

A Comparison of Consumers' Perceptions of Sustainable Supply Chains Between the Luxury and the Fast Fashion Industry

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Abstract

The ongoing trend of globalization and the resulting increase in consumer demand for fashion products have led to globally scattered supply chains throughout the industry. The awareness of sustainability issues within the fashion industry and the resulting developments in consumer demand regarding sustainably produced apparel has caused significant restructuring of traditional supply chains. Within the scope of this thesis, the differences in consumer perceptions towards sustainable supply chain practices between the luxury and the fast fashion industry shall be investigated. Furthermore, this thesis focuses on the extent to which consumer perceptions of sustainable supply chains influence visit intention and word of mouth marketing. For this purpose, a quantitative survey based on assumptions derived from existing literature has been conducted. The sample includes 100 valid participants. It has been shown that consumers consider supply chains within the fast fashion industry as unsustainable as within the luxury fashion industry. In addition, the experiment's results indicate that consumer perceptions towards sustainability have a positive impact on visit intention and word of mouth marketing. The conclusion of this thesis is that fashion brands should increasingly shift their focus on implementing sustainable supply chains, maintaining transparent information and transferring it to the public. Furthermore, the results indicate that following an environmentally and socially friendly supply chain strategy might also lead to economic benefits.

Keywords: Sustainability, supply chain, fast fashion industry, luxury fashion industry, consumer perceptions, visit intention, retailer trust