

Opulent and Responsible?: Examining Consumer Response toward Luxury Fashion Brands with Sustainable New Products

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Abstract:

Luxury is shifting from indulgence to sustainability, reshaping the industry. This study examines how luxury brands balance opulence with responsibility by introducing sustainable products made with innovative raw materials. It explores consumer attitudes, behaviors, and responses, offering valuable insights into the evolving relationship between luxury and sustainability. By addressing the tension between tradition and responsibility, this research highlights the strategic importance of sustainability in redefining modern luxury experiences. Using a multi-method approach—including structured interviews with industry experts, four experimental studies, and three robustness checks—we uncover key insights for researchers and managers. Consumers show more favorable attitudes, higher purchase likelihood, and increased willingness to recommend luxury brands offering sustainable products over conventional ones. Additionally, sustainable products evoke a sense of “felt specialness,” enhancing positive brand responses. Transparency and consumers’ socially responsible behavior further amplify these effects, highlighting their role in shaping consumer perceptions of sustainable luxury brands.

Keywords: Sustainability, luxury consumption, new product development

Track: Innovation Management and New Product Development