <input type="radio"/>	Slightly important <input type="radio"/>	Moderately important <input type="radio"/>	Very important <input type="radio"/>	Extremely important <input type="radio"/>
---	---	---	---	--

How important do you think is the limit of harmful waste, pollutants and chemicals in the luxury industry today?

Not at all important <input type="radio"/>	Slightly important <input type="radio"/>	Moderately important <input type="radio"/>	Very important <input type="radio"/>	Extremely important <input type="radio"/>
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How important do you think is the support in climate and environmental sustainability causes in the luxury industry today?

Not at all important <input type="radio"/>	Slightly important <input type="radio"/>	Moderately important <input type="radio"/>	Very important <input type="radio"/>	Extremely important <input type="radio"/>
---	---	---	---	--

How important do you think is the offering of safe working conditions in the luxury industry today?

Not at all important <input type="radio"/>	Slightly important <input type="radio"/>	Moderately important <input type="radio"/>	Very important <input type="radio"/>	Extremely important <input type="radio"/>
---	---	---	---	--

How important do you think is the oppose of child labour in the luxury industry today?

Not at all important <input type="radio"/>	Slightly important <input type="radio"/>	Moderately important <input type="radio"/>	Very important <input type="radio"/>	Extremely important <input type="radio"/>
---	---	---	---	--

English 

Please rank the following statements in terms of the **influence of your perception and purchase decision of luxury brands**.

Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree".

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
"I see luxury brands as pioneers (in quality and innovation) of the fashion industry, which is why I want to buy their products."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I have high expectations for sustainable practices of luxury brands, which is why I want to buy their products."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I am willing to change my purchase decision when I know that another luxury brand is more sustainable."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"If luxury fashion bloggers/influencers highlight sustainable practices of a luxury brand, their content would influence my brand perception positively."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I feel that there is a lack of transparency in the production process of luxury products, which makes me unsure to buy them."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I view luxury products as durable and long-lasting, which convinces me to buy them because I can pass them down to future generations."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I expect luxury brands to provide adequate and efficient after-sales support, such as repair services, which motivates me to buy their products."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"If a luxury brand is involved in scandals, such as environmental harm or inhumane working conditions, my perception of the brand would be negatively influenced."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I am willing to pay more for luxury products if I know that the brand uses eco-friendly materials."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

English ▾

What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

What is your highest achieved education level?

- No formal education
- High school diploma
- Apprenticeship diploma (German: Ausbildung)
- Bachelor's degree
- Master's degree
- Doctorate

What is your nationality?

- German
- Portuguese
- Spanish
- Italian
- Turkish
- Other, please indicate

What is your current employment status?

- Student without a job
- Student with a job
- Employed
- Self-Employed
- Unemployed
- Retired

Appendix IV: Quantitative Research – Online Survey Analysis

In which year were you born?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 1981-1996	46	44,2	44,2	44,2
	Between 1997-2012	58	55,8	55,8	100,0
	Total	104	100,0	100,0	

Table 3: Frequency Table: Generation

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	43	41,3	41,3	41,3
	Female	61	58,7	58,7	100,0
	Total	104	100,0	100,0	

Table 4: Frequency Table: Gender

What is your highest achieved education level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school diploma	6	5,8	5,8	5,8
	Apprenticeship diploma (German: Ausbildung)	24	23,1	23,1	28,8
	Bachelor's degree	48	46,2	46,2	75,0
	Master's degree	25	24,0	24,0	99,0
	Doctorate	1	1,0	1,0	100,0
	Total	104	100,0	100,0	

Table 5: Frequency Table: Education Level

What is your nationality? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	German	87	83,7	83,7	83,7
	Portuguese	1	1,0	1,0	84,6
	Spanish	1	1,0	1,0	85,6
	Italian	6	5,8	5,8	91,3
	Other, please indicate	9	8,7	8,7	100,0
	Total	104	100,0	100,0	

What is your nationality? - Other, please indicate - Text

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		95	91,3	91,3	91,3
	Armenian	1	1,0	1,0	92,3
	Belgian	2	1,9	1,9	94,2
	English	1	1,0	1,0	95,2
	french	1	1,0	1,0	96,2
	Indonesia	2	1,9	1,9	98,1
	Luxembourgish, Finnish	1	1,0	1,0	99,0
	Luxemburgish	1	1,0	1,0	100,0
	Total	104	100,0	100,0	

Table 6: Frequency Table: Nationality Overview

What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student without a job	11	10,6	10,6	10,6
	Student with a job	18	17,3	17,3	27,9
	Employed	71	68,3	68,3	96,2
	Self-Employed	3	2,9	2,9	99,0
	Unemployed	1	1,0	1,0	100,0
Total		104	100,0	100,0	

Table 7: Frequency Table: Current Employment Status

Do you buy products from luxury brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	77,9	77,9	77,9
	No	23	22,1	22,1	100,0
Total		104	100,0	100,0	

Table 8: Frequency Table: Identifying Luxury Brand Customers and Non-Customers

**In which year were you born? * Do you buy products from luxury brands?
Crosstabulation**

Count

		Do you buy products from luxury brands?		Total
		Yes	No	
In which year were you born?	Between 1981-1996	37	9	46
	Between 1997-2012	44	14	58
Total		81	23	104

Table 9: Cross Table: Generational Cohort*Luxury Brand Customer and Non-Customer

How regularly do you buy products from luxury brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely (once in the past five years)	20	19,2	24,7	24,7
	Sometimes (once every two to three years)	29	27,9	35,8	60,5
	Often (once per year)	19	18,3	23,5	84,0
	Always (multiple times per year)	13	12,5	16,0	100,0
	Total		81	77,9	100,0
Missing	System	23	22,1		
Total		104	100,0		

Table 10: Frequency Table: Purchasing Frequency of Luxury Products

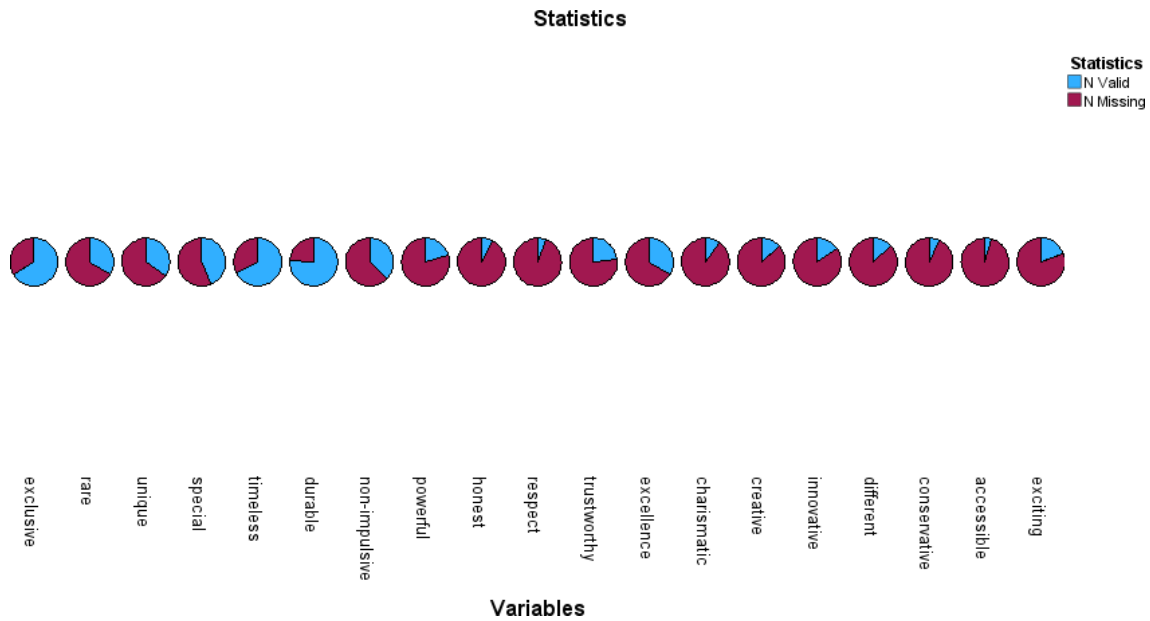


Figure 4: Frequency Overview: Attributes associated with Luxury

		Crosstab					
Count		Please rate your level of agreement with the following statements about the definition of luxury items. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "Luxury items last longer than non-luxury items."					
		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	1	7	12	19	7	46
	Between 1997-2012	1	4	4	25	24	58
Total		2	11	16	44	31	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13,757 ^a	4	,008
Likelihood Ratio	14,305	4	,006
Linear-by-Linear Association	9,874	1	,002
N of Valid Cases	104		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is ,88.

Table 11: Cross Table and Chi-Square Test / "Luxury items last longer than non-luxury items."

Crosstab

Count

Please rate your level of agreement with the following statements about the definition of luxury items. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "Luxury items are better in terms of quality than non-luxury items."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	1	7	6	23	9	46
	Between 1997-2012	2	2	4	27	23	58
Total		3	9	10	50	32	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,687 ^a	4	,069
Likelihood Ratio	8,954	4	,062
Linear-by-Linear Association	5,326	1	,021
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,33.

Table 12: Cross Table and Chi-Square Test / "Luxury items are better in terms of quality than non-luxury items."

Crosstab

Count

Please rate your level of agreement with the following statements about the definition of luxury items. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "Luxury items have a higher price than non-luxury items."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	2	1	2	9	32	46
	Between 1997-2012	1	0	0	5	52	58
Total		3	1	2	14	84	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,959 ^a	4	,093
Likelihood Ratio	9,078	4	,059
Linear-by-Linear Association	5,181	1	,023
N of Valid Cases	104		

a. 6 cells (60,0%) have expected count less than 5. The minimum expected count is ,44.

Table 13: Cross Table and Chi-Square Test / "Luxury items have a higher price than non-luxury items."

Crosstab

Count

Please rate your level of agreement with the following statements about the definition of luxury items. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I see luxury items as status symbols."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	1	4	10	17	14	46
	Between 1997-2012	1	4	13	15	25	58
Total		2	8	23	32	39	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,264 ^a	4	,687
Likelihood Ratio	2,275	4	,685
Linear-by-Linear Association	,679	1	,410
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,88.

Table 14: Cross Table and Chi-Square Test / "I see luxury items as status symbols."

Crosstab

Count

Please rate your level of agreement with the following statements about the definition of luxury items. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I see luxury items as investments."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	3	7	6	12	18	46
	Between 1997-2012	2	6	7	19	24	58
Total		5	13	13	31	42	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,426 ^a	4	,840
Likelihood Ratio	1,422	4	,840
Linear-by-Linear Association	,864	1	,353
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,21.

Table 15: Cross Table and Chi-Square Test / "I see luxury items as investments".

Crosstab

Count

Please rate your level of agreement with the following statements about your engagement with luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I trust luxury brands."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	2	4	12	21	7	46
	Between 1997-2012	1	2	14	26	15	58
Total		3	6	26	47	22	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,254 ^a	4	,516
Likelihood Ratio	3,295	4	,510
Linear-by-Linear Association	2,724	1	,099
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,33.

Table 16: Cross Table and Chi-Square Test / "I trust luxury brands."

Crosstab

Count

Please rate your level of agreement with the following statements about your engagement with luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I admire luxury brands."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	1	9	11	16	9	46
	Between 1997-2012	1	5	11	26	15	58
Total		2	14	22	42	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,688 ^a	4	,450
Likelihood Ratio	3,691	4	,449
Linear-by-Linear Association	2,852	1	,091
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is ,88.

Table 17: Cross Table and Chi-Square Test / "I admire luxury brands."

Crosstab

Count

Please rate your level of agreement with the following statements about your engagement with luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I consider purchasing from luxury brands."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	1	3	6	21	15	46
	Between 1997-2012	0	2	5	27	24	58
Total		1	5	11	48	39	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,770 ^a	4	,597
Likelihood Ratio	3,139	4	,535
Linear-by-Linear Association	2,300	1	,129
N of Valid Cases	104		

a. 5 cells (50,0%) have expected count less than 5. The minimum expected count is ,44.

Table 18: Cross Table and Chi-Square Test / "I consider purchasing from luxury brands."

Crosstab

Count

Please rate your level of agreement with the following statements about your engagement with luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I prefer luxury brands over non-luxury brands."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	3	13	9	13	8	46
	Between 1997-2012	0	13	13	12	20	58
Total		3	26	22	25	28	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,627 ^a	4	,106
Likelihood Ratio	8,856	4	,065
Linear-by-Linear Association	3,601	1	,058
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is ,20.

Table 19: Cross Table and Chi-Square Test / "I prefer luxury brands over non-luxury brands."

Crosstab

Count

Please rate your level of agreement with the following statements about your engagement with luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I recommend luxury brands to family and friends."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	1	13	12	12	8	46
	Between 1997-2012	0	10	20	12	16	58
Total		1	23	32	24	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,736 ^a	4	,315
Likelihood Ratio	5,131	4	,274
Linear-by-Linear Association	1,937	1	,164
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is ,44.

Table 20: Cross Table and Chi-Square Test / "I recommend luxury brands to family and friends."

Crosstab

Count

Please rate your level of agreement with the following statement about your environmental decisions while considering different kinds of daily purchases. Indicate your agreement for this statement on a scale from "Strongly disagree" to "Strongly agree". - "I actively seek out for sustainable or eco-friendly products."

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	3	9	16	13	5	46
	Between 1997-2012	3	12	7	19	17	58
Total		6	21	23	32	22	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10,374 ^a	4	,035
Likelihood Ratio	10,708	4	,030
Linear-by-Linear Association	3,311	1	,069
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,65.

Table 21: Cross Table and Chi-Square Test / "I actively seek out for sustainable or eco-friendly products."

		Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum		
						Lower Bound	Upper Bound				
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,54	1,048	,155	3,23	3,85	1	5		
	Between 1997-2012	58	3,90	1,150	,151	3,59	4,20	1	5		
	Total	104	3,74	1,115	,109	3,52	3,96	1	5		
Imagine, the luxury brand... - "uses sustainable materials"											
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,35	1,120	,165	3,02	3,68	1	5		
	Between 1997-2012	58	3,64	1,135	,149	3,34	3,94	1	5		
	Total	104	3,51	1,132	,111	3,29	3,73	1	5		
Imagine, the luxury brand... - "uses recycled materials"											
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,35	1,016	,150	3,05	3,65	1	5		
	Between 1997-2012	58	3,88	1,027	,135	3,61	4,15	1	5		
	Total	104	3,64	1,051	,103	3,44	3,85	1	5		
Imagine, the luxury brand... - "promotes the reduction of the carbon footprint"											
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,43	,981	,145	3,14	3,73	1	5		
	Between 1997-2012	58	3,83	1,062	,139	3,55	4,11	1	5		
	Total	104	3,65	1,041	,102	3,45	3,86	1	5		
Imagine, the luxury brand... - "promotes the biodiversity and water management"											
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,65	1,079	,159	3,33	3,97	1	5		
	Between 1997-2012	58	4,16	,914	,120	3,91	4,40	1	5		
	Total	104	3,93	1,017	,100	3,73	4,13	1	5		
Imagine, the luxury brand... - "limits harmful waste, pollutants and chemicals"											
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,54	1,026	,151	3,24	3,85	1	5		
	Between 1997-2012	58	3,98	1,017	,134	3,72	4,25	1	5		
	Total	104	3,79	1,040	,102	3,59	3,99	1	5		
Imagine, the luxury brand... - "supports climate and environment sustainability causes"											
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,57	1,047	,154	3,25	3,88	1	5		
	Between 1997-2012	58	3,95	,963	,126	3,70	4,20	1	5		
	Total	104	3,78	1,014	,099	3,58	3,98	1	5		
Imagine, the luxury brand... - "promotes the circular economy development"											

Table 22: Descriptive Statistics: Environmental Initiatives of Luxury Brands*Generational Cohorts

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	3,198	1	3,198	2,614	,109
	Within Groups	124,792	102	1,223		
	Total	127,990	103			
Imagine, the luxury brand... - "uses sustainable materials"						
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	2,159	1	2,159	1,696	,196
	Within Groups	129,831	102	1,273		
	Total	131,990	103			
Imagine, the luxury brand... - "uses recycled materials"						
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	7,247	1	7,247	6,935	,010
	Within Groups	106,590	102	1,045		
	Total	113,837	103			
Imagine, the luxury brand... - "promotes the reduction of the carbon footprint"						
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	3,958	1	3,958	3,753	,055
	Within Groups	107,580	102	1,055		
	Total	111,538	103			
Imagine, the luxury brand... - "promotes the biodiversity and water management"						
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	6,491	1	6,491	6,618	,012
	Within Groups	100,038	102	,981		
	Total	106,529	103			
Imagine, the luxury brand... - "limits harmful waste, pollutants and chemicals"						
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	4,950	1	4,950	4,746	,032
	Within Groups	106,396	102	1,043		
	Total	111,346	103			
Imagine, the luxury brand... - "supports climate and environment sustainability causes"						
How important do you rank the following environmental initiatives of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	3,764	1	3,764	3,759	,055
	Within Groups	102,149	102	1,001		
	Total	105,913	103			
Imagine, the luxury brand... - "promotes the circular economy development"						

Table 23: ANOVA: Environmental Initiatives of Luxury Brands*Generational Cohorts

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	4,04	,918	,135	3,77	4,32	1	5
	Between 1997-2012	58	4,24	,802	,105	4,03	4,45	2	5
	Total	104	4,15	,856	,084	3,99	4,32	1	5
Imagine, the luxury brand... - "rewards fairly"									
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	4,59	,717	,106	4,37	4,80	2	5
	Between 1997-2012	58	4,66	,637	,084	4,49	4,82	3	5
	Total	104	4,63	,671	,066	4,49	4,76	2	5
Imagine, the luxury brand... - "does not support child labour"									
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	4,35	,924	,136	4,07	4,62	1	5
	Between 1997-2012	58	4,43	,704	,092	4,25	4,62	2	5
	Total	104	4,39	,806	,079	4,24	4,55	1	5
Imagine, the luxury brand... - "offers safe working conditions"									
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	4,04	,918	,135	3,77	4,32	1	5
	Between 1997-2012	58	4,14	,926	,122	3,89	4,38	1	5
	Total	104	4,10	,919	,090	3,92	4,27	1	5
Imagine, the luxury brand... - "promotes wellbeing, health and safety"									
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,70	1,030	,152	3,39	4,00	1	5
	Between 1997-2012	58	4,00	1,009	,132	3,73	4,27	1	5
	Total	104	3,87	1,025	,100	3,67	4,06	1	5
Imagine, the luxury brand... - "promotes the emergence of new talents"									
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,85	1,154	,170	3,51	4,19	1	5
	Between 1997-2012	58	3,95	1,067	,140	3,67	4,23	1	5
	Total	104	3,90	1,102	,108	3,69	4,12	1	5
Imagine, the luxury brand... - "promotes equality, diversity and inclusion"									
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between 1981-1996	46	3,74	1,104	,163	3,41	4,07	1	5
	Between 1997-2012	58	3,91	,978	,128	3,66	4,17	1	5
	Total	104	3,84	1,034	,101	3,64	4,04	1	5
Imagine, the luxury brand... - "promotes long term employment"									

Table 24: Descriptive Statistics: Workplace Initiatives of Luxury Brands*Generational Cohorts

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
How important do you rank the following workplace initiatives for employees of luxury brands? Please indicate your importance for each statement with "Not at all important" to "Extremely important", when thinking about purchasing a luxury product.	Between Groups	1,005	1	1,005	1,375	,244
	Within Groups	74,534	102	,731		
	Total	75,538	103			
Imagine, the luxury brand... - "rewards fairly"	Between Groups	,119	1	,119	,263	,609
	Within Groups	46,256	102	,453		
	Total	46,375	103			
Imagine, the luxury brand... - "does not support child labour"	Between Groups	,178	1	,178	,272	,603
	Within Groups	66,659	102	,654		
	Total	66,837	103			
Imagine, the luxury brand... - "offers safe working conditions"	Between Groups	,229	1	,229	,269	,605
	Within Groups	86,810	102	,851		
	Total	87,038	103			
Imagine, the luxury brand... - "promotes wellbeing, health and safety"	Between Groups	2,376	1	2,376	2,292	,133
	Within Groups	105,739	102	1,037		
	Total	108,115	103			
Imagine, the luxury brand... - "promotes the emergence of new talents"	Between Groups	,259	1	,259	,212	,646
	Within Groups	124,780	102	1,223		
	Total	125,038	103			
Imagine, the luxury brand... - "promotes equality, diversity and inclusion"	Between Groups	,783	1	,783	,729	,395
	Within Groups	109,439	102	1,073		
	Total	110,221	103			
Imagine, the luxury brand... - "promotes long term employment"	Between Groups					
	Within Groups					
	Total					

Table 25: ANOVA: Workplace Initiatives of Luxury Brands*Generational Cohorts

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important". Imagine, the luxury brand offers... - "adequate and efficient store/branch service"	Between 1981-1996	46	4,24	,923	,136	3,96	4,51	1	5
	Between 1997-2012	58	4,40	,935	,123	4,15	4,64	1	5
	Total	104	4,33	,929	,091	4,15	4,51	1	5
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important". Imagine, the luxury brand offers... - "adequate and efficient online/digital service"	Between 1981-1996	46	4,26	,905	,133	3,99	4,53	1	5
	Between 1997-2012	58	4,33	,711	,093	4,14	4,51	3	5
	Total	104	4,30	,799	,078	4,14	4,45	1	5
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important". Imagine, the luxury brand offers... - "proper, accurate and fast needs answer (digitally and in-store)"	Between 1981-1996	46	4,46	,780	,115	4,22	4,69	1	5
	Between 1997-2012	58	4,47	,754	,099	4,27	4,66	1	5
	Total	104	4,46	,762	,075	4,31	4,61	1	5
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important". Imagine, the luxury brand offers... - "accessibility and availability (of the products)"	Between 1981-1996	46	4,13	,778	,115	3,90	4,36	1	5
	Between 1997-2012	58	4,02	,982	,129	3,76	4,28	2	5
	Total	104	4,07	,895	,088	3,89	4,24	1	5
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important". Imagine, the luxury brand offers... - "sympathy and empathy (of the luxury brand employees)"	Between 1981-1996	46	4,26	,801	,118	4,02	4,50	2	5
	Between 1997-2012	58	4,43	,840	,110	4,21	4,65	2	5
	Total	104	4,36	,823	,081	4,20	4,52	2	5
Please value the importance of undertaken sustainability initiatives of luxury brands in the luxury fashion industry. Indicate your personal point of view with the agreement for each statement on a scale from "Not at all important" to "Extremely important". How important do you think is the usage of eco-friendly materials in the luxury industry today?	Between 1981-1996	46	2,98	1,406	,207	2,56	3,40	1	5
	Between 1997-2012	58	2,74	1,396	,183	2,37	3,11	1	5
	Total	104	2,85	1,399	,137	2,57	3,12	1	5

Table 26: Descriptive Statistics: Service Requirements of Luxury Brands*Generational Cohorts

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,636	1	,636	,735	,393
	Within Groups	88,249	102	,865		
	Total	88,885	103			
Imagine, the luxury brand offers... - "adequate and efficient store/branch service"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,114	1	,114	,177	,674
	Within Groups	65,645	102	,644		
	Total	65,760	103			
Imagine, the luxury brand offers... - "adequate and efficient online/digital service"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,002	1	,002	,004	,953
	Within Groups	59,844	102	,587		
	Total	59,846	103			
Imagine, the luxury brand offers... - "proper, accurate and fast needs answer (digitally and in-store)"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,329	1	,329	,408	,524
	Within Groups	82,200	102	,806		
	Total	82,529	103			
Imagine, the luxury brand offers... - "accessibility and availability (of the products)"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,743	1	,743	1,097	,297
	Within Groups	69,094	102	,677		
	Total	69,837	103			
Imagine, the luxury brand offers... - "sympathy and empathy (of the luxury brand employees)"						
Please value the importance of undertaken sustainability initiatives of luxury brands in the luxury fashion industry. Indicate your personal point of view with the agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	1,440	1	1,440	,734	,394
	Within Groups	200,099	102	1,962		
	Total	201,538	103			
How important do you think is the usage of eco-friendly materials in the luxury industry today?						

Table 27: ANOVA: Service Requirements of Luxury Brands*Generational Cohorts

How important do you think is the usage of eco-friendly materials in the luxury industry today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	27	26,0	26,0	26,0
	Slightly important	18	17,3	17,3	43,3
	Moderately important	14	13,5	13,5	56,7
	Very important	34	32,7	32,7	89,4
	Extremely important	11	10,6	10,6	100,0
	Total	104	100,0	100,0	

Table 28: Frequency Table: How important do you think is the usage of eco-friendly materials in the luxury industry today?

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Please value the importance of undertaken sustainability initiatives of luxury brands in the luxury fashion industry. Indicate your personal point of view with the agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	1,440	1	1,440	,734	,394
	Within Groups	200,099	102	1,962		
	Total	201,538	103			
How important do you think is the usage of eco-friendly materials in the luxury industry today?						
How important do you think is the limit of harmful waste, pollutants and chemicals in the luxury industry today?	Between Groups	,263	1	,263	,139	,710
	Within Groups	193,266	102	1,895		
	Total	193,529	103			
How important do you think is the support in climate and environmental sustainability causes in the luxury industry today?	Between Groups	1,618	1	1,618	,941	,334
	Within Groups	175,373	102	1,719		
	Total	176,990	103			
How important do you think is the offering of safe working conditions in the luxury industry today?	Between Groups	3,363	1	3,363	1,821	,180
	Within Groups	188,397	102	1,847		
	Total	191,760	103			
How important do you think is the oppose of child labour in the luxury industry today?	Between Groups	4,440	1	4,440	1,644	,203
	Within Groups	275,473	102	2,701		
	Total	279,913	103			

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,636	1	,636	,735	,393
	Within Groups	88,249	102	,865		
	Total	88,885	103			
Imagine, the luxury brand offers... - "adequate and efficient store/branch service"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,114	1	,114	,177	,674
	Within Groups	65,645	102	,644		
	Total	65,760	103			
Imagine, the luxury brand offers... - "adequate and efficient online/digital service"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,002	1	,002	,004	,953
	Within Groups	59,844	102	,587		
	Total	59,846	103			
Imagine, the luxury brand offers... - "proper, accurate and fast needs answer (digitally and in-store)"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,329	1	,329	,408	,524
	Within Groups	82,200	102	,806		
	Total	82,529	103			
Imagine, the luxury brand offers... - "accessibility and availability (of the products)"						
Please rank your importance of the following service requirements when thinking about buying products from luxury brands. Indicate your agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	,743	1	,743	1,097	,297
	Within Groups	69,094	102	,677		
	Total	69,837	103			
Imagine, the luxury brand offers... - "sympathy and empathy (of the luxury brand employees)"						
Please value the importance of undertaken sustainability initiatives of luxury brands in the luxury fashion industry. Indicate your personal point of view with the agreement for each statement on a scale from "Not at all important" to "Extremely important".	Between Groups	1,440	1	1,440	,734	,394
	Within Groups	200,099	102	1,962		
	Total	201,538	103			
How important do you think is the usage of eco-friendly materials in the luxury industry today?						

Table 29: ANOVA Table: Perceptions of Sustainability Initiatives implemented by Luxury Brands

How important do you think is the limit of harmful waste, pollutants and chemicals in the luxury industry today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	14	13,5	13,5	13,5
	Slightly important	28	26,9	26,9	40,4
	Moderately important	6	5,8	5,8	46,2
	Very important	37	35,6	35,6	81,7
	Extremely important	19	18,3	18,3	100,0
	Total	104	100,0	100,0	

Table 30: Frequency Table: How important do you think is the limit of harmful waste, pollutants and chemicals in the luxury industry today?

How important do you think is the support in climate and environmental sustainability causes in the luxury industry today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	18	17,3	17,3	17,3
	Slightly important	25	24,0	24,0	41,3
	Moderately important	11	10,6	10,6	51,9
	Very important	40	38,5	38,5	90,4
	Extremely important	10	9,6	9,6	100,0
	Total	104	100,0	100,0	

Table 31: Frequency Table: How important do you think is the support in climate and environmental sustainability causes in the luxury industry today?

How important do you think is the offering of safe working conditions in the luxury industry today?

		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	Not at all important	15	14,4	14,4	14,4
	Slightly important	20	19,2	19,2	33,7
	Moderately important	8	7,7	7,7	41,3
	Very important	41	39,4	39,4	80,8
	Extremely important	20	19,2	19,2	100,0
	Gesamt	104	100,0	100,0	

Table 32: Frequency Table: How important do you think is the offering of safe working conditions in the luxury industry today?

How important do you think is the oppose of child labour in the luxury industry today?

		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	Not at all important	24	23,1	23,1	23,1
	Slightly important	9	8,7	8,7	31,7
	Moderately important	5	4,8	4,8	36,5
	Very important	20	19,2	19,2	55,8
	Extremely important	46	44,2	44,2	100,0
Gesamt		104	100,0	100,0	

Table 33: Frequency Table: How important do you think is the oppose of child labour in the luxury industry today?

Descriptives

Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agr

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Between 1981-1996	46	3,37	1,142	,168	3,03	3,71	1	5
Between 1997-2012	58	3,84	1,089	,143	3,56	4,13	1	5
Total	104	3,63	1,133	,111	3,41	3,85	1	5

Table 34: Descriptive Statistics: HI

ANOVA

Please rank the following statements in terms of the influence of your perception and purch

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,795	1	5,795	4,679	,033
Within Groups	126,321	102	1,238		
Total	132,115	103			

Table 35: ANOVA: HI

ANOVA Effect Sizes^{a,b}

Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I have high expectations for sustainable practices of luxury brands, which is why I want to buy their products."	Eta-squared	Point Estimate	95% Confidence Interval	
			Lower	Upper
		,044	,000	,141
	Epsilon-squared	,034	-,010	,133
	Omega-squared Fixed-effect	,034	-,010	,132
	Omega-squared Random-effect	,034	-,010	,132

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 36: ANOVA Effect Sizes: HI

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,853 ^a	4	,426
Likelihood Ratio	3,894	4	,421
Linear-by-Linear Association	2,026	1	,155
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,33.

Table 37: Chi-Square Test: H2

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	,192	,426
Cramer's V	,192	,426
N of Valid Cases	104	

Table 38: Cramer's V Test: H2

In which year were you born? * Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I am willing to pay more for luxury products if I know that the brand uses eco friendly materials." Crosstabulation

Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I am willing to pay more for luxury products if I know that the brand uses eco friendly materials."

			Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	Count	1	3	15	15	12	46
		Expected Count	,9	3,1	10,6	15,5	15,9	46,0
	Between 1997-2012	Count	1	4	9	20	24	58
		Expected Count	1,1	3,9	13,4	19,5	20,1	58,0
Total	Count	2	7	24	35	36	104	
	Expected Count	2,0	7,0	24,0	35,0	36,0	104,0	

Table 39: Crosstabulation: H3

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,040 ^a	4	,283
Likelihood Ratio	5,066	4	,281
Linear-by-Linear Association	2,728	1	,099
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,88.

Table 40: Chi-Square Test: H3

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,220	,283
	Cramer's V	,220	,283
N of Valid Cases		104	

Table 41: Symmetric Measures Phi and Cramer's V: H3

Statistics

Please rank the following staten

N	Valid	104
	Missing	35
Mean		3,58
Median		4,00
Std. Deviation		1,188
Variance		1,412
Minimum		1
Maximum		5

Table 42: Descriptive Statistics: H4

Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "If luxury fashion bloggers/influencers highlight sustainable practices of a luxury brand, their content would influence my brand perception positively."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	5,0	6,7	6,7
	Somewhat disagree	13	9,4	12,5	19,2
	Neither agree nor disagree	23	16,5	22,1	41,3
	Somewhat agree	35	25,2	33,7	75,0
	Strongly agree	26	18,7	25,0	100,0
	Total	104	74,8	100,0	
Missing	System	35	25,2		
Total		139	100,0		

Table 43: Frequency Table: H4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,506 ^a	4	,342
Likelihood Ratio	4,659	4	,324
Linear-by-Linear Association	1,569	1	,210
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,10.

Table 44: Chi-Square Test: H4

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	,208	,342
Cramer's V	,208	,342
N of Valid Cases	104	

Table 45: Symmetric Measures: H4

Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I expect luxury brands to provide adequate and efficient after-sales support, such as repair services, which motivates me to buy their products."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat disagree	4	2,9	3,8	3,8
	Neither agree nor disagree	5	3,6	4,8	8,7
	Somewhat agree	36	25,9	34,6	43,3
	Strongly agree	59	42,4	56,7	100,0
	Total	104	74,8	100,0	
Missing	System	35	25,2		
Total		139	100,0		

Table 46: Descriptive Statistics: H5

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,437 ^a	3	,329
Likelihood Ratio	3,539	3	,316
Linear-by-Linear Association	1,924	1	,165
N of Valid Cases	104		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 1,77.

Table 47: Chi-Square Test: H5

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	,182	,329
Cramer's V	,182	,329
N of Valid Cases	104	

Table 48: Symmetric Measures: H5

In which year were you born? * Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I am willing to change my purchase decision when I know that another luxury brand is more sustainable." Crosstabulation

Please rank the following statements in terms of the influence of your perception and purchase decision of luxury brands. Indicate your agreement for each statement on a scale from "strongly disagree" to "strongly agree". - "I am willing to change my purchase decision when I know that another luxury brand is more sustainable."

			Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
In which year were you born?	Between 1981-1996	Count	1	7	12	16	10	46
		Expected Count	1,3	5,8	9,3	15,9	13,7	46,0
	Between 1997-2012	Count	2	6	9	20	21	58
		Expected Count	1,7	7,3	11,7	20,1	17,3	58,0
Total	Count	3	13	21	36	31	104	
	Expected Count	3,0	13,0	21,0	36,0	31,0	104,0	

Table 49: Crosstabulation: H2