Original Research Article

Influence of Marketing Perception on Consumer Response of Sustainable Product Design for Gen Z Fashion Luxury Products in Shenzhen, China

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ABSTRACT

Where is the world headed? As a "community of destiny", the road to sustainable development for mankind is bound to be arduous and long. Fashion luxury brands pay more and more attention to sustainable development, and more deeply realize that the implementation of sustainable marketing is an important measure for brands to achieve more economic and social benefits. The concepts of sustainable development, ecological protection, sustainable production and sustainable consumption that fashion luxury brands have made known to Generation Z consumers through sustainable marketing, thus influencing consumer response, play a key role in the long-term development of fashion luxury goods, and are a topic worthy of in-depth study. Based on SOR and other related theories, this study categorizes the factors affecting consumer response into 11 variables, constructs the conceptual framework of this study, and proposes relevant hypotheses. Self-guided estimation of structural equation modeling (SEM) was conducted using data from 504 Shenzhen Gen Z fashion luxury users, and the research hypotheses and conceptual framework were validated by AMOS analysis software. This paper finds that the most influential factor through sustainable marketing factors is consumers' greatest concern for quality traits compared to other factors. In addition, motivation perception has the most direct and highest degree of influence in consumer perception, followed by the highest influence of consumer emotional response in consumer response. Sustainable marketing attributes positively influence consumer response through consumer perception. As a mediating variable, consumer confidence has a significant chain mediation effect on consumer perception and consumer response, and consumer self-enhancement plays a moderating role between consumer perception and consumer confidence. On this basis, the authors derive a marketing model and marketing management suggestions for sustainable products among Gen Z consumers in fashion luxury brands in Shenzhen.

Introduction

The implementation of sustainable marketing by brands is in line with the context of the times, accelerates the construction of ecological civilization, promotes supply-side structural reform, rationally allocates all kinds of resources, stimulates the innovation vitality of the brand, crosses the green trade barriers, opens up new outlets, and occupies a larger market share (He, C., 2020; Yang, J.,2020). Starting from the intrinsic factors of the multidimensional perception of sustainable marketing among Shenzhen Gen Z consumers, this study systematically analyzes the implicit factors and mediating effects affecting consumers' multidimensional green perceptions, and looks forward to expanding the study of the "S-O-R" theory to the field of sustainable marketing, which helps to reveal the impact of sustainable marketing on consumer responses. It is expected to expand the study of "S-O-R" theory to the field of sustainable marketing, which can help to reveal the influence of consumer perception on consumer response of Shenzhen Gen Z consumers. Therefore, this is a novel study. It has important and urgent practical significance for guiding and helping local Chinese fashion and luxury brands to carry out effective sustainable marketing of luxury goods, as well as cultivating and developing local fashion and luxury brands as soon as possible.

The significance of this study lies in both theory and practice. First, it expands and enriches the theoretical results of sustainable marketing and consumer behavior. Second, it adjusts the supply chain management to reduce the impact on the environment. Finally, it helps fashion luxury brands and Chinese local fashion luxury brands to understand the needs and intentions of Generation Z consumers more deeply and comprehensively, which will further improve the future government's policies and help brands to guide the sales and growth of sustainable products.

Literature Review and Theoretical Framework

"Generation Z" refers to the generation born between approximately 1997 and 2012, which is the generation following "Generation Y". According to Zhidengyu Xu (2020), by defining the starting age as 14, it is possible to include young people who are really starting to be active in digital technology and social media. 28 as the ending age may be based on the researcher's observations and analyses of the behaviors, values, and experiences of a particular generation.

Fashionable luxury goods are usually those that are upscale, expensive and highly valued in terms of branding, design and materials. It has 7 basic attributes, clear time frame, expensive, excellent workmanship, deep heritage, long-lasting connotation, scarcity and ornamental. It can be divided into 6 categories, which are the ultimate luxury, Super luxury, Core high class luxury goods, Core luxury goods, Light luxury, Affordable luxury. 4 kinds are discussed in this paper: Core high class luxury goods, Core luxury goods, Light luxury, Affordable luxury. In general, they represent honor, taste and luxury in consumers' mind and become a unique lifestyle.

The concept of sustainable marketing was introduced by British scholar Ken Peattie, aiming to recognize, anticipate and cater to the social needs of consumer groups in a way that is both profitable and environmentally sustainable. Sustainable marketing in the narrow sense refers to the various modes of operation to gain profit and purpose while safeguarding customer needs and environmental protection. Sustainable marketing in the broad sense is a

refinement of the concept of social marketing, whereby brands incorporate customer, social and environmental interests throughout all aspects of marketing. In short, sustainable marketing should protect the ecological environment on the basis of earning profits and satisfying customer needs, unify customer requirements, corporate profits and the ecological environment, and integrate long-term customer needs and environmental interests into traditional marketing.

The theory of consumer perception belongs to the study of consumer psychology. Perception is mainly manifested in the continuity of the psychological process. Fan, X., & Chen, J. (2022) pointed out that information processing is composed of Exposure, Attention, Interpretation and Memory four aspects of the program, and perception is mainly the first three components. Implementing sustainable marketing strategies, consumers are able to perceive that sustainable perceived value is the spontaneous pursuit of ecological values by consumers due to their concern for the ecological environment, and not necessarily consumed for reasons such as image, face, and personality, as in the case of social values (Li, L., et al., 2021). In order to reduce the potential risk of unawareness of purchasing behavior, the consumer's willingness to buy and behavior will change for it.

Consumer response is a core concept in the field of consumer behavior research and encompasses consumer attitudes and willingness. This includes consumers' psychological latent attitudes and awareness, as well as external consumer purchase intention, brand loyalty and brand conversion. Brand management activities have an impact on consumers' psychological feelings and behaviors, stimulating consumers to produce internal responses, i.e., internal responses; then, consumers form external responses, i.e., external responses, based on internal responses and external environmental effects. This study defines the internal psychological process of individual consumers as emotional response and their next behavior as behavioral response.

Consumer confidence is the belief and expectation of one party to a transaction that the other party is honest, trustworthy and reliable. Consumer confidence exists between two parties, the giver and the receiver, and consists of people, organizations, or things, and also covers the assessment of the other party's behavior. Research has shown that consumer confidence is usually categorized into two dimensions, cognitive and affective, as well as three dimensions, competence, goodwill and integrity. In the field of marketing, consumer confidence is regarded as a mediating variable, influencing aspects such as purchase intention, consumer response and firm pricing. The influence of consumer personality traits on consumer perception, confidence and response needs to be considered. Consumers' choice of sustainable products for sustainable consumption is a socially acceptable altruistic behavior, and in this process, consumer self-improvement plays a moderating role and can be used as a personal self-standard or normative self-standard.

Consumer self-improvement refers to the fact that an individual's thoughts and personality directly shape his or her behavior, influencing emotional and behavioral performance. Studies have shown that consumers' personality traits have a significant impact on brand companies' socially responsible behavior and consumer response. In a study on the factors influencing fashion luxury consumers' preference for sustainable products, it was found that the higher the degree of consumers' self-responsibility for environmental protection, the more they tend to choose sustainable products and the stronger their sense of self-efficacy.

Attitude theory suggests that behavior is influenced by an individual's attitude, which consists of cognitive, affective, and behavioral dispositions. Emotions are the basis of attitudes

and have a bi-directional influence on behavior and cognition. Attitude is related to actual behavior only in specific contexts. Research shows that ecological civilization behavior is influenced by ecological attitude. Subdividing attitudes replaces the overall research method to explore the influence of different dimensions on ecological civilization behavior. Affective components are better than cognitive in predicting different behaviors.

The Theory of Rational Behavior (TRA) was proposed by American scholars Fishbein and Ajzen in 1975, which examines the pattern of attitudinal influence on individual behavior. The theory suggests that individuals synthesize and summarize all information before adopting a particular behavior and rationally weigh the effects and consequences of the behavior. Behavioral intentions can accurately predict individual behavior and are influenced by attitudes and subjective norms. Behavioral intentions are the degree to which an individual is willing to perform a specific behavior, influenced by attitudes and subjective norms. The theory assumes that humans have the ability to constrain their personal behavior, but are influenced by managerial interference and the external environment in an integrated setting. Therefore, situational variables and self-control variables, among others, were introduced to fulfill the research needs.

The theory of consumer behavior studies the psychological and behavioral patterns of consumers when purchasing products or services. It includes aspects of consumer decision-making process, purchase motivation, psychology and brand choice for understanding and predicting consumer behavior and decision-making. In the theory of fashion and luxury consumer behavior, consumer behavior is usually divided into social, personal and functional orientations. Social factors refer to external social factors that directly affect consumer behavior, individual factors refer to internal subjective factors, and functional orientation refers to objective factors that affect consumer behavior.

The "S-O-R" theoretical research model, proposed by Belk (1975), states that a product or situation affects a consumer's emotional or cognitive state, which in turn affects his or her behavior. An individual's cognition or emotion acts as a mediating variable that influences the relationship between environmental stimuli and behavioral responses. Consumers' different responses to external stimuli stem from differences in their intrinsic mental states and individual cognition. Consumer stimuli can be categorized as high and low relevance, such as service personnel and advertisements. In the marketing perspective, controlled and uncontrolled stimuli are divided, such as advertisements and media reports.

Based on the SOR (Stimulus-Organism-Response) model, this study conceptualizes the design model Sustainable Marketing (S), Consumer Perception (O) and Consumer Response (R). Among them, sustainable marketing includes ecology outlook, quality trait, responsibility outlook and matching; consumer perception includes brand perception of competence, motivation perception and moral perception; and consumer response includes emotional response and behavioral response. The conceptual framework of this study was constructed by adding the moderator variable consumer self-improvement, as shown in Figure 1.
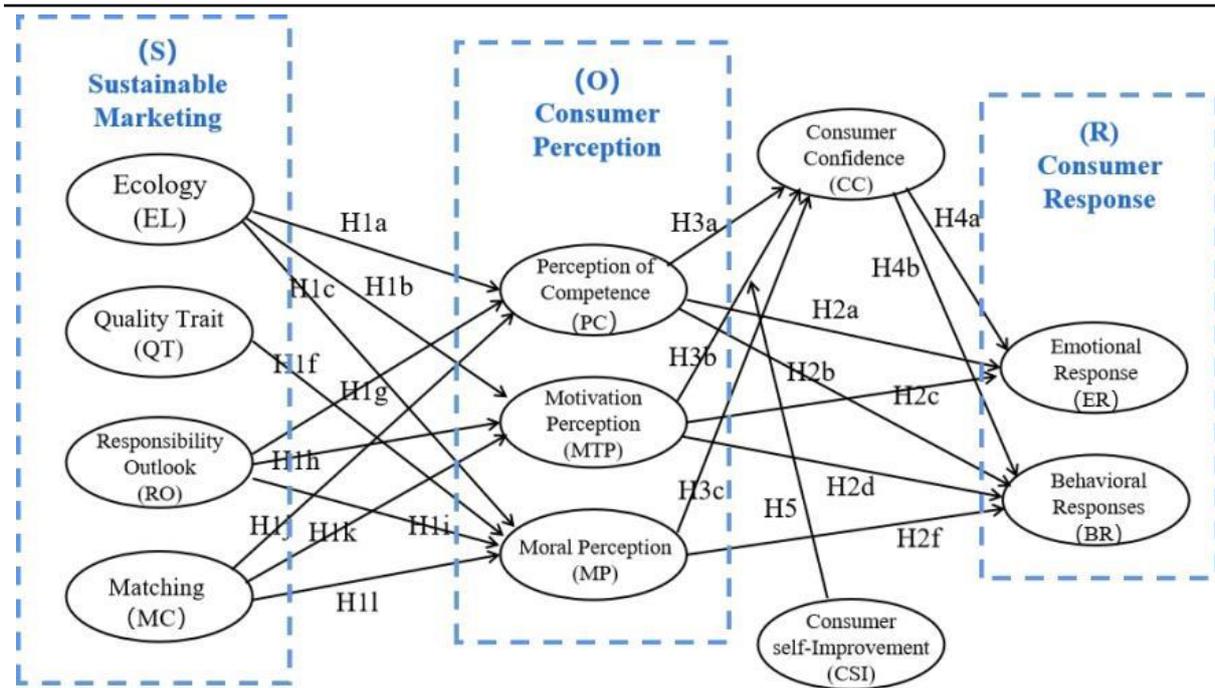
Figure 1: Conceptual Framework

The Impact of Sustainable Marketing on Consumer Perceptions.

With the rise of sustainable marketing, fashion luxury companies are increasingly integrating green concepts into their products or services and carrying out related sustainable marketing activities. Consumers' ecology is their inner beliefs, which have a direct impact on ecological consumption behavior, but its formation is often accelerated by external variables, such as consumer perception (Zhu, Jianrong, Zhou, Yanyan and Zhang, Yuan, 2019).Kim and Choi (2005) investigated the path relationship between values, ecological consumption attitudes and ecological consumption behaviors, and found that consumers' altruistic values significantly affected their perception of ecological consumption effectiveness, which in turn affects their environmental procurement behavior. Based on this, the hypothesis was proposed:

Hypothesis 1a. Ecology has a significant positive effect on perception of competence
Hypothesis 1b. Ecology has a significant positive effect on motivation perception
Hypothesis 1c. Ecology has a significant positive effect on moral perception

Consumer perception of product attributes affects their overall perception of the brand. The functional attributes of a product mainly satisfy the functional needs of consumers, and consumers will make objective and rational evaluations based on the functional attributes of the product, thus affecting their perception of the brand. Lu Hongliang et al. (2015) argued that when consumers are not very familiar with a brand, they usually rely on the inherent objective aspects of the product's attributes to recognize and evaluate the brand. It is hypothesized that brand companies strengthen the development and innovation of functional attributes of products, especially sustainable functional attributes, in the production and operation process to adapt to consumer needs and enhance consumer perception. Accordingly, the hypothesis is formulated: Hypothesis 1d. Quality trait has a significant positive effect on perception of competence

Hypothesis 1e. Quality trait has a significant positive effect on motivation perception

Hypothesis 1f. Quality trait has a significant positive effect on moral perception

Ecology outlook and responsibility outlook are the awareness that consumers should undertake when facing and mitigating ecological and environmental problems, and consumers with a strong sense of social responsibility are more likely to be infected by public values, and the causal relationship between ecology outlook, responsibility outlook and ecological and environmental behaviors has been recognized by a wide range of scholars. Some empirical studies have shown that the higher the level of CSR perceived by consumers, the more positive the response, the better the perception and the higher the purchase intention. Thus, this study proposes the hypothesis:

Hypothesis 1g. Responsibility outlook has a significant positive effect on perception of competence

Hypothesis 1h. Responsibility outlook has a significant positive effect on motivation perception

Hypothesis 1i. Responsibility outlook has a significant positive effect on moral positive effect

Matching, also known as fit, is the degree of similarity between the social matters perceived by consumers and the brand company. The consumer perception of matching brought by marketing with public interest comes from functional similarity on the one hand and image similarity on the other (Bi Nan, Yin Cheng-axe and Kang Xi, 2016). The matching effect triggered by the influencing factors of consumer information processing to carry out matching will be conducive to the high efficiency of consumer information processing, accelerating the time and degree of consumer assessment of information, and greatly improving consumer perception. Based on the above, this study proposes the hypothesis:

Hypothesis 1j. Matching has a significant positive effect on perception of competence
Hypothesis 1k. Matching has a significant positive effect on motivation perception
Hypothesis 1l. Matching has a significant positive effect on moral perception
The Impact of Consumer Perception on Consumer Response

Consumer perception focuses on how well consumers have information about the products or services offered by brand companies. Previous studies have pointed out that consumer perception identifies the key elements of consumers' purchasing strategies and behaviors towards products and services (Dan, S., et al., 2022; Matten, D., Crane, A., & Chapple, W. ,2003). The higher the perception of competence of consumers will be able to make positive and effective consumer response behavior to the functions, attributes and values of products or services. This study proposes the following hypotheses:

Hypothesis 2a. Perception of competence has a significant positive effect on emotional response

Hypothesis 2b. Perception of competence has a significant positive effect on behavioral response

The environmental behavior of branded companies rises to the ethical level, where corporate environmental responsibility, development, manufacturing, and selling of sustainable products have an impact on consumer behavior. The environmental responsibility of brand companies and the functions and attributes of products affect consumer motivation perception (Matten, 2003), according to which this paper proposes hypotheses:

Hypothesis 2c. Motivation perception has a significant positive effect on emotional response

Hypothesis 2d. Motivation perception has a significant positive effect on behavioral response

Consumer moral perception presents a crucial role in the consumer's daily consumption process, and the consumer recognizes that the morality shown by the brand company during the purchase journey will greatly affect consumer perception, thus bringing about an impact on the consumer's response from both emotional and behavioral perspectives. Accordingly, this paper proposes the hypothesis:

Hypothesis 2e. Moral perception has a significant positive effect on emotional response

Hypothesis 2f. Moral perception has a significant positive effect on behavioral response

The Impact of Consumer Perception on Consumer Confidence

Zhu Huawei et al. (2014) conducted a study related to brand motivation perception concluded that the longer the time frame for a brand to shoulder social responsibility, the easier it is for consumers to accept the brand's participation in public welfare as their own altruistic motivation, and that once the brand is no longer socially responsible, consumers will perceive the brand as being involuntary. Accordingly, the following hypothesis is proposed:

Hypothesis 3a. Perception of competence has a significant positive effect on consumer confidence

Hypothesis 3b. Motivation perception has a significant positive effect on consumer confidence

Hypothesis 3c. Moral perception has a significant positive effect on consumer confidence

The Impact of Consumer Confidence on Consumer Response

Holding trust means that it is favorable for consumers to make purchase decisions is consumer confidence is one of the factors that promote consumer response. Research has shown that consumer confidence in products and thus consumer response is influenced by enhancing cognition and broadening the amount of information received by consumers (Keshan Wang, Yinli Guo and Binglong Li, 2007). Accordingly, the following hypotheses are proposed:

Hypothesis 4a. Consumer confidence has a significant positive effect on emotional response

Hypothesis 4b. Consumer confidence has a significant positive effect on behavioral response

The Moderating Role of Consumer Self-improvement

Individuals with high self-improvement typically define themselves in dual-high groups with high competence and enthusiasm. Companies with high competence, altruistic motivation, and moral perception are viewed as an insider group in individuals' interactions with sustainable marketing and promote self-enhancement through recognition and participation. Research has shown that consumer self-enhancement has a moderating role between consumer perception and consumer response (Luping Sun, 2017). Therefore, the following hypothesis is proposed:

Hypothesis 5. Consumer self-improvement moderates the relationship between consumer perceptions and consumer confidence

Objectives

This study aims to:

1. To investigate the impact of sustainable marketing on consumer response.

2. To analyze the extent to an effect of consumer perception in the mediation of sustainable marketing on consumer response.

3. To analyze the extent to an effect of consumer confidence in the mediation of consumer perception on consumer response.

4. To analyze and test the moderating role of consumer self-improvement between consumer perception and consumer confidence.

Research Methodology

This study utilized both qualitative and quantitative research. First, 13 respondents were selected through purposive sampling, and a conceptual model of the study was developed after testing for theoretical saturation based on the coding of rooted theory. Then, from the measurement dimensions, all data were analyzed for validity (content validity - IOC test and structural validity - CMV common method bias test - CFA test), reliability analysis and SEM structural equation modeling. The sample size of this study was 504 Generation Z people aged between 14 and 28 years old who had purchased sustainable products from fashionable luxury brands in Shenzhen, Guangdong Province, China. Therefore, Purposive sampling (PS) was used to conduct the online questionnaire survey.

Since filling out the questionnaire online can greatly reduce the cost of filling out the questionnaire in the field survey, it is more efficient, and the network is not restricted by geography, so respondents can fill out the questionnaire at any time. We published the prepared questionnaires on the "Questionnaire Star" platform using QR code posters and invited respondents to fill in the questionnaires. In this paper, we used a five-point Likert scale to measure the 11 variables mentioned above, ranging from 1 "completely inconsistent" to 5 "completely consistent", with a total of 43 variable measures and 51 questions.

A total of 11 variables (7 independent variables, 1 mediator, 1 moderator, and 2 dependent variables) were constructed in this paper, including ecology outlook, quality trait, responsibility outlook, matching, perception of competence, motivation perception, moral perception, consumer confidence, consumer self-improvement, emotional response, and behavioral response. Seven questions were developed based on demographic data, including gender, age, education, and monthly income.

Results

First, based on Grounded Theory, 13 experienced user interviews including open coding, axial coding, and selective coding were analyzed using Excel software to establish the conceptual framework of the study through theory saturation testing of the transcripts of three additional interviews. Then, 504 sample data were analyzed by descriptive statistics, same method bias test (CMV), reliability and validity analysis, validated factor analysis (CFA), one-way ANOVA, mediation effect analysis, moderated effect analysis, and structural equation modeling validation.

1. Demographic Profile of Respondents

From the samples collected, 207 males accounted for 41.1% and 297 females accounted for 58.9%, making females the main consumers in fashion luxury goods. The age group is mainly concentrated in 23-28 years old, accounting for 66%, followed by 20-22 years old age group, accounting for 17.7%-, and 17-19-years old age group, accounting for 11.5%. These four sections accounted for 95.3% of the total sample of the interviewees, with a reasonable proportion of men and women and age structure. Monthly income of 5001-10000 yuan accounted for the highest proportion of 41.2%, monthly income of 2001-5000 yuan accounted for 21.2%, monthly income of 10001-50,000 yuan accounted for 15.9%, monthly income of 10001-50,000 yuan accounted for 15.9%, and the group with a monthly income of 50001 or more accounted for 7.9%.47.4% of the interviewees had a university degree, followed by 38.4% of respondents have a college degree, 7.3% have a high school degree or less, and 6.9% have graduate and doctoral degrees. School students accounted for 24.5%, followed by engineers and technicians at 16.5%, then those in the field of scientific research, education and environmental health at 14.6%, government department workers at 13%, freelancers at 11.2%, self-employed entrepreneurs at 9.1%, general laborers or service workers at 5.1%, senior white-collar workers at 3.5%, others at 1.5%, and corporate executives at 1.1%.

2. Shenzhen's Gen Z Consumers' Emphasis on Sustainable Development Goals (SDG) When Choosing Fashion Brands

This study uses Excel statistics to rank the importance of the Sustainable Development Goals (SDGs) in the selection of fashion brands by Generation Z consumers in Shenzhen: SDG 7 (affordable and sustainable energy), SDG 5 (gender equality), and SDG 14 (conserving and preserving marine resources) ranked in the top three positions, while SDG 9 (industry, innovation, and infrastructure are the United Nations Sustainable Development Goals) ranked in the fourth position. Development Goals) ranked fourth. This shows that the issues of sustainable energy, gender equity of opportunity, industry, innovation and infrastructure are closely related to the lives of Shenzhen consumers and are in need of improvement. However, SDG 12 (sustainable consumption and production patterns) and SDG 6 (clean water resources and sanitation) are also more important to Shenzhen's Generation Z consumers. This suggests that as work resumed and production resumed after the epidemic and life gradually returned to normal, consumers' focus has shifted from global well-being to sustainable consumption and production, water resources, and other related issues that more directly affect their own lives. SDG 2 (ending hunger) only accounted for 30.76%, SDG 8 (decent work and economic growth) for 30.76%, and SDG 16 (peace, justice, and sound administration of justice) accounting for 53.84% of young people agree with this view, and these three rankings are also ranked last, that is, the part that young people now pay the least attention to, which shows the urgency of continuing to strengthen the popularization of this part to young people.

3. Shenzhen Gen Z Consumers Are Concerned About Sustainable Marketing

Shenzhen Generation Z Consumers' Attention to Sustainability Marketing: Sustainability messaging is a marketing strategy used by brand companies to communicate sustainability (Djordjevic & Cotton, 2011). It shows the level of concern of Shenzhen Gen Z consumers about sustainable information. Nearly 80% to 90% (84.6%) of consumers said they would pay attention to sustainability-related displays in fashion brand stores, expecting brand companies to produce sustainable products that can be used for degradation and can be regenerated and

recycled. 84.6% of consumers said they would pay attention to sustainability information on product labels, with some respondents talking about the sustainability information on product labels of the brand Mujiramaru. Nearly 90% (84.6%) of consumers are concerned about brands' eco-friendly packaging. e.g. Australian fashion brand AESOP impresses consumers with its packaging made from recycled honeycomb paper, and Starbucks' coffee cups made from discarded coffee grounds. 84.6% of consumers have paid attention to the sustainable messages in brand advertisements. Most companies announce their programs and information through sustainability reports. However, more than half of consumers say they pay attention to sustainability reports published by companies (69.2%), while another 23% say they do not pay attention to sustainability reports. Gen Z consumers are generally skeptical of sustainability messages in branding and media reports, and consider them to be mere marketing tactics. They are more likely to trust information and assessments provided by academics, authorities or environmental organizations.

4. Reliability Analysis and Confirmatory Factor Analysis

According to the evaluation criteria of Cronbach's alpha coefficient, the reliability coefficient of the total scale should be greater than 0.7 is acceptable. From the measurement results, it can be seen that the Cronbach's α value of the total scale is between 0.795 to 0.911, which indicates that the 11 variables in the measurement scale have good internal consistency, and the reliability of the questionnaire meets the requirements of the analysis.

According to the model fit indices and confirmatory factor analysis (CFA) criteria (Lu, Y.,2023). sustainable marketing (SM) absolute model fit index ($\chi 2/df=1.251$, GFI=0.98, and AGFI=0.968) and incremental model fit indices (NFI=0.976, TLI=0.994, CFI=0.995, IFI=0.995, RMSEA=0.031) were satisfactory. Consumer perception (CP) NFI, RFI, IFI, TLI and CFI values greater than 0.9 indicate good fit. The chi-square ratio of degrees of freedom value of 1.054 is less than the test of 3. The GFI and AGFI of 0.978 and 0.969 respectively are greater than the test of 0.9; the RMSEA of 0.010 is less than the test of 0.08. Consumer response (CR) Absolute model fit indices ($\chi 2/df=1.411$, GFI=0.993, AGFI=0.993) are satisfactory. AGFI=0.982) and incremental model fit indices (NFI=0.991, TLI=0.995, CFI=0.997, IFI=0.997, RMSEA=0.033). Consumer confidence (CC) and Consumer self-improvement (CSI) absolute models fit indices ($\chi 2/df=1.332$, GFI=0.987, AGFI=0.996) and incremental model fit indices (NFI=0.985, TLI=0.994, CFI=0.996, IFI=0.996, RMSEA=0.026). Therefore, the measurement model in this study was well fitted.

As can be seen from Table 1, according to the standardized factor loadings, measurement composite reliability (CR) and mean variance extraction (AVE) (Yang, 2019). the AVE values are all greater than 0.5 of the test criteria, respectively, 0.5933, 0.5901, 0.6443, 0.6125, 0.6205, 0.6334, 0.6085, 0.6400, 0.6015, 0.5708, and 0.5657. the composite reliability (CR) was 0.8537, 0.8114, 0.8444, 0.8257, 0.9075, 0.9120, 0.834, 0.8420, 0.8190, 0.8692, and 0.7960, which were higher than the 0.7 criterion. It can be seen that the reliability of the factors is acceptable. Thus, it can be determined that the research scale of this paper has a good combination reliability and convergent validity.

Table 1. Convergent validity Test Result

Dimension	Variables	Un-std.	Std.	S.E.	C.R.	P	CR	AVE
Ecology (EL)	EL1←-EL	1	.778					
	EL2←-EL	.978	.764	.057	17.237	***	0.8537	0.5933
	EL3←-EL	.996	.769	.057	17.352	***		
	EL4←-EL	.989	.770	.057	17.379	***		
Quality Trait (QT)	QT1←-QT	1	.703					
	QT3←-QT	1.094	.776	.073	15.024	***	0.8114	0.5901
	QT4←-QT	1.213	.821	.079	15.308	***		
Responsibilit y Outlook (RO)	RO1←-RO	1	.801	.057				
	RO2←-RO	.977	.762	.057	17.591	***	0.8444	0.6443
	RO3←-RO	1.070	.843	.057	18.902	***		
Matching (MC)	MC1←-MC	1	.766					
	MC2←-MC	.977	.768	.059	16.458	***	0.8257	0.6125
	MC3←-MC	1.041	.813	.061	17.022	***		
Perception of Competence (PC)	PC1←-PC	1	.798					
	PC2←-PC	.964	.795	.048	20.163	***		
	PC3←-PC	.967	.786	.049	19.746	***	0.9075	0.6205
	PC4←-PC	.943	.788	.048	19.730	***		
	PC5←- PC	.957	.780	.049	19.676	***		
	PC6←- PC	.953	.779	.049	19.505	***		
Motivation Perception (MTP)	MTP1←-MTP	1	.800					
	MTP2←-MTP	.998	.813	.048	20.757	***		
	MTP3←-MTP	.968	.796	.048	20.364	***	0.9120	0.6334
	MTP4←-MTP	.924	.781	.047	19.844	***		
	MTP5←-MTP	.946	.791	.047	20.086	***		
	MTP6←-MTP	.957	.794	.048	20.109	***		
Moral Perception (MP)	MP1←-MP	1	.789	.059				
	MP2←-MP	.984	.780	.059	16.712	***	0.834	0.6085
	MP3←-MP	.965	.771	.059	16.390	***		
Emotional Response (ER)	ER1←-ER	1	.830					
	ER2←-ER	.884	.772	.050	17.583	***	0.8420	0.6400
	ER3←-ER	.955	.751	.053	17.945	***		
Behavioral Responses (BR)	BR1←-BR	1	.795					
	BR2←-BR	1.001	.780	.063	16.018	***	0.8190	0.6015
	BR3←-BR	.922	.751	.059	15.740	***		
Consumer Confidence (CC)	CC1←-CC	.783	.778					
	CC2←-CC	.720	.722		16.035	***		
	CC3←-CC	.781	.779		17.593	***	0.8692	0.5708
	CC4←-CC	.752	.745		16.563	***		
	CC5←-CC	.750	.752		16.897	***		
Consumer	CSI1←-CSI	.761	.754					
	CSI2←-CSI	.720	.719		13.662	***	0.7960	0.5657
	CSI3←- CSI	.753	.782		14.238	***		

Dimension	Variables	Un-std.	Std.	S.E.	C.R.	P	CR	AVE
self-improvement (CSI)								

<div align="center">Criterion: CR> 0.7, AVE>0.5.</div>

Note. Adapted from Amos Software. *p<0.1, **p<0.05, ***p<0.01.

Discriminant validity is the degree of correlation between items corresponding to different variables. If they are not correlated, there is no discriminant validity. Discriminant validity is tested by the square root of the AVE and the correlation coefficient of the variables. When the square root of AVE is greater than the correlation coefficient, the discriminant validity is good (Wang & Yu, 2010). In this study, correlation coefficients were constructed for each latent variable and compared with the square root of the AVE value. The comparison results are shown in Tables 2-6. The Cronbach Alpha coefficients of the internal consistency coefficients of the Consumer Confidence (CC) scale and the Consumer Self-Improvement (CSI) scale are 0.868, which is greater than 0.7, indicating that the scales are highly reliable and meet the statistical requirements of the study. The comparative results are shown in Tables 9 and 10. The five measurement models in this study have good content validity, combined reliability (CR), convergent validity, and discriminant validity, and all of them meet the criteria.

<div align="center">**Table 2**. Discriminant Validity Test Result（SM）</div>

	AVE	EL	QT	RO	MC
EL	0.5933	0.778**			
QT	0.5901	0.397**	0.703**		
RO	0.6443	0.395**	0.434**	0.801**	
MC	0.6125	0.403**	0.469**	0.516**	0.766**

Note. Adapted from Amos Software. *p<0.05, **p<0.01.

<div align="center">**Table 3**. Discriminant Validity Test Result（CP）</div>

	AVE	PC	MTP	MP
PC	0.7877	0.798**		
MTP	0.7584	0.395**	0.800**	
MP	0.7056	0.455**	0.496**	0.789**

Note. Adapted from Amos Software. *p<0.05, **p<0.01.

Table 4. Discriminant Validity Test Result（CR）

	AVE	ER	BR
ER	0.6400	0.830**	
BR	0.6015	0.394**	0.795**

Note. Adapted from Amos Software. *p<0.05, **p<0.01.

Table 5. Correlation matrix between question items of consumer confidence (CC)

	CC1	CC2	CC3	CC4	CC5
CC1	1.000				
CC2	.562	1.000			
CC3	.609	.527	1.000		
CC4	.551	.588	.573	1.000	
CC5	.589	.539	.614	.533	1.000

Note. Adapted from SPSS Software.

Table 6. Correlation matrix between question items of Consumer Self-Improvement (CSI)

	CSI1	CSI2	CSI3
CSI1	1.000		
CSI2	.535	1.000	
CSI3	.589	.562	1.000

Note. Adapted from SPSS Software.

5. Hypotheses Test by Structural Equation Modelling

After confirming the above analytical and measurement models, structural equation modeling was performed using Amos software to verify and investigate the matching of the models with the research hypotheses. The Great Likelihood method was used. The results of the analysis are shown in Table 7.

Table 7. SEM Path Relationship Test Results and Direct Hypothesis Testing Results

Hyp.	Path	β	S.E.	C.R.	P	Std.
H1a	PC←-EL	0.285	0.050	3.273	0.001	Support
H1b	MTP←-EL	0.233	0.051	4.567	***	Support
H1c	MP←-EL	0.180	0.051	3.273	***	Support
H1d	PC←-QT	0.070	0.057	1.339	0.180	No
H1e	MTP←-QT	0.085	0.058	1.623	0.105	No
H1f	MP←-QT	0.149	0.059	2.615	0.009	Support
H1g	PC←-RO	0.211	0.050	3.948	***	Support
H1h	MTP←-RO	0.240	0.052	4.471	***	Support
H1i	MP←-RO	0.236	0.052	4.060	***	Support
H1j	PC←-MC	0.369	0.053	6.602	***	Support
H1k	MTP←-MC	0.366	0.054	6.509	***	Support

Hyp.	Path	β	S.E.	C.R.	P	Std.
H1l	MP←-MC	0.314	0.054	5.228	***	Support
H2a	ER←-PC	0.287	0.058	5.412	***	Support
H2b	BR←-PC	0.222	0.053	4.126	***	Support
H2c	ER←-MTP	0.173	0.054	3.417	***	Support
H2d	BR←-MTP	0.140	0.049	2.705	0.007	Support
H2e	ER←-MP	0.041	0.060	0.774	0.439	No
H2f	BR←-MP	0.201	0.056	3.678	***	Support
H3a	CC←-PC	0.241	0.049	4.668	***	Support
H3b	CC←-MTP	0.230	0.047	4.607	***	Support
H3c	CC←-MP	0.226	0.052	4.344	***	Support
H4a	ER←-CC	0.233	0.062	4.246	***	Support
H4b	BR←-CC	0.205	0.057	3.641	***	Support

Note. Adapted from Amos Software. *P<0.05, **P<0.01, ***P<0.001. The main hypothesis with bold font is not supported.

As can be seen from the results of the analysis in Table 8, the ecology view has a moderate effect on consumer perception of competence (β=0.285, P<0.001), and hypothesis H1a is valid in the path hypothesized relationship test of this study. Ecology view has a moderate effect on consumer motivation perception (β=0.233, P<0.001) and hypothesis H1b is valid. Ecology view has a small effect on consumer perception of morality (β=0.180, P<0.001) and hypothesis H1c holds. Quality trait has a small association with consumer perception of competence dimension (β=0.070), hypothesis H1d does not hold. Quality trait is not significantly associated with consumer perception dimension of motivation (β=0.085) and hypothesis H1e is not valid. Quality trait has a small effect on consumer moral perception (β=0.149, p<0.001) and hypothesis H1f is valid. Responsibility outlook has a moderate effect on consumer perception of competence (β = 0.211, P < 0.001) and hypothesis H1g holds. Responsibility outlook has a moderate effect on consumer perception of competence (β = 0.240, P < 0.001), hypothesis H1h holds. Responsibility outlook has a moderate effect on consumer perception of morality (β = 0.240, p < 0.001), hypothesis H1i holds. Matching has a large effect on consumer perception of competence (β = 0.369, p < 0.001), hypothesis H1j holds. Matching has a greater effect on consumer motivation perception (β = 0.366, P < 0.001), hypothesis H1k holds. Matching has a moderate effect on consumer moral perception (β=0.314, P<0.001), hypothesis H1l holds. Perception of competence has a consistent effect on consumer emotional response (β=0.287, P<0.001), hypothesis H2a holds. Perception of competence has a moderate effect on consumer behavioral response (β=0.222, P<0.001), hypothesis H2b holds. Motivation perception has a small effect on consumer emotional response (β=0.173, P<0.001), hypothesis H2c holds. Motivation perception has a small effect on consumer behavior (β=0.140, P<0.001), hypothesis H2d holds. Moral perception has a small effect on consumer emotional response (β= 0.041) and hypothesis H2e is not established. Moral perception has a moderate effect on consumer behavioral response (β= 0.201, P<0.001) and hypothesis H2f holds. Perception of competence has a moderate effect on consumer confidence (β=0.241, P<0.001), hypothesis H3a holds. Moral perception has a moderate effect on consumer confidence (β=0.230, P<0.001), hypothesis H3b holds. Moral perception has a moderate effect on consumer confidence (β=0.226, P<0.001), hypothesis H3c holds. Consumer confidence has a moderate effect on emotional response (β=0.233, P<0.001), hypothesis H4a

holds. Consumer confidence has a moderate effect on behavioral response ($\beta=0.205$, $P<0.001$), hypothesis H4b holds.

In order to verify the chain mediation effect between consumer perception and consumer response, based on Preacher and Hayes' suggestion. A bootstrap analysis was used to sample 5000 samples (Lu Yang, 2023). From the results, it can be seen that the 95% confidence intervals for the above paths do not contain 0, and thus the chain mediation effect of consumer perception (CP) on consumer confidence (CC) and consumer response (CR) is significant. The lower limit of the confidence interval for PC $\longrightarrow$ CC $\longrightarrow$ ER is 0.072, the upper limit of the confidence interval is 0.149, and the lower limits of the confidence intervals for PC $\longrightarrow$ CC$\longrightarrow$ ER, MTP$\longrightarrow$ CC$\longrightarrow$ ER, MP$\longrightarrow$ CC$\longrightarrow$ ER, PC$\longrightarrow$ CC$\longrightarrow$ BR, MTP$\longrightarrow$ CC$\longrightarrow$ BR, MP$\longrightarrow$ CC$\longrightarrow$ BR, and 6 mediating effects hold. The former is a negative effect and the latter is a positive effect.

In order to test the moderating effect of consumer self-improvement, this paper utilizes SPSS and Process. The independent variable CP and the moderating scalar CSI are standardized, and the interaction term for the moderating effect W = CP × CSI. the interaction and regression of the above paths are performed using SPSS.

Model 1, with an R2 value of 0.369, and Model 2, with an R2 value of 0.389, and an F change value of 16.874 in Model 2, indicate that the second regression model is statistically significant. The value of the interaction term consumer perception x consumer self-improvement is 0.148 and significant at the 0.01 level, the standardized coefficient of CP*CSI is 0.148, the t-value is 4.108, and the p-value is 0.003<0.01. The results indicate a significant moderating effect.

In order to show more directly the moderating effect of consumer self-improvement on the relationship between consumer perception and consumer confidence, the moderating effect was plotted, as shown in Figure 2.
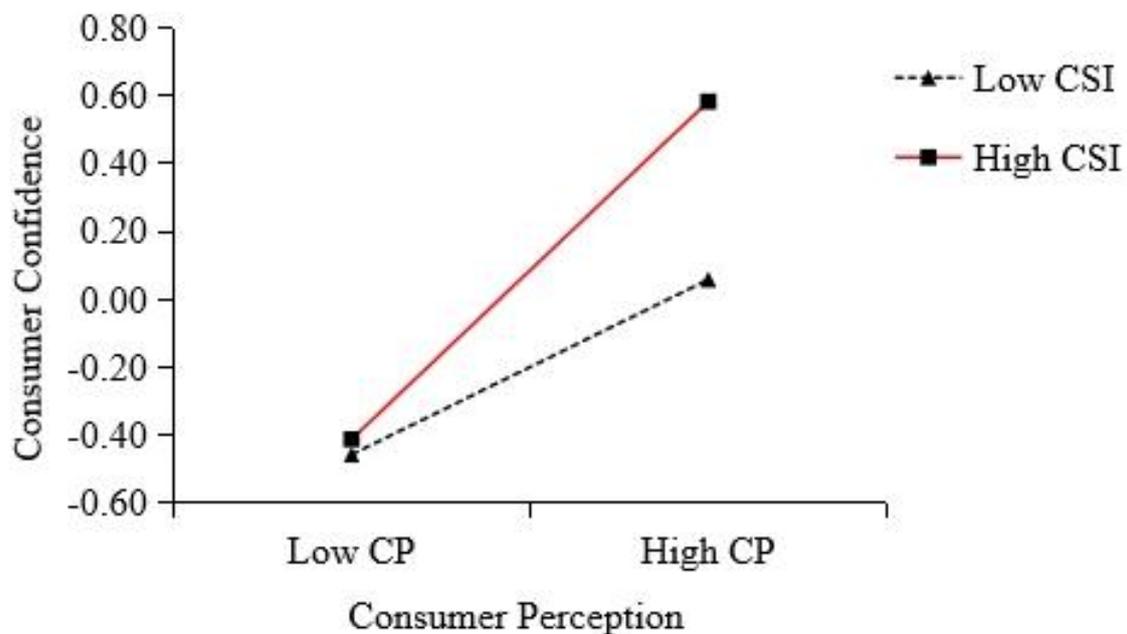

Figure 2. Moderating Effect Diagram

By calculating the mediation index is 0.0389 and CI does not include 0. The slope of high consumer perception (CP) is greater than the slope of low consumer perception (CP), indicating that the higher the consumer perception (CP), the higher the degree of consumer confidence (CC) indicates that consumer self-improvement (CSI) has a moderating effect on the mediation effect of consumer confidence (CC), and the hypothesis H5 is valid.

Discussion

A total of 24 research hypotheses were proposed in this study, and all 21 hypotheses were supported except H1d, H1e, and H2e. This indicates that our validation analysis is scientifically sound. The conceptual framework of this study was well validated by structural equation testing.

Direct Relationship Between The Independent Variable Ecology And Consumer Perception

The results of structural equation modeling analysis show that the order of positive influence of the independent variable ecology perception directly on consumer perception is: perception of competence (0.285), motivation perception (0.233), moral perception (0.180). This is consistent with the findings of Zhu, Jianrong et al. (2019) that the direct formation of consumer ecology is inefficient and often needs to be accelerated with external variables, such as consumer perception. This is consistent with the findings of Raukoff and Wang Lulu (2015) that consumer's dependent self-construction and traditional Chinese cultural values have a certain influence on consumer's environmental behavior. Brand personality image, ecological relationship, ecological culture, product, brand, image, target market, and environmental activities for the promotion of sustainable products, which is consistent with the findings of Kim and Choi (2005). It is proved through H1a, H1b and H1c in this study.

Direct Relationship Between The Independent Variable Quality Trait And Consumer Perception

The independent variable quality trait directly has a positive effect on consumer perception as: moral perception (0.149). This is consistent with the findings of Lu Yang (2023) that fashion luxury brands in the production and business process to strengthen the development and innovation of the functional attributes of the product, especially sustainable functional attributes, is adapted to the moral needs of consumers and enhance consumer moral perception. It is demonstrated through H1f.

Direct Relationship Between The Independent Variable Responsibility Outlook And Consumer Perception

The order in which the independent variable responsibility outlook directly positively affects consumer perception is: motivation perception (0.240), moral perception (0.236) and perception of competence (0.211). This is consistent with the findings of Yu Jian et al. (2010) that by undertaking the promotion and sale of sustainable products, the brand will demonstrate the pursuit of brand corporate values, establish brand image, increase brand influence and enhance industry competitiveness. This is consistent with the findings of Sun Luping (2017) and Yang (2019), which suggests that brands incorporate sustainable marketing

into traditional marketing by integrating long-term customer needs and environmental benefits, while the dual nature of both altruism and self-interest lays the foundation for the division of moral perception dimensions of sustainable perceived value. This is consistent with the findings of Sun Luping (2017) and Dan Sao et al. (2021), which indicates that they should be assumed in the face and mitigation of ecological and environmental problems of awareness, social responsibility awareness of consumers is more likely to be infected by the public values, the higher the level of social responsibility of the brand they perceive, the more positive the response it produces, the better the perception and the higher the intention to purchase. This is demonstrated by the research hypotheses H1g, H1h, and H1i.

Direct Relationship Between Matching Of Independent Variables And Consumer Perception

The order in which the independent variable of matching positively affects consumer perception is: perception of competence (0.369), motivation perception (0.366) and moral perception (0.314). This is consistent with the findings of Bi Nan, Yin Cheng-axe and Kang Xi (2016) and Sheng Guanghua et al. (2019) that consumer perception of matching brought by marketing with public good comes from functional similarity on the one hand and image similarity on the other. They believe that after matching the consumer consumption concept with the brand's sustainable attributes, the faster the processing speed of consumers to obtain information such as the positive degree of environmental protection responsibility carried by the enterprise and the degree of satisfaction of the demand for sustainable products, the more they recognize the sustainable revolution of the fashion luxury brand, and the cognitive attitudes and feelings towards the enterprise and the brand are substantially improved. It is proved by H1j, H1k, H1l.

Direct Relationship Of Consumer Perception On Consumer Response

The order in which the independent variable perception of competence has a positive effect on consumer response is: emotional response (0.287), behavioral response (0.222). This is consistent with the findings of Fouziya & Gracious (2018) and Yang (2019) that consumer perception focuses on the consumers' mastery of information about the products or services offered by branded companies. It also shows that they identified the key elements of consumer purchasing strategies and behaviors for products and services, the higher the consumer perception of competence, will be able to make positive and effective consumer response behaviors to the functions, attributes and values of the product or service, proved by H2a, H2b.

The order in which the independent variable motivation perception positively influences consumer response is: emotional response (0.173), and behavioral response (0.140). This is consistent with Matten's (2003) findings that fashion luxury brands' contribution to environmental protection is increasingly favored and positively purchased and supported by consumers, indicating that consumer motivation perception influences consumer psychology and behavior. The environmental behavior of brands rises to the ethical level, where a brand's environmental responsibility and the development, manufacture, and sale of sustainable products have an impact on consumer behavior. Fashion luxury brands' environmental responsibility, product features and attributes influence consumer motivation perception, which is proved by H2c, H2d in the research hypothesis.

The independent variable moral perception has a positive effect on behavioral response as: behavioral response (0.201). This is consistent with the findings of Anderson (2003), who argued that consumers will have a high degree of behavioral response such as purchase choice and degree of pursuit for fashion luxury brands with high moral perception. It is proved by H2f.

Direct Relationship Between The Independent Variable Consumer Perception On Consumer Confidence

The order in which the independent variables moral perception and emotional response had a positive effect was PC-CC (0.241), MTP-CC (0.230), and MP-CC (0.226). This is consistent with the findings of Weihua Zhu et al. (2014), Liu et al. (2014) and Zhucheng Zou and Peihong Xie (2009) that the main information consists of the intrinsic attributes of the product or service (product model, color, marketing attitude, etc.) and the extrinsic information of the product or service (brand reputation, brand social responsibility, etc.) are composed of two aspects. The longer the timeframe for fashion luxury brands to shoulder social responsibility, the easier it is for consumers to accept the brand's participation in public welfare as their own altruistic motivation, and once the brand is no longer socially responsible, consumers will believe that the brand is involuntary, as evidenced by H3a, H3b, and H3c.

Direct Relationship of the Independent Variable Consumer Confidence on Consumer Response

The order in which the independent variable consumer confidence positively affects consumer response is CC-ER (0.233), CC-BR (0.205). This is consistent with the findings of Keshan Wang, Yinli Guo and Binglong Li (2007) that holding trust implies that it is favorable for consumers to make purchasing decisions is that consumer trust is one of the factors that promote consumer response. Bartels and Hoogendam (2011) explored the relationship between social identification of consumers of organic products and the perception of specific organic brands on the purchase behavior of organic products. Bartels and Hoogendam (2011) used consumer confidence in specific organic brands as a mediating variable and confirmed the significant mediating role of consumer attitudes towards specific organic brands. The study suggests that by enhancing cognition and broadening the amount of information received by consumers, it drives consumer confidence in the product and thus has an impact on consumer response. Proven by H4a, H4b.

This study obtained six significant direct and indirect pathways including the following→ CC→ ER, MTP→ CC→ ER, MP→ CC→ ER, PC → CC→ BR, MTP→ CC→ BR, MP→ CC→ BR. the inclusion of consumer confidence diminishes the effect of consumer perception on consumer response under sustainable marketing. There is a partial mediating effect of consumer confidence in the influence of consumer perception on consumer response. By consumer confidence building a bridge between consumer perception and consumer response, consumers are better able to perceive the brand's competence, motivation perception, and moral perception, which makes consumers trust the fashion luxury brand more, and promotes their preference for the brand's products.

The moderating role of consumer self-improvement

Consumer self-improvement moderates the relationship between consumer perceptions and consumer confidence, which is consistent with Yan Dong and Guoliang Yu (2005) and Luping Sun's (2017) results that self-improvement is generated through the form of personal

interaction with others to obtain positive recognition and high evaluation to enhance the self. They argued that individuals have the need for self-esteem enhancement, exploration of the sense of self-worth, and self-image building. The main motivation for self-evaluation is personal self-improvement, and individuals with high self-improvement will define themselves in a double-high group that tends to be high in both ability and enthusiasm. In their study of consumer perception of good cause marketing and consumer loyalty intentions, they concluded that self-enhancement has a moderating role between consumer perception and consumer response. Proven by H5.

Conclusion

This study aims to explore the application of sustainable marketing in the field of fashion luxury goods and its impact on consumers. First of all, the survey results show that sustainable marketing has become one of the most popular marketing modes in the mindset of Generation Z. However, the market competition is fierce and there are still many problems, such as the single traditional marketing mode and the false promotion of sustainable products. Therefore, this study focuses on revealing consumer perception and response after the implementation of sustainable marketing tools by fashion luxury brands, and exploring the mediating and moderating factors involved.

Second, based on the relevant literature review and rooted theory, this study distills the main characteristics of sustainable marketing (SM) including ecology outlook (EL), quality trait (QT), responsibility outlook (RO), and matching (MC), the main characteristics of consumer perception (CP) including perception of competence (PC), motivation perception (MTP), and moral perception (MP), the main characteristics of consumer response (CR) 11 main categories including emotional response (ER) and behavioral response (BR), consumer confidence (CC) and consumer self-improvement (CSI). On the basis of summarizing the relationship between categories and storyline, EL, QT, RO, MC, PC, MTP, and MP were set as independent variables, CC was set as a mediator variable, CSI was set as a moderating variable to regulate the intensity of CP influence on CC, and ER and BR were set as dependent variables to construct a theoretical research framework. Through the empirical analysis of 504 valid questionnaires, 24 research hypotheses are proposed. The rationality of the theoretical model is verified, providing theoretical support for understanding the response mechanism of sustainable marketing of fashion luxury goods.

Finally, the paper explains the research findings with the help of the final path diagram of the theoretical model, specifies the final effective constituent variables of the research model and explains the unsupported and less effective paths in the model. The research conclusions are summarized into eight points. Analyze the relationship between the factors and processes affecting sustainable marketing on consumer consumer perception and consumer response, and provide reference for the government and fashion luxury brands to develop targeted countermeasures.

Recommendations

Based on the above findings, recommendations are made for sustainable marketing, fashion luxury brands, the Shenzhen Municipal Government and Shenzhen Gen Z consumers in accordance with the research objectives of this paper. Due to the limitations of the author's ability and research time, there are deficiencies in this study. In response to these shortcomings, future research directions for sustainable marketing are proposed.

Advice for Gen Z consumers in Shenzhen

First, through the role of consumer self-improvement by stimulating the implementation of education and training and social responsibility advocacy. Then, through the relationship between culture and consumers, it is implemented in cultural identity and branding to establish a connection, diversified cultural inclusion, Full range of channels experience, and the advocate of conformity. Finally, it can be expanded in the theory of consumer behavior, implemented in the application of psychological theories to management and social influence and consumer decision-making.

Recommendations for sustainable marketing

First, strengthen the ecology concept. Implementation of the implementation of the concept of ecological development in the whole process of production, the promotion of renewable energy; brand product publicity highlights the environmental elements, advocating a low-carbon lifestyle; compliance with the law. Second, focus on improving product quality. Implementation of high-quality product control; establish the quality of customer awareness, to provide information on environmental products; establish the quality of the product education awareness. Third, establish our own responsibility outlook on environmental protection. Implementation of self-discipline and commitment, sustainable supply chain management. Fourth, pay attention to the matching between sustainable marketing behavior and consumer perception. The implementation of communication strategies and consumer expectations, the establishment of emotional links between brands and consumers.

Advice for Fashion Luxury Brands

First, the brand should pay attention to the consumer perception of sustainable marketing in the operation process. Specific implementation in the construction into a super first-tier luxury brand, consumer interaction and feedback mechanism establishment. Secondly, brands should establish links with consumer confidence through sustainable marketing. The implementation is in the establishment of brand community and professional environmental product certification. Third, brands should actively advocate sustainable consumption. Implementation is in education and guidance, rewards and incentives, and strengthening partnerships. Fourth, brand sustainable strategy development. Implementation in long-term planning, investment and R&D, monitoring and evaluation. Fifth, sustainable supply chain management. Implementation in partner selection, supply chain transparency, supply chain innovation. Sixth, brand market development and communication strategy. Implementation in market research and positioning, brand promotion and dissemination, communication and interaction, cross-border cooperation and innovation, brand value transmission and trust building.

Recommendations to the Shenzhen Municipal Government

First, policy support and guidance should be strengthened. Implementation is under way to strengthen environmental protection regulations, enhance laws and regulations, create incentives and promote sustainable procurement policies. Second, strengthen cooperation and communication. Implementation in the promotion of cooperation with brands, strengthen cooperation with environmental organizations. Third, strengthen publicity and education. The implementation of the strengthening of sustainable development publicity, training and exchange activities, provide environmental policy advice, and advocate the concept of sustainable consumption. Fourth, improve the assessment and regulatory mechanism. It will be implemented by strengthening regulation and law enforcement, enhancing environmental protection enforcement, establishing complaint and reporting channels, and establishing a sustainable development assessment system. Fifth, establish a cooperation platform and exchange mechanism. It will be implemented by organizing regular exchange meetings, establishing an industry-university-research cooperation mechanism, setting up an industry collaboration platform, and organizing regular international fashion and luxury exhibitions.

Future Research

Five directions for future research, expanding sample coverage and improving data quality, exploring the impact of sustainable product prices on consumer perception, in-depth research on the relationship between consumer personality traits and sustainable marketing, constructing a more comprehensive research model and comparative research across product types and consumer groups. In the future, we can further deepen the understanding of sustainable marketing and provide theoretical support and practical guidance for brands to develop more effective marketing strategies and governments to formulate more scientific policies.

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