Sustainable luxury consumption: Investigating consumer perceptions and willingness to purchase luxury brands in emerging markets

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Abstract

This study investigates how luxury brand price perception and attraction toward luxury brands influence consumer attitudes and willingness to buy luxury brands in emerging markets amid increasing sustainability considerations. A conceptual model was developed to examine the relationships among luxury brand price perception, attraction toward luxury brands, consumer attitudes, and willingness to buy luxury brands. Using a quantitative research design, data were collected through an online structured questionnaire from 267 luxury brand consumers in South Africa using convenience sampling. Multiple regression analysis was employed to test the proposed relationships. The findings reveal that luxury brand price perception positively and significantly influences attraction toward luxury brands, consumer attitudes, and willingness to buy luxury brands. Attraction toward luxury brands also positively influences consumer attitudes and willingness to buy, while consumer attitudes exert the strongest effect on purchase willingness. These findings confirm the central role of consumer attitudes in translating luxury-related perceptions into purchase intentions. The study contributes to luxury consumption literature by providing empirical evidence from an emerging market and offers managerial insights for positioning premium pricing and enhancing brand attractiveness to strengthen positive consumer attitudes and increase consumers' willingness to buy luxury brands.

Introduction

Luxury consumption has traditionally been associated with exclusivity, prestige, superior quality, rarity, hedonism and symbolic status (Atkinson & Kang, 2022; Rowens, 2023). Within consumer behaviour research, luxury brands are understood not merely as functional products but as symbolic assets that enable consumers to communicate identity, achievement, and social positioning. The present study therefore aims to understand the extent to which luxury brand price perception and attraction toward luxury brands would influence consumer attitudes and willingness to buy luxury brands within emerging market contexts. This is partly motivated by the increase in luxury brands withing developing countries (Paul & Yao, 2022). Luxury goods therefore perform both utilitarian and symbolic roles, allowing consumers to express status, distinction, and aspirational identities through their consumption choices (Fuentes, Vera-Martinez & Kolbe, 2023; Siepmann, Holthoff & Kowalczuk, 2022). As a result, luxury consumption has long attracted scholarly attention due to its ability to reveal how individuals use brands to construct and communicate meaning within social contexts.

Prior research demonstrates that consumers' intentions to purchase luxury brands are shaped by a combination of social, personal, and functional value perceptions. These include conspicuousness, status signalling, hedonism, materialism, uniqueness seeking, and beliefs regarding the relationship between price and quality (Shukla, 2012; Wiedmann, Hennigs, & Siebels, 2009). Such value perceptions influence how consumers interpret the desirability of luxury brands and whether the perceived benefits justify their premium prices. Importantly, contemporary research suggests that luxury consumption motivations are multifaceted and context dependent, varying across cultural settings, consumer segments, and economic environments (Kapferer, & Michaut-Denizeau, 2019; Osburg, Yoganathan, Bartsch, Diallo, & Liu, 2024). As middle and upper income consumer segments expand in many emerging economies, luxury brands are increasingly viewed not only as symbols of prestige but also as markers of social mobility and global lifestyle aspirations (Shukla, Banerjee, & Adidam, 2016). However, consumption patterns in these markets often differ from those observed in developed economies because they are shaped by distinct socio-economic structures, cultural values, and status signalling norms (Osburg et al., 2024).

Stemming from a managerial perspective, luxury brands provide firms with powerful opportunities to differentiate themselves in highly competitive markets. Luxury branding strategies often rely on carefully curated brand narratives, aesthetic design, heritage storytelling, and premium pricing structures to create perceptions of exclusivity and desirability (Kapferer & Bastien, 2012). Through these strategies, marketers aim to construct brand identities that resonate with consumers' aspirations and symbolic self-concepts. Substantial marketing resources are therefore invested in building luxury brand imagery and cultivating emotional connections with consumers.

As for consumers, luxury brands often represent more than material possessions; they embody symbolic identities that individuals may seek to emulate or associate with. Consumers may be attracted to luxury brands because they convey prestige, social recognition, and personal gratification, making them particularly powerful tools for self-expression (Kapferer, & Michaut-Denizeau, 2019). Consequently, understanding why consumers develop favourable perceptions of luxury brands and how these perceptions translate into willingness to purchase remains a critical area of inquiry within consumer behaviour research (Kowalczyk & Mitchell, 2022; Kang, Koo, Han, & Yoo, 2022). Despite the extensive body of literature on luxury consumption, ongoing shifts in global markets and consumer expectations continue to reshape how luxury brands are perceived and evaluated. In particular, the interaction between perceived price signals, consumer attraction to luxury brands, and attitudes toward luxury consumption remains an area that warrants further empirical investigation, especially within emerging market contexts. Examining these relationships can provide valuable insights into the psychological mechanisms that influence consumers' willingness to purchase luxury brands and can help marketers design strategies that resonate more effectively with contemporary luxury consumers.

Research objectives

The objectives of the study are to investigate the following:

- The impact of luxury brand price perception on luxury brands attractiveness, consumer attitudes and willingness to buy luxury brands.
- The impact of luxury brands attractiveness on consumer attitudes and willingness to buy luxury brands.
- The impact of consumer attitudes towards luxury brands on the willingness to buy luxury brands.

Research Problem

Although luxury branding research is well established, much of the earlier literature has focused on traditional dimensions of luxury such as prestige, status, exclusivity, hedonism and quality (Wirtz, Holmqvist & Fritze, 2020). While these dimensions remain important, the market context has evolved significantly, with sustainability becoming increasingly salient in brand communication and consumer evaluation. However, it remains unclear whether sustainability meaningfully reshapes consumers' perceptions of luxury brands and whether these perceptions translate into a stronger willingness to purchase (Osburg, Yoganathan, Bartsch, Diallo & Liu, 2024). This could particularly be the case in emerging markets where luxury consumption is growing but remains contextually distinct from that in developed economies.

Theoretical Framework

This study explains sustainable luxury consumption in emerging markets using the theory of planned behaviour (TPB) as the primary intention mechanism, complemented by Signaling Theory (to theorise luxury price perception) and the Theory of Consumption Values (to theorize brand attraction as multi-dimensional value). Together, these lenses offer a parsimonious explanation of how consumer perceptions (price and attraction) shape attitudes and ultimately willingness to buy luxury brands under sustainability expectations. Sustainable luxury consumption is the purchase of luxury goods based on sustainability-related attributes (Agrawal, Rathi & Garg, 2022). These sustainability attributes could include ethical sourcing, environmental responsibility, durability or circularity narratives. Recent syntheses reveal that sustainable luxury is discussed through multiple practice-based and communication-based perspectives such as materials, recycling, CSR or brand promise and advertising (Athwal, Wells, Carrigan & Henninger, 2019). The outcomes of these perspectives commonly include attitudes and purchase intention (Athwal et al., 2019). Empirical work such as Grauel, Burmann and Schade (2025) continues to report mixed pattern. For example, some affluent luxury consumers view sustainability as a hygiene factor and may show limited willingness to pay an additional premium for sustainability, even while expecting luxury firms to maintain high standards (Grauel et al., 2025). Given this tension, the theoretical framework integrates three theories, the TPB to explain intention formation through attitudes, the signaling theory to explain how price communicates unobservable luxury meanings, and the consumption values theory to explain how attraction emerges from multi-dimensional value perceptions that can include sustainability related value. The review of literature and development of hypotheses is provided in the section that follows.

Literature Review and Hypotheses Development

Sustainable Luxury Consumption

Luxury consumption has long been explained through symbolic and experiential value (Han, & Kim, 2020). In addition, consumers purchase luxury brands not only for superior product performance, but also for the social prestige, emotional gratification and identity expression attached to such brands (Nobre, Kumar, Kastanakis, & Paul, 2023). Jain (2021) showed that luxury purchase intentions are influenced by a combination of social, personal and functional value perceptions, including status, conspicuousness, hedonism, materialism, uniqueness and price-quality beliefs. This foundational view remains important because it explains why luxury brands continue to attract consumers despite high prices and restricted accessibility.

Sustainable luxury consumption and the emerging-market context

Sustainable luxury consumption is a well-documented phenomenon which has garner the instance of numerous scholars exploring its many facets. For instance, Pai, Laverie and Hass (2022) investigated how sustainability and craftsmanship lead to social-environmental well-being in relation to consumption of luxury brands (Pai, Laverie & Hass, 2022). luxury is often associated with excess, exclusivity, ostentation, and indulgence (Wang, Sung & Phau, 2022), while sustainability is commonly linked to moderation, ethics, and long-term societal/environmental welfare (Hirvilammi & Koch, 2020). In empirical work, this sustainability-luxury paradox is frequently framed as a compatibility problem that depends on how consumers define luxury. For example, whether luxury is understood primarily as exceptional quality and durability versus superficial status-signaling (Kapferer & Michaut-Denizeau, 2017).

The emerging-market context is central to this conversation because luxury demand has expanded alongside rising purchasing power, urbanization, and the growth of middle or upper consumer segments, while sustainability expectations are simultaneously intensifying (DeFraites, 2024). Evidence from emerging-market luxury research such as (Makhitha et al., 2024) shows that consumers' status and quality-oriented motives remain highly salient. For example, in a South African study of luxury clothing, status, perceived quality, and materialism significantly predicted luxury purchase intention (with status the strongest) (Makhitha et al., 2024). Recent sustainable luxury research (Aggarwal, Singh & Misra, 2024; Jain, 2019; Osburg, Yoganathan, Bartsch, Diallo & Liu, 2024) also suggests that sustainability features can elevate perceived value and behavioral intentions, but these effects vary by market and product positioning.

Hypotheses development aligned to the conceptual model

Price perception and willingness to buy luxury brands

In luxury markets, price commonly serves a dual role where it is a monetary sacrifice and also a cue that can validate exclusivity, status and expected quality (Shrivastava, Hernandez & Hernandaz, 2025). It is believed that many luxury consumers associate luxury with expensiveness and that luxury brands strategically increase prices while relying on consumers' acceptance of such prices (Kapferer & Valette-Florence, 2021). In addition, luxury price levels can influence psychologically meaningful outcomes related to social image and purchase intention in luxury consumption contexts (Wei, Shen, & Lu, 2024). Under a signaling lens, favorable interpretations of high prices can strengthen consumers' willingness to purchase because the price is not merely paid, it is "used" socially as a signal (Berger, 2019; Zhang et al., 2026). Based on the evidence presented the following hypothesis is provided.

H1: Luxury brand price perception positively influences willingness to buy luxury brands.

Price perception and consumer attitudes toward luxury brands

The theory of planned behaviour argues that attitudes are formed from salient beliefs and evaluations of outcomes (Ajzen, 1991). In luxury settings, consumers' beliefs about whether the price is justified by durability, exclusivity or sustainability-related value shape their evaluative stance toward luxury purchase (Zhang, Aw & Phau, 2026). Sustainable luxury research also shows that sustainability-linked value perceptions can foster more favorable brand attitudes and downstream purchase intentions when consumers perceive credible value in the offering (Liu, Kim, & Lee, 2025). Therefore, when luxury brand prices are perceived as fair, prestige-consistent and value-justified, attitudes toward buying the brand should become more favourable (Jhamb, Aggarwal, Mittal & Paul, 2020; Yao, Hu & Du, 2023). The following hypothesis is provided based on the literature presented.

H2: Luxury brand price perception positively influences consumer attitudes toward luxury brands.

Price perception and attraction toward luxury brands

Brand attraction in luxury is frequently amplified by cues that communicate exclusivity and status, and price is one of the most prominent cues (Dion & Borraz, 2017; Fuentes et al., 2023). Costly signaling research supports the idea that luxury brand typically correlates with high price levels operating as costly signals that can yield tangible social benefits. (Berger2019). This therefore implies that higher or prestige-congruent prices can increase the psychological appeal of luxury brands for status-motivated consumers, a notion supported by Sestino (2024). Consistent with this, empirical work in luxury contexts shows price-related variables can meaningfully shape consumers' luxury purchase psychology and intention (Wei et al., 2024). Stemming from the above-mentioned literature, the following hypothesis is brought forward.

H3: Luxury brand price perception positively influences attraction toward luxury brands.

Attraction toward luxury brands and consumer attitudes

Within the context of the theory of planned behaviour, attraction can be positioned as an affectively charged belief in how desirable and appealing the brand is, ultimately shaping the consumers' overall attitude towards buying the luxury brand (Lau, Ng, Chan & Cheung, 2023). The theory of consumption values strengthens this argument in that perceived value combines functionality, social, emotional, uniqueness, and sustainability to evaluative orientations and intentions in sustainable luxury contexts (Yang, Su, & Shion, 2023). In green or luxury hybrid contexts, value-derived perceptions such as green perceived value can strengthen brand attitude, which supports the view that attraction or value functions upstream of evaluative stance (Liu et al., 2025). Based on the literature provided, the following hypothesis is presented.

H4: Attraction toward luxury brands positively influences consumer attitudes toward luxury brands.

Attraction toward luxury brands and willingness to buy luxury brands

Brand attractiveness has been treated as consequential within consumer-brand relationship formation and as predictor of consumer outcomes (Elbedweihy, Jayawardhena, Elsharnouby & Elsharnouby, 2016). In luxury fashion, brand attractiveness has also been seen to be positively associated with purchase intention in peer-reviewed work (Lau, Ng, Chan & Cheung, 2023). In line with a consumption values perspective involving luxury brands closes (generally associated with attraction), this could increase purchase intention, sometimes through relational constructs such as attachment (Petraviciute, Seinauskiene, Rutelione & Krukowski, 2021). Accordingly, consumers who feel stronger attraction toward luxury brands should show stronger willingness to purchase them. The following hypothesis is thus proposed.

H5: Attraction toward luxury brands positively influences willingness to buy luxury brands.

Consumer attitudes and willingness to buy luxury brands

A central proposition of TPB is that attitudes toward a behaviour predict intention (Ajzen, 1991). This attitude-intention part pattern is also common in luxury purchase research, including developing-country settings where attitudes toward purchasing luxury products are explicitly modelled as influential for purchase intention (Makhitha, Khumalo & Sekhu, 2024). In sustainable luxury-linked luxury consumption, attitude-like brand evaluations such as brand attitude are empirically associated with purchase intention in consumer models where sustainability-derived value perceptions shape attitudes and downstream intentions (Liu, Kim & Lee, 2025). The following hypothesis is thus proposed.

H6: Consumer attitudes toward luxury brands positively influence willingness to buy luxury brands.

Figure 1: Conceptual Model

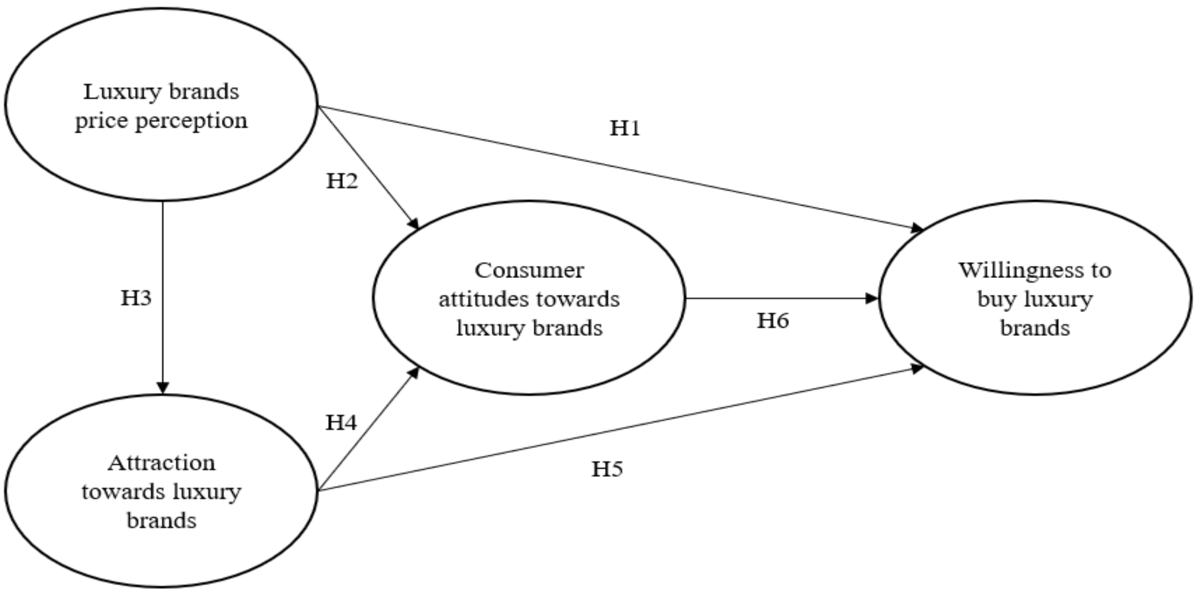

Figure 1 above shows the relationship among the proposed hypotheses, which luxury brands price perception serving as a predictor of attraction towards luxury brands, consumer attitudes and ultimately the willingness to buy luxury brands. Willingness to buy luxury brands is also depicted an outcome of attraction and attitudes towards luxury brands. The methodology adopted for the research is outlined in the section that follows.

Research Methodology

This study adopted a quantitative research design to examine the relationships between luxury brand price perception, attraction toward luxury brands, consumer attitudes toward luxury brands, and willingness to buy luxury brands. A survey method was used because it enables the collection of standardized data from a relatively large number of respondents and allows statistical testing of hypothesised relationships between constructs (Hair, Black, Babin & Anderson, 2019).

A structured questionnaire was developed to measure the constructs included in the conceptual model. The questionnaire consisted of two sections. The first section captured demographic information about respondents, while the second section measured the key study constructs using multi-item scales adapted from established studies in luxury consumption and consumer behaviour literature.

Sampling and data collection

Data were collected from consumers who regularly purchase or engage with luxury brands in South Africa, representing an emerging market context. A non-probability convenience sampling technique was used because it allowed access to respondents who were familiar with luxury brands and willing to participate in the study. The questionnaire was distributed online using digital survey platforms and social media channels.

Participation was voluntary and respondents were informed about the purpose of the study before completing the survey. A total of 267 usable responses were obtained and retained for analysis after screening for completeness. The sample size is considered adequate for regression analysis, as recommended thresholds suggest a minimum sample size exceeding 50 + 8k observations, where k represents the number of predictors in the model (Hair et al., 2019).

Measurement scales

All constructs were measured using multi-item Likert-type scales, where respondents indicated their level of agreement with each statement on a five-point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree). Luxury brand price perception was measured using items adapted from luxury branding and price perception literature examining how consumers interpret price as a signal of prestige, exclusivity, and quality (Kapferer & Valette-Florence, 2021). Attraction toward luxury brands was measured using items adapted from brand attractiveness and brand appeal literature, which capture the degree to which consumers perceive luxury brands as desirable and appealing (Elbedweihy et al., 2016). Consumer attitudes toward luxury brands were measured using attitude evaluation items grounded in consumer behaviour and behavioural intention research based on the Theory of Planned Behaviour framework (Ajzen, 1991). Willingness to buy luxury brands was measured using purchase intention items adapted from established consumer behaviour studies examining consumers' intentions to purchase branded products (Dodds et al., 1991). All measurement items were adapted to suit the context of luxury brand consumption in emerging markets.

Data analysis

Data analysis was conducted using IBM SPSS statistical software. The analysis followed a multi-step process. First, reliability analysis was conducted using Cronbach's alpha to assess the internal consistency of the measurement scales. All constructs demonstrated acceptable reliability levels consistent with recommended thresholds for exploratory research (Hair et al., 2019). Second, Pearson correlation analysis was performed to examine the relationships between the study variables and to ensure that the constructs were significantly associated in the expected directions. Third, multiple regression analysis was conducted to test the hypothesised relationships in the conceptual model. Regression analysis was used to determine the strength and significance of the relationships between luxury brand price perception, attraction toward luxury brands, consumer attitudes toward luxury brands, and willingness to buy luxury brands. The results of the regression analysis were used to evaluate the proposed hypotheses and determine whether the conceptual model was supported.

Results

This section presents findings from analysis. Starting with sample profile, followed reliability checks, correlation and multi regression analysis.

Sample profile

The sample comprised 267 respondents, with a relatively balanced gender distribution, consisting of 53.56% males and 46.07% females, while a very small proportion (0.37%) preferred not to disclose their gender. In terms of age, the majority of participants fell within the 20-25 age group (58.4%), followed by those aged 18-19 (33.7%), and a smaller segment aged 26 years and above (7.9%), indicating a predominantly young adult sample.

Regarding spending behaviour on luxury clothing, most respondents reported moderate expenditure levels, with 43.1% spending between R501 and R1000, followed by 27.3% spending between R250 and R500. A smaller proportion reported spending more than R1000 (19.9%), while only 9.4% spent less than R250. In terms of purchasing frequency, luxury clothing purchases were largely seasonal (52.1%), followed by annual purchases (20.2%) and monthly purchases (21.0%), while very few respondents reported weekly purchasing (3.7%) or other patterns (3.0%).

With respect to brand preference, Levi's emerged as the most preferred luxury clothing brand (42.7%), followed by Hugo Boss (28.8%), Guess (19.5%), and Kurt Geiger (8.6%), while Diesel accounted for a negligible proportion (0.4%). Overall, the profile suggests a young, moderately spending consumer segment with seasonal purchasing habits and a strong inclination toward globally recognised luxury brands. The reliability checks are presented in table 1 below.

Table 1: Reliability Checks

Construct	Alpha	Interpretation
LPP	0.616	Acceptable (exploratory research)
ATR	0.709	Good
ATT	0.746	Good
WTB	0.689	Acceptable

Key: LPP: Luxury brands price perception, ATT: Consumer attitudes towards luxury brands, ATR: Attraction towards luxury brands, WTB: Willingness to buy luxury brands

Reliability analysis was conducted to assess the internal consistency of the measurement scales. The Cronbach's alpha values ranged from 0.616 to 0.746, indicating acceptable reliability for exploratory research (Hair et al., 2019). Although the reliability of luxury brand price perception was slightly below the conventional 0.70 threshold, it exceeded the minimum acceptable level of 0.60, which is considered adequate for exploratory studies. To test for construct validity, inter-construct correlation analysis was conducted and outputs are presented in table 2.

Table 2: Correlation Analysis Interpretation

Relationship	R	Interpretation
LPP – ATR	0.400	Moderate positive
LPP – ATT	0.489	Moderate positive
LPP – WTB	0.440	Moderate positive
ATR – ATT	0.403	Moderate positive
ATR – WTB	0.315	Weak to moderate
ATT – WTB	0.653	Strong

Key: LPP: Luxury brands price perception, ATT: Consumer attitudes towards luxury brands, ATR: Attraction towards luxury brands, WTB: Willingness to buy luxury brands

Pearson correlation analysis was conducted to examine the relationships among the study variables. The results indicate that luxury brand price perception is positively associated with attraction toward luxury brands ($r = 0.400, p < 0.001$), consumer attitudes toward luxury brands ($r = 0.489, p < 0.001$), and willingness to buy luxury brands ($r = 0.440, p < 0.001$). Attraction toward luxury brands is also positively related to consumer attitudes ($r = 0.403, p < 0.001$) and willingness to buy luxury brands ($r = 0.315, p < 0.001$). The strongest correlation was observed between consumer attitudes toward luxury brands and willingness to buy luxury brands ($r = 0.653, p < 0.001$). These results provide preliminary support for the hypothesised relationships proposed in the conceptual model. Table 3 in the following section provides findings from hypothesis testing.

Table 3: Summary of hypothesis testing results

Hypothesis	Relationship	β	t-value	p-value	R^2	Result
H1	LPP to WTB	0.440	7.979	< 0.001	0.194	Supported
H2	LPP to ATT	0.489	9.115	< 0.001	0.239	Supported
H3	LPP to ATR	0.400	7.107	< 0.001	0.001	Supported
H4	ATR to ATT	0.403	7.163	< 0.001	0.162	Supported
H5	ATR to WTB	0.315	5.397	< 0.001	0.099	Supported
H6	ATT to WTB	0.653	14.023	< 0.001	0.426	Supported

Key: LPP: Luxury brands price perception, ATT: Consumer attitudes towards luxury brands, ATR: Attraction towards luxury brands, WTB: Willingness to buy luxury brands

Multiple regression analysis was used to test the hypothesised direct relationships among luxury brand price perception, attraction toward luxury brands, consumer attitudes toward luxury brands, and willingness to buy luxury brands. The results showed that all six hypothesised paths were positive and statistically significant. Luxury brand price perception positively influenced willingness to buy luxury brands ($\beta = 0.440$, $t = 7.979$, $p < 0.001$), consumer attitudes toward luxury brands ($\beta = 0.489$, $t = 9.115$, $p < .001$), and attraction toward luxury brands ($\beta = 0.400$, $t = 7.107$, $p < 0.001$). Attraction toward luxury brands positively influenced consumer attitudes toward luxury brands ($\beta = 0.403$, $t = 7.163$, $p < .001$) and willingness to buy luxury brands ($\beta = 0.315$, $t = 5.397$, $p < 0.001$). Consumer attitudes toward luxury brands had the strongest positive effect on willingness to buy luxury brands ($\beta = 0.653$, $t = 14.023$, $p < 0.001$). These findings provide support for H1 to H6. The implications from the findings are presented in the following section.

Implications

Theoretical Implications

First, the study adds to the theory of planned behaviour by showing that attitude is the most powerful proximal predictor of willingness to buy luxury brands. This is especially important because it confirms that, even in a luxury context shaped by symbolism and prestige, consumers' evaluative attitudes remain central to intention formation. Second, the findings support Signaling Theory by demonstrating that luxury brand price perception is not merely a cost variable. Instead, price appears to function as a positive signal of prestige, exclusivity, and value, thereby influencing attraction, attitudes, and willingness to buy.

Third, the study adds to the Theory of Consumption Values by showing that attraction toward luxury brands plays a meaningful role in shaping both evaluative attitudes and buying willingness. This suggests that emotional and symbolic appeal remains highly relevant in sustainable luxury contexts, particularly in emerging markets. Fourth, the results contribute to the growing sustainable luxury literature by showing that traditional luxury cues, especially price and attraction, still matter strongly even when sustainability is part of the broader framing. In other words, sustainability does not replace core luxury mechanisms; rather, it seems to coexist with them.

Practical Implications

Luxury brand managers in emerging markets should recognise that price is part of the value proposition, not merely a financial barrier. Premium pricing can strengthen consumers' willingness to buy when they interpret high prices as signals of authenticity, prestige, and superior quality. Managers should also invest in strategies that enhance brand attraction, such as symbolic storytelling, aesthetic branding, exclusivity cues, heritage communication, and aspirational positioning. Since attraction significantly affects both attitudes and willingness to buy, it is a valuable lever for strengthening consumer response. The strongest effect was from attitude to willingness to buy, which means firms should actively cultivate favourable attitudes through integrated communication strategies. This can include highlighting craftsmanship, durability, ethical sourcing, sustainability credentials, and emotional brand meaning in a way that feels credible and consistent with luxury positioning. For emerging markets specifically, the findings suggest that consumers respond to a blend of status cues and perceived value. Luxury marketers should therefore avoid positioning sustainability as sacrifice or restraint. Instead, sustainability should be communicated as enhancing the luxury proposition through quality, longevity, responsibility, and refined exclusivity.

Conclusions

This study examined how luxury brand price perception and attraction toward luxury brands influence consumer attitudes and willingness to buy luxury brands in an emerging market context. The findings show that all hypothesised direct relationships are positive and significant. Most notably, consumer attitudes toward luxury brands emerged as the strongest predictor of willingness to buy, while luxury brand price perception and attraction also played important direct roles. The study therefore demonstrates that sustainable luxury consumption in emerging markets is shaped by both traditional luxury cues and consumer evaluations, offering useful insight into how consumers interpret and respond to luxury brands under changing market expectations.

Suggestions for Future Research

Future research could extend the present model by explicitly testing the mediating role of consumer attitudes between luxury brand price perception, attraction and willingness to buy. Since attitude showed the strongest direct effect on willingness to buy, a mediation model would likely provide richer theoretical insight. Additionally, future studies could also examine moderators such as materialism, status consumption orientation, sustainability consciousness, income level, age cohort, and brand familiarity. These variables may reveal when price and attraction become more or less influential. A further theoretical extension would be to compare this model across different emerging markets or between emerging and developed markets to assess the contextual boundary conditions of sustainable luxury consumption.

Stemming from a practical perspective, future research could test whether the same hypotheses of this study hold across different luxury categories, such as fashion, cosmetics, watches, hospitality and automobiles. Managers would benefit from knowing whether price and attraction operate similarly across product classes. Researchers could also compare offline versus online luxury environments, since digital platforms may alter how consumers interpret prestige, exclusivity, and sustainability cues. The study was limited in the sense that a quantitative survey was used to gather data whereas interviews would have obtained some nuances that may have been missed considering that closed-ended questions restrict the respondent. It would therefore be interested to find out what a qualitative or mixed method approach would archive on the same topic.

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