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The Clash Between Luxury Brands and The Environment

An Honor Thesis submitted in partial fulfillment of the requirements for Honors in the School Human Ecology

By
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Under the mentorship of Doctor Beth Myers

ABSTRACT

Luxury brands are known for their high end material, craftsmanship, quality, materials, exclusive designs and high cost. Luxury attracts the eye of all consumers, especially young consumers that desire to be a true luxury consumer. As luxury companies try to appeal to the masses, with plenty of inventory but at what cost? Luxury brands are polluting our environment, as the textile and apparel industry is currently the second leading polluter in the world. Sustainable fashion is an all inclusive term describing products, processes, activities and actors aiming to achieve a carbon-neutral fashion industry, built on equality, social justice, animal welfare and ecological integrity (Alves, 2022). Most luxury brands use animal skin and fur to produce garments, accessories and handbags. To produce such garments takes an excessive amount of water and if the garment becomes out of style. Some brands burn excess inventory in order to preserve brand value. All of these actions are causing reactions to the environment in a negative manner. The destruction of fully functional products often triggers harsh reactions from environmentalists, as well as from consumers who are more sensitive to these issues (Park, Nunes & Paiva 2021). The purpose of this study is to investigate the effects of consumers learning about a brand's negative behavior towards the environment such as burning inventory.

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Introduction

There is no universal definition of the term luxury and it can be characterized by a high level of price, rarity, quality, beauty, extraordinariness, symbolism and association with dreams (Heine, 2010). Luxury goods have been the symbol of peoples' financial status for over decades, from handbags, accessories, clothing and perfume. . Luxury is anything that is desirable and more than necessary and ordinary (Heine, 2012). Luxury brands are regarded as images in the minds of consumers that comprise associations about a high level of price, quality, aesthetics, extraordinariness and a high degree of non-functional associates. Luxury brands like Chanel, Gucci, Dior, Ralph Lauren and Burberry are always trending because consumers are being influenced by celebrities, designers, athletes and social media wearing these brands. The growth of the global luxury fashion markets is due to the rising per capita disposable income, social media promotions and celebrity endorsements, brand loyalty among customers and the growth of the organized retail sector (Disosa, 2021 ; Grand View Research, 2019).

In my research I ask consumers about their brand attitude and purchase intentions toward luxury brands and investigate if their view on sustainability has an impact on their desired brand choice. We investigate the effects of inventory burning on consumer brand attitude and luxury brand impact on the purchase intentions. Does consumers' decision to boycott the brand have an impact on certain generations ? How do today's young consumers, so conscious of green values, balance their continual need for ever newer fashion with their presumed commitment to environmental sustainability (Joy , 2012) I want to measure if certain generations express more about where exactly their products are coming from and if a company is actually sustainable ?

Based on our findings, do consumers brand attitudes change when faced with negative environmental actions?

Literature Review

Consumers believe they have the responsibility to address environmental and social issues to consumers. Among the actions that are seen as environmentally unfriendly is the destruction of perfectly functional inventory by luxury brands (Khomami, 2018). Burberry campaign is a "carbon neutral company" and claims to print its annual report on recycled paper (Park, Nunes & Paiva 2021). ' The cost of finished goods physically destroyed in the year 28.6m Euro (2017 : 26.9m Euro), including 10.4m Euro for Beauty Inventory ' (Burberry, 2018 p. 165).

To learn of how different generational groups view a luxury brand burning inventory will affect their consumer attitude towards the brand and the consumer purchase intentions. In previous literature they conducted multiple qualitative case studies to investigate how consumers of different age groups make sense of the heritage of luxury brands (Halwani, 2017). The results in this investigation were that consumers named 4 characteristics of HLB. They are timeless, high-quality, craftsmanship and prestigious. Participants in the younger age group focused more timelessness while the older age group focused on high quality. Their data also saw a pattern of participants' perceptions of their preferred brands that were correlated with the theme. The majority of the middle aged adults perceived their favorite HLBs as attractively designed and trendy. One participant talked about how her favorite brands are Gucci, Dior and Chanel because she goes for the trendiest designs and how everyone talks about the brand releasing hit styles. The older participants said their preferred brands were perceived as unique, stylish and high

quality. One participant commented during the interview saying quality is super important to her because it must be durable , quality over quantity. She prefers to buy fewer things. Conclusion of this study is that consumer-oriented view of heritage luxury with a focus on consumer understating, perception and purchase behavior. Lastly, the importance of the hereditary aspect of brands and perceptions of consumers of different age groups Halwani, 2017).

Defining Luxury

Quantitative luxury refers to profusion of an excessive amount of resources, which are not necessarily luxurious (Sombart, 1922)." A common ideology emphasizes the fact that the interpretation of luxury is subject to understanding of the consumer " (Agapie & Sirbu, 2020). An item or experience that is desirable but not essential, and often expensive and/or rare is a useful definition of "luxury." Luxury brands and their consumers often project a subtle claim that they are stylish, elegant and rare while being at the forefront of social trends. Research on both luxury and heritage have widened our view on how certain brands enhance the value consumers derive from them based on dimensions of authenticity (Dion and Borraz, 2015). The historical legacy of luxury brands is translated through the sacralization of physical stores where customers are denied access to certain areas to maintain their image (Dion and Borraz, 2015). A previous study shows that brand heritage has an influence on the consumer's value of luxury brands (Wuestefeld et al., 2012). The results of the study showed an effect of brand heritage with consumers' values. Consumers were informed of a luxury brand's heritage as they were influenced by different aspects of familiarity, identity and cultural meanings (Wuestefeld et al., 2012).

Are Luxury Brands Sustainable ?

The fashion industry is the largest water consumer in the world. Luxury fashion has produced a carbon footprint of over 10% of greenhouse gas emissions (Alves, 2022). It takes 2720 liters of water to produce a single cotton T Shirt and 7000 liters of water to make jeans (Alves, 2022). Clothing production factories impact the environment by polluting freshwater with harmful chemicals used by dying garments.

Incineration of unsold luxury goods has been used by many luxury brands, such as Burberry (Lieber, 2018). This is done to help maintain the exclusivity and value of luxury products (Mismaning overstock …. Find author). In 2017 Burberry put in their annual report that they burned over $36.8 million of their merchandise (The Fashion Law, 2020). The destruction of fully functional products often triggers harsh reactions from the environment. Luxury brands use over a billion animal body parts every year for clothing. Multiple companies have stated that they refuse to use animal fur, including are Gucci, Calvin Klein, Vivienne Westwood and more (Assoune, 2021)

Overstock Of Luxury Inventory

Apparel production has doubled over the last 15 years to meet consumer demand (Assoune , 2021). Some companies were rumored to be burning clothing that they had over stock of. Mentioned in the academic article of (Mis)managing overstock in luxury: Burning inventory and brand trust to the ground (Lee , Fracarolli & Paiva, 2021) Burning unsold products is a way of preserving brand value, which attracts media attention and risks losing consumers. Once people found out they were furious about this and all came together to boycott businesses that

burned clothing items. Companies decided to burn excess clothing garments to initially keep a certain image. Instead of putting all the overstock on sale to make sure that the garments will be sold. As a result, this avoids promotional sales, thus allowing to continue the exclusivity and value of luxury products (Park, Nunes & Paiva, 2021). They claim they don't want to attract certain types of customers (Lieber, 2018). But by companies burning garments they are polluting the air with the toxins that were used to produce this garment. Not to mention all the fabric, water, manual labor and other factors that went to waste to produce this garment just for it to be burned.

Heritage

Luxury is a core branding value traditionally made viable by reinforcing its exclusivity, selectivity and limited accessibility (Kapferer and Bastien, 2009; Chevalier and Gutsatz, 2012). Luxury and heritage concepts originally generated from separate streams of research, yet share a common conceptual perspective in terms of their focus on uniqueness (Fionda and Moore, 2009) and exclusivity (Alexander, 2009; Fionda and Moore, 2009). The consumption and use of certain brands enhances consumers' perception of differentiation exclusivity and status (Vigneron and Johnson, 1999, 2004). Essentially heritage is an important value for luxury brands. Heritage brands face a unique challenge of preserving an image anchored in history and subject to complex associations (Balmer, 2011). In previous literature they define what they call "Heritage Luxury Brands" as any luxury brand that has a long history and have successfully retained original features or corporate stories from the past. The dream quality is essential to a luxury product, in some instances, a long history and heritage further intensify a brand's strength.

Burberry has been a British luxury fashion brand since 1856. Heritage, craftsmanship and innovation are the heart of the brand Burberry. It's known for its iconic trench coat - woven from the waterproof gabardine cloth invented by the founder Thomas Burberry.

Brand trust and purchase intention

In luxury companies brand trust, they may refer to avoiding various matters in their operations, including fiscal fraud (Le Monde, 2020), animal cruelty in the production of skins (Readfearn, 2020), or something that is particularly relevant to the present study, contempt for sustainability-related issues (Girod, 2021). Purchasing behavior toward luxury fashion for young consumers is not a traditional behavior because they are highly affected by social media (Lau, M. M et al., 2022).

Purchase intention is an important indicator during the purchase decision process ((Lau, M. M et al., 2022). Purchase behavior toward luxury fashion is different from traditional purchase behavior because consumers use luxury brands to demonstrate their status. (Bian and Forsythe, 2012). In a study, researchers investigated the purchase intention for luxury fashion integrating theory of reasoned action. Their hypothesis was that brand attractiveness has a positive impact on young consumers' purchase intention toward luxury fashion and attitude toward celebrity endorsement has a pastiche impact on brand attractiveness. In the results it showed that brand attitude positivity affects young consumers' purchase intention. Their study focused only on one subject which was Generation Z. The results also showed that attitude toward celebrity endorsement had an impact on consumer perception of brand attractiveness and in turn affects future purchase intention.

Theory of Reasoned

A lot of attention has been given in the past research to examining customers' purchase intention of luxury products using the theory of reasoned action (Jain, 2020b; Summers et al., 2006) Theory of reasoned action is a well established model that is proven to be extended and integrated with other theories and models, such as the technology acceptance model (Kwon and Chidambaram, 2000; Wu and Liao, 2011). However, little research investigates the effects luxury brands have on the environment and the impact on consumers' brand attitude and purchase intention.

In previous studies researchers investigated the purchase intention for luxury fashion and integrated theory of reasoned action. To develop a conceptual framework based on theory reasoned action (Fishbein and Ajzen, 1975), explains the factors that influence purchase intention for luxury fashion for young consumers. Theory of reasoned action explains that an individual's behavioral intention is shaped by attitude and subjective norm (Fishbein and Ajzen, 1980). Attitude plays an important role with consumers which can have a favorable and unfavorable evaluation of behavior (Ajzen, 1991). A favorable attitude can positively affect purchase intention (Ajzen, 2015). Theory of reasoned action distinguishes between an attitude toward an object and an attitude toward behavior (Fishbein and Ajzen, 1975). It addresses relationships among beliefs (Behavioral and normative), attitudes, intentions, and behaviors. Attitude is an evaluation of some object. Intention is influenced by many different factors including attitudes, subjective norms, volitional control and behavioral control. Subjective norms are the perceived social pressure to engage or not to engage in a certain behavior.

Social Responsible Luxury Consumer

Luxury companies are on the verge of a change, they need to adapt to new consumers in terms of communication, marketing campaigns, distribution channels and the range of products available. In 2016, baby boomers & generation X accounted for 73% of the luxury market and now it becomes indisputable that luxury brands have to take into account the needs of millennials (d'Arpizo & Levato, 2017). Millennials may easily impact the purchases of their peers and families (Lu et al, 2013). While Gen Z still live with their parents or are dependent on their parents. Generation Z has become the world's most influential consumers, constituting 70% of the projected total luxury market growth by 2025 (Bain and Company, 2021). Generation Z are known as zoomers, born between 1997 and 2015, is the newest generation that were more knowledgeable with technology. They can also be influenced by the acquisitions of celebrities and social media influencers. In addition, the purchasing power of Gen Z extends beyond their own income, as more than half of them pay for the majority of their purchases with money received from their parents) d'Arpizio et al, 2019). While the other half pay with their money they acquired from work. Thus, Gen Z purchases luxury products more often and has premium purchases once every three months (CN Logistics International Holdings Ltd, 2020). We call these young adults aspiring luxury consumers. The number of luxury consumers are growing at a steady pace, and their average age is constantly decreasing. Generation Y for instance benefits from a higher purchase power than past generations (Francis & Burgess, 2015).

In addition young consumers tend to choose luxury brands that focus on environmental and social issues. Animal cruelty and global warming are sub themes on which generation

focuses on. Gen Z try to find brands that they believe in, choose brands that advocate for such causes, as well as appreciate brands that display wider involvement in the matter (d'Arpizio & Levato, 2012).

Development of the hypothesis

In the light of the matters discussed above, the destruction of unsold items may denote the inability of companies to accurately forecast demand for their product and to properly manage their excessive inventories in an environmentally friendly manner. The possibility that the results will alter the consumer perspective in luxury brands leads to the first hypothesis of the study:

H1: Consumers will have a less favorable brand attitude toward Burberry after viewing the informational graphic (final brand attitude) than before viewing the graphic (initial brand attitude).

H2: Consumers' final brand attitude toward Burbery will positively impact their purchase intentions.

H3: Younger consumers will have a more negative final brand attitude toward Burberry and more negative purchase intentions than older consumers.

In previous studies (Park, Nunes & Paiva, 2021) investigated the effects of stock destruction on consumers' perceptions. They investigated if they coexist together with if the mismanagement of overstock (i.e., burning) by luxury companies compromises key components of their brand value (i.e., brand trust and brand avoidance)

Method

Sample and Participant Selection

The survey ended with 19 responses in total. Within the survey 19 people, six were males, thirteen females and one person identified as non-binary. The results showed participants in five different age groups. 12 of the participants were between the age range of 18 years old and 26 years old, 2 of the participants were between the age range of 27 years old and 35 years old, 1 of the participants were between the age range of 36 years old and 44 years old, 3 of the participants were between the age range of 45 years old and 53 years and 2 of the participants were between the age range of 63 years old and Up. Majority of the participants were Gen z also known as Generation Z which is seen as the younger generation. Over half of the sample was employed full time or part time. 6 people from the sample stated that they were either unemployed, retired or a student. Eleven of the participants stated that they often purchase luxury apparel yearly. Six stated that they purchase monthly and 3 stated that they never purchase any luxury apparel. Afterwards I asked participants what type of luxury goods they purchase most often. Four participants picked handbags as their most frequently purchased, six participants picked shoes, Five picked fragrance and makeup and four participants picked clothing.

The study was approved by the Institutional Review Board. The goal of the study was to investigate the effects of consumer brand attitudes that will impact purchase intentions. Every

participant's answers were anonymous and at the end of the survey was an open ended question to see if anyone had comments about the brand Burberry after seeing the infographic.

In our study, we surveyed both male and female luxury consumers and students who study in the field of fashion on their view of brand attitude and consumer prescriptiveness to highlight the issue of luxury brands impacting the environment. Qualitative research methods have become increasingly appropriate for researching consumer behaviors (Halwani, 2017).

Varying levels of interest in luxury fashion and brands, fashion plays a key role in young adults. I recruited two different subjects for my survey that was conducted on qualtrics, a platform specialized for Georgia Southern students used for online research surveys. The first population of subjects that I recruited were participants that had over 5 + years of work experience in the fashion field. They were recruited using a recruitment email that was created by the researcher seeking their fashion knowledge. The second population will be Georgia Southern students that are studying in the field of fashion. This population was recruited through a flier that was created by the researcher. The flier will be posted in the Interdisciplinary Academic Building building on the walls. IAB is a high traffic area of students that study in the field of fashion. Professors will post my flier on folio, which is a site they use to communicate with their students. Each participant will be asked a series of questions with an infographic included created by the researcher. The infographic is an ad from Burberry that has added text and an image from their expense report. This infographic was created to help familiarize the participants about the brand Burberry using an ad that consumers can associate with Burberry.

Lasty I provided an open ended question asking participants if they had any thoughts about Burberry.

I surveyed two subjects with different backgrounds and generation age groups. I wanted consumer perspectives from Generation z and Milieans. Generation Z is investing more money into luxury brands because of influencers and social media. (CN Logistics International Holdings Ltd, 2020). Millennials purchase luxury brands but not as often as Generation Z. But they care more about a brand, quality and heritage. They aren't easily influenced by influencers and social media.

Measurements Instruments

We retrieved the measurement instruments for participants' intentions, purchase intention (Dodds, Monroe & Grewal, 1991) and brand attitude (Spears & Singh, 2004). In our study we choose a specific demographic; as well as an older group of Millennials (aged 35-55), who have multiple years of experience in fashion (Annnamma, 2012). Sustainability is not a term young consumers typically associate with fashion although they are very open to environmentalism. Such contradictory sensibilities need to be understood in order to alter perceptions and attitudes (Annamma, 2012). Participants' intention to purchase Burberry was measured by 3 items (the likelihood of purchasing Burberry is, the probability that I would consider buying Burberry is, and My willingness to buy Burberry is) on a 5 point rating scale (1 = Very Low - 5 = Very High). Brand attitude was measured by a 5 items 5 point semantic differential scale (

appealing/unappealing, good/bad , pleasant/unpleasant, favorable/unfavorable,

likable/unlikeable) brand attitude scale (Spears & Singh, 2004).

Data Collection

Anonymous surveys were conducted with 25 participants using a site called Qualtrics.

The average duration of the survey was 15 minutes. The participants were recruited multiple

different ways including a recruitment email sent by my mother, fliers being posted in the IAB

building at Georgia Southern campus and a flier being posted on a website called Folio which is

used for professors to message students about assignments or news.

Data Analysis

A qualitative approach was used to measure consumers' brand attitude and purchase

intentions. All participants' responses to reflect on the brand Burberry were separately organized

by data collection procedure and response to prompt, then analyzed accordingly. A few similar

themes were noted in the survey. This approach was used to identify patterns to create an overall

common theme among consumers. Read through responses to identify themes.

Results

Results were analyzed using SPSS Statistical software. Hypothesis one, which stated that

participants would have a less favorable brand attitude toward Burberry after viewing the

informational graphic (final brand attitude) than before viewing the graphic (initial brand

attitude) was not supported. A paired-samples t test comparing initial and final brand attitude

indicated that participants' final brand attitude ($M = 3.36$, $SD = .73$) was lower than their initial

brand attitude (M = 3.52, SD = .70), but the difference was not statistically significant $t(15) = 1.224$, $p = .240$, d = 0.31, 95% Cl [-.20, .80].

Hypothesis two, which stated that participants' final brand attitude would positively influence their purchase intentions, was not supported. Simple linear regression was used to test the relationship, and the overall regression was not statistically significant $R^2 = .10$, $F(1,13) = 1.376$, $p = 0.26$. It was found that brand attitude did not significantly predict purchase intention $\beta = 1.20$, p = .33. One interesting result when examining these two variables is that participants' final brand attitude toward Burberry (M = 3.36, SD = .73) was almost a point higher than their purchase intentions (M = 2.49, SD = .99).

Hypothesis three, which stated that younger consumers will have a more negative final brand attitude toward Burberry and more negative purchase intentions than older consumers, was not supported. A series of one-way between subjects ANOVAs was used to test the hypothesis. The assessment of age and final brand attitude was not statistically significant $F(2,11) = .149$, p = .96, partial $\eta^2 = .05$, nor was the assessment of age and purchase intentions $F(3,12) = 1.87$, p = .18, partial $\eta^2 = .38$.

Discussion & Conclusion

The purpose of this study is to investigate the effects of consumers learning about a brand's negative behavior towards the environment such as burning inventory. The research was conducted to see if different samples of people that had luxury fashion work experiences,

students studying fashion and people that do neither had different views towards luxury brands and ones that burn excessive clothing. My hypothesis were:

H1: Consumers will have a less favorable brand attitude toward Burberry after viewing the informational graphic (final brand attitude) than before viewing the graphic (initial brand attitude).

H2: Consumers' final brand attitude toward Burbery will positively impact their purchase intentions.

H3: Younger consumers will have a more negative final brand attitude toward Burberry and more negative purchase intentions than older consumers.

In previous studies (Park, Nunes & Paiva, 2021) investigated the effects of stock destruction on consumers' perceptions. They investigated if they coexist together with if the mismanagement of overstock (i.e., burning) by luxury companies compromises key components of their brand value (i.e., brand trust and brand avoidance)

My first hypothesis is that consumers will have a less favorable brand attitude toward Burbery after viewing the informational graphic (final brand attitude) than before viewing the graphic (initial brand attitude). After the results I discovered that consumers' brand attitude towards Burberry was already negative even after viewing the information graphic. Multiple participants commented that they weren't knowledgeable about Burberry or didn't care for Burberry.

My second hypothesis was that consumers' final brand attitude toward Burbery will positively impact their purchase intentions. According to the results, brand attitude didn't affect the purchase intention. This was interesting to see because I thought after consumers saw the infographic this would positively impact their purchase intention.

My third hypothesis was that younger consumers will have a more negative final brand attitude toward Burberry and more negative purchase intentions than older consumers. Majority of my respondents were the younger consumers and they didn't have a negative attitude towards Burberry. Unlike the older generation did have a negative attitude towards which was surprising to me. Past literature talked about young consumers who tend to care more about brands compared to the older generation.

Limitations and Future Directions

There are some possible limitations in this study. First, my research focused only on surviving certain participants that were studying in the field of fashion or had 5+ years of work experience in fashion. I had limited access to these respondents, every participant's survey was anonymous. I wasn't able to see who actually took my survey. Due to this limited access, in future I would restructure my research to allow access for more participants that are outside the field of fashion. If I allowed subjects that had no prior knowledge of fashion my number of participants could have increased. This affected my access to having a wide variety of respondents, the majority were females and I had only a few males. I had limited time to conduct my surveys, I had only 2 weeks to complete. Some participants were not available during the

first week because of vacation for students. In the future I could have potentially surveyed participants on more brands and not just be limited to Gucci, Louis Vuitton, Burberry and Chanel. Even compare companies that don't burn excess clothing but put merchandise on discount. See if consumers' perspectives change once they are aware. Or if the non burning luxury brands are their preferred brand.

Secondly, the academic literature is limited on the effects the environment has on luxury brands. With this thesis hoping to help add to the literature to get more scholars to research this topic. With prior literature most academic articles never mentioned companies burning clothing items. There wasn't much evidence or literature to both that this information was true. As a researcher, I was limited to how many brands I could mention that burned clothes without providing multiple sources. If I had funding I could potentially have interviewed various companies about the knowledge of them burning excess clothing. Try to get their feedback on why they resulted in these actions. Instead of putting the merchandise at a discount rate. I would like to ask the companies do they know the impact of burning clothes that has done to our environment?

As an honors student we have deadlines to meet for our classes, honors requirements and progress with our mentor. As an undergraduate I was given three semesters to come up with a topic/question, hypothesis, research and survey a population. If given more time I could have read more literature and spent more time varying participants. Having to change mentors in the middle of the semester had an impact and searching for a new one in a short time frame. The time available to study a research problem, write about such a problem, conduct surveys with participants and discuss my conclusions seemed to be overwhelming for a fairly new

undergraduate researcher. Starting out as an undergraduate researcher with no prior experience or knowledge about writing an academic article, APA citation, academic language and finding sources was a limitation within itself. I do believe my results were negatively impacted by my time constraints for my research study. A need for more studies to research this problem is very pressing because there is very little prior knowledge on this topic. If I decided to pursue continuing my research, differently I would measure people's attitude towards the infographic with brand attitude. Also seeing variables that influence brand attitude and purchase intention with their ages.

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Appendix

Informed Consent for The Clash Between Luxury Brands and The Environment

1. This research is being conducted by Antoinette N Harkness, a Undergraduate student in the School of Human Ecology at Georgia Southern University. I am conducting this research the relationship between a brand attitude, purchase intention and consumer perspective of luxury brands

2. Purpose of the Study: The purpose of this research is to investigate consumers' perspectives on luxury brands.

3. Procedures to be followed: Participation in this research will include completion of questionnaire.

4. Discomforts and Risks: The questions on the questionnaires are non-intrusive and should pose no more than minimal risk.
Benefits: a. The benefits to you as a participant include the benefits to participants include the opportunity to reflect on their own study methods and their reasons for choosing those methods. b. The benefits to society include the potential that the results obtained from this research may offer meaningful insight into the teaching and learning about the environment and luxury goods

5. Duration/Time required from the participant: Each questionnaire will require less than 10 minutes to complete.

6. Statement of Confidentiality: The data from the questionnaires will be available only to Antoinette Harkness. It will be stored on a password-protected computer in a locked office. The data will be retained for a minimum of seven years after the completion of the study and will be destroyed

7. Right to Ask Questions: Participants have the right to ask questions and have those questions answered. If you have questions about this study, please contact Antoinette Harkness, whose contact information is located at the end of the informed consent. For questions concerning your rights as a research participant, contact Georgia Southern University Institutional Review Board at 912-478-5465 or irb@georgiasouthern.edu.

8. Compensation: There is no compensation for participating in this research.

9. Voluntary Participation: Participation in this research is entirely voluntary—you do not have to participate if you do not want to. You may end your participation at any time by simply stopping

10. Penalty: There is no penalty for deciding not to participate in this research. You may decide at any time you don't want to participate further and may withdraw without penalty or retribution. If you wish to withdraw your consent to participate after you have completed one or both questionnaires, you may do so by notifying Antoinette Harkness and providing your anonymous code number for the questionnaire.

11. You must be 18 years of age or older to consent to participate in this research study.

You will be given a copy of this consent form to keep for your records. This project has been reviewed and approved by the GS Institutional Review Board under tracking number

Title of Project: The Clash Between Luxury Brands and The Environment Principal Investigator: Antoinette Harkness and ah32060@georgiasouthern.edu Research Advisor: Beth Myers and bmyers@georgiasouthern.edu

Please select an option below to indicate whether you agree to participate in this research:
Yes, I read the terms above and consent to participate in this research.
No, I do not consent to participate in this research.

☐ Yes, I read the terms above and consent to participate in this research

☐ No, I do not consent to participate In this research

Any image seen in this survey are an info graphic created by the researcher. The image is not an ad for a certain luxury company. Do you understand the statement above ?

- Yes

- No

Select one that you purchase most often. What type of luxury items do you tend to purchase most often

- Handbags

- Shoes

- Accessories

- Fragrance and Makeup

- Clothing

Please select one option. How often do you purchase luxury apparel if any?

- Daily

- Weekly

- Monthly

- Yearly

- Never

Rank in order of importance for the following aspects for a luxury brand

● Quality
● Cost
● Customer Service
● Sustainable
● Style
● Material
● Heritage
● Durability

Directions: This section addresses your familiarity with different luxury brands. In the table below, please indicate how familiar you are with each brand. Click an drag each luxury brand to the appropriate box.

Items

Chanel

Gucci

Burberry

Dior

Not Familiar

Somewhat Familiar

Very Familiar

Extremely familiar

Read each statement and rate 1 = Very Low 5= Very High

	Click to write Scale Point 1	Click to write Scale Point 2	Click to write Scale Point 3
My likelihood of purchasing Burberry is	○	○	○
The probability that I would consider buying Burberry is	○	○	○
My willingness to buy Burberry is	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Chanel

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Gucci

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Burberry

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Dior

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

In 2017 Burberry admitted in their annual report that they (destroyed) burned $36.8 million of their merchandise instead of putting the items on sale

The cost of finished goods physically destroyed in the year was £28.6m (2017: £26.9m), including £10.4m of destruction for Beauty inventory.

Directions: Please look at the following image before answering the next set of questions

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Dior

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Dior

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Chanel

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Gucci

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Directions: Read each statement and indicate your choice. Use the following key for your ratings. The brand is Burberry

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand has a good reputation	○	○	○	○	○
I prefer this brand	○	○	○	○	○
This brand gives me a good feeling	○	○	○	○	○
The brand is desirable	○	○	○	○	○
This brand represents luxury	○	○	○	○	○

Were interested in seeing your views toward this brand.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
My likelihood of purchasing Burberry is	○	○	○	○	○
The probability that I would consider buying Burberry is	○	○	○	○	○
My willingness to buy Burberry is	○	○	○	○	○

What is your age ?
- 18 Yrs - 26 Yrs old
- 27 Yrs old - 35 Yrs old
- 36 yrs old - 44 Yrs Old
- 45 Yrs - 53 Yrs Old
- 54 Yrs Old - 62 yrs
- 63 and Up

Which of the following best describes you ? Check all that apply
- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American or Alaskan Native
- White or Caucasian
- Multiracial or Biracial
- Middle Eastern
- Prefer not to disclose
- A race/ ethnicity not listed here

How would you describe your current employment status ?
- Employed full time
- Employed part time
- Unemployed
- Self-employed
- Retired
- Student
- Prefer not to disclose

Does your employment involving working in the fashion field or studying fashion as a student? Please check that all apply!
- Working in the fashion field
- Studying fashion
- Neither

How do you describe your gender Identity? Please only select one!
- Male
- Female
- Non-binary
- Transgender
- Prefer not to say

Please tell us any additional thoughts about Burberry.