

# Sustainability Dimensions of Luxury Products– Conceptualization and Consumer Response

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## **Abstract**

As sustainability gains prominence, luxury brands are increasingly incorporating sustainable attributes into their offerings. However, existing research presents inconsistency surrounding how consumers react to these efforts. This research addresses these contradictions by identifying and categorizing thirteen sustainability attributes of luxury products into three high-level dimensions—product, production, and social—and examining their effects on consumer responses. Results demonstrate that luxury products emphasizing product and production sustainability dimensions elicit more positive consumer responses compared to those emphasizing the social dimension, driven by perceptions of environmental impact. These findings offer meaningful practical insights for luxury brands integrating sustainability attributes into their products.

*Keywords: Luxury, Sustainability, Environmental-Impact*

*Intended Track: Consumer Behavior*