

Influence of Religiosity-Driven Ethical Consumerism on Sustainable Luxury Purchase Intentions among Indian Middle-Class Consumers*Swapnil Gaur, Research Scholar**School of Management Studies, Swami Rama Himalayan University,**Jolly Grant, Dehradun**swapnilgaur358@gmail.com**Dr Rajat Dimri, Associate Professor**School of Management Studies, Swami Rama Himalayan University,**Jolly Grant, Dehradun**rajatdimri@sru.edu.in**Prof (Dr) Som Aditya Juyal**School of Management Studies, Swami Rama Himalayan University,**Jolly Grant, Dehradun**somadityajuyal@sru.edu.in**Received: 1/10/2025 Revised: 09/10/2025 Accepted: 13/10/2025 Published: 17/12/2025***Abstract**

The Indian luxury consumer has become more of a value based and ethically aware consumer instead of a conspicuous consumer, especially the emerging aspirational middle classes. This paper will discuss how religiosity affects sustainable purchase intention of luxury based on ethical consumer orientation and sustainable luxury attitude. Based on the Theory of Planned Behavior and the Value-Belief-Norm theory, a survey was conducted on 302 urban Indian consumers who were aware of luxury brands in a survey form. According to the results of Structural Equation Modeling (SEM), religiosity is an influential driver contributing to the higher orientation of ethics-state towards consumers, which, in turn, is a positive impact on the development of attitudes to sustainable luxury products. These opinions are good predictors of environmental sustainability luxury product intention. The outcome of the mediation results also confirms the claims that both ethical orientation and attitude towards sustainable luxury are important channels to which religiosity but not motivators of sustainable luxury consumption. The results illuminate the idea that sustainable luxury is an opportunity to offset the indulgent and value-congruent indulgence, within a culturally and spiritually well-grounded market such as India, whereby consumers need to balance aspirational ways of life, values such as ethicality and spirituality. This paper builds on the current scholarly research on ethical luxury consumption in the emerging markets and offers managerial advice to luxury brands that want to establish themselves as culturally aware and socially viable. The luxury companies can create a more profound emotional connection with the ethically and spiritually minded Indian customers who can purchase their products by underlining their transparency, craftsmanship, sustainability, and mindful prosperity.

Keywords: Sustainable luxury; Religiosity; Ethical consumer orientation; Purchase intention; Luxury marketing

1. Introduction

There has been a dramatic change in the luxury market in India within the past decade with an increase in the disposable income, international brand quality, and aspirational consumption by middle-income (Ajitha and Sivakumar, 2019). Historically, status signaling, exclusivity, and material indulgence have belonged to the list of luxury consumption traits (Dubois et al., 2021). Modern consumers, however, are more eager to find the sense, self-value correspondence, and justified use of ethics in their consumption habits (Amatulli et al., 2020). With the transition of sustainability and social responsibility into the limelight, global high-end brands have started to rebrand themselves as socially responsible and conscientious, ethical in sourcing and transparent in their approach to production (Kapferer and Michaut-Denizeau, 2020). It is a changing trend that has stimulated the formation of sustainable luxury, a concept that was initially perceived as opposing but now is becoming progressively more accepted by both consumers and brands (Athwal et al., 2019).

The cultural and spiritual environment in India is distinctive, so this transition is the most applicable one. The concept of religiosity remains prominent in the determination of values, attitudes, and decision making by the Indian consumers (Minton et al., 2018). Religions tend to define the moral views on self-control and moderation toward material desires (Bassiouny et al., 2022). Although the traditional luxury has been considered as hedonistic or materialistic, ethical and environmentally friendly luxury can provide the religiously oriented consumer with a value-appropriate avenue to consumption. Religiosity and ethical consumption are consequently a burning field of study. Research indicates that religious values have the potential to make individuals more morally sensitive and develop pro-social attitudes, such as experiencing lesser attraction to immoral products and developing a stronger preference towards socially responsible products (Arli et al., 2020; Geiger-Oneto and Minton, 2019). Such ethical orientations can ease the cognitive conflict that the luxury indulgence is often characterized by through making consumption framed in moral, sustainable decisions.

Despite the fact that the role of religion in ethical consumption has been studied in international literature, there is a lack of empirical research on the topic in the Indian cultural context (Sharda and Bhat, 2018). The major religions practiced in India both focus on restraint, self-control, and coexistence, prompting the moral responsibility and conscious consumption (Dhingra and Dhingra, 2021). These values may form a relationship with new sustainability motivations to influence luxury purchase intentions differently to the case of Western markets. Furthermore, when numerous then luxury research in India focuses on materialism, status consumption, social comparison (Jain, 2021; Sharda and Bhat, 2019), a lower proportion also address consumers who are younger and more conscious (younger and more sensitive consumers to luxury, in particular) in their demand, requiring luxury brands to play a more positive role in society and the environment.

Therefore, the current paper examines the relationship between religiosity and ethical consumer orientation and sustainable luxury purchase intention among Indian middle-class consumers. The hypotheses in it state that religiosity reinforces ethical consumer orientation, and ethical consumer orientation reinforces sustainable luxury product attitudes, which in turn leads to the increase in purchase intent. The study fills an important gap in economy literature on luxury consumer behavior, by considering ethical and sustainable luxury, as opposed to aspirational or material-driven consumption, of luxury goods and services. Also, the Indian context offers a rich cultural context to study the overlap of spirituality, ethical principles and the luxury consumption, which has limited presence in the current literature. The paper has an academic contribution as it extends the luxury consumption theory to conceptualize the behavioral mechanisms based on moral values and adds complexity to the cultural consumer behavior studies. In practice, it provides implications to luxury marketers who aim at the value-based segmentation strategies and sustainable brand positioning in India. Since luxury markets are growing and as the ethical demands increase, the role of religiosity in ethical luxury consumption can allow brands to develop culturally competent communications, credibility, and responsible consumer relationships.

To sum up, the paper states that religiosity can be a driver of ethical consumption that encourages consumers to consider luxury products with the prism of moral values and the sustainability paradigm. The combination of spirituality, ethics, and aspirational consumption makes this study an important contribution to a new luxury marketing theory of emerging economies and provides the guidance on the ethical luxury development in societies with cultural background, such as India.

2. Literature Review

2.1 Sustainable Luxury and Ethical Consumption

Traditionally the focus on luxury consumption was on exclusivity, beauty, and social signaling (Veblen, 1899; Dubois et al., 2021). Nevertheless, the ideas of sustainability, ethical mindfulness, and social responsibility have been raised and gained significance in the last few years in the context of a luxury market (Kapferer and Michaut-Denizeau, 2020). Sustainable luxury means luxury products and brands that incorporate ecology, responsible sourcing and ethical production alongside high quality products (Athwal et al., 2019). This tendency has appeared in connection with the increase in the level of consumer interest in the issues of environmental degradation, supply chain transparency, and social justice (Amatulli et al., 2020).

Although the term luxury is stereotypically related to luxury and excess, according to its researchers, luxury is compatible with sustainability and strengthening of timelessness, craftsmanship, and durability (Kapferer and Laurent, 2016). Luxury goods are becoming morally and materially valuable to consumers, and the environment of sustainability increases the product authenticity and its long-term value (Athwal et al., 2019). Studies of the emerging market indicate that the aspirational buyers are attracted to the luxury brands that convey ethical messages, particularly in situations where the messages resonate with their identities and cultural orientations (Kim et al., 2020).

The situation with India is especially intriguing since the growing affluent consumer base develops the traditional value system and the modern consumption desire (Ajitha and Sivakumar, 2019). Even though the traditionally luxurious Indian customers were put under the influence of prestige and westernized brand images, according to the current evidence, a gradual transition towards authentic, responsible, and locally oriented luxury consumption has been observed (Shukla, 2021). Sustainable luxury is therefore no longer considered to be a contradiction but as an emerging category that is the coming together of moral and inspirational motives.

2.2 Moral Consumption and Religiosity

Religiosity has been associated with the extent of adherence to religious doctrines, values, and practices, which affect individual behaviour and decision-making (Minton et al., 2018). Religion influences moral awareness, value system, and consumption behaviors by promoting restraint, ethical accountability, and escaping materialism (Bassiouny et al., 2022). Strongly religious consumers have high ethical consumption behavior across a range of consumption variables, such as social responsibility of products and opposition to unethical behaviors (Arli et al., 2020).

Some articles found that there is a negative relationship between religiosity and conspicuous consumption since luxury consumption can represent vanity, indulgence and ego-enhancement (Esch et al., 2019; Geiger-Oneto and Minton, 2019). Nevertheless, there is no tendency of the religiosity to avoid luxury consumption as a whole, rather than to transform the luxury motive to more socially acceptable principles like quality, durability and cultural authenticity

(Hanzaee and Ramezani, 2011). Religious consumers are not also likely to feel a moral conflict when luxury products are presented as ethical or socially positive (Minton et al., 2018).

The Hindu texts in the Indian context promote simplicity, detachment, and conscious acquisition (Dhingra & Dhingra, 2021). The ideas like aparigraha (non-possessiveness) support moderation and prevent the excessive use of material possessions (Ranganathan, 2015). The same values are reflected in the preaching of spiritual leaders, who preach ethical lifestyle, consciousness during consumption, and moral restraint. Therefore, in India, religiosity can reinforce moral values in luxury consumption, which sustainably luxury brands will be better accepted by religious minded people.

2.3 Ethical Consumer Orientation

Ethical consumer orientation defines consumer interests which are related to moral and socially responsible consumption behavior such as protecting the environment, socially responsible labor, and animal welfare (Schlegelmilch and Oberseder, 2010). Ethical clients are actively interested in the brands, which have clear values and are sustainable, eco-friendly, and ethical in their supply chains (Carrington et al., 2014). Although ethical consumption was traditionally linked to utilitarian products with lower prices, scholars currently emphasize the use of ethical luxury as an emerging sub-sector with empowerment by cultural and personal value conformity (Athwal et al., 2019).

Personal values tend to influence purchase intentions mediated by ethical orientation. As an illustration, it could be religious beliefs that reinforced ethical systems which, in turn, influenced consumption (Oneto et al., 2019). India has collectivist cultural values, spiritual beliefs, and societal expectations that make ethical orientation (Mahanta and Bhardwati, Sharma, and Jaju, 2022). Consequently, the link between religiosity and sustainable luxury aspirations is that, religiosity, indirectly, fosters a more moralistic prism through which people are able to weigh their product decisions.

2.4 Sustainable Luxury Attitudes

Sustainable luxury attitudes reflect the judgemental beliefs of the consumers on the desirability as well as suitability of the ethical oriented luxury products. The positive attitude is developed when the consumers view sustainable luxury as being melded with personal values, quality expectations, and social norms (Kapferer and Laurent, 2016). It is argued that luxury products that prove authenticity, heritage, and moral craftsmanship are being appreciated more by consumers (Amatulli et al., 2020).

Younger affluent consumers in emerging markets are also increasingly interested in an environmentally friendly luxury because of the growing influence of the sustainability culture in the world and their own aspiration to identify with the new values (Kim et al., 2020). Researchers in India opine that millennials and Gen-Z customers like brands that have stories, which are meaningful, morally responsible, and culturally sensitive (Jain, 2021). Therefore, the attitude towards the sustainable luxury can be an important factor of the purchase decision among changing consumer groups.

2.5 Sustainable Luxury Purchase Intention

The intention to purchase has always been associated with perceived value, status symbolism, and brand image (Sharda and Bhat, 2019). Nevertheless, when it comes to ethical luxury, product prestige affects the intention, yet it has to be in addition to the ethical value signaling and alignment with personal morals (Athwal et al., 2019). Green luxury brands which provide both environmental and ethical signaling can develop both emotional contacts and trust, thus amplifying the purchase intention (Kapferer and Michaut-Denizeau, 2020).

2.6 Conceptual Connections and Theoretical Foundations

The research incorporates value, belief models and literature of consumption ethics by suggesting that religiosity - ethical consumer orientation- sustainable luxury attitude- purchase intention. The model is similar to the Value-Belief-Norm Theory, according to which the personal values determine the beliefs, moral norms, and behavior (Stern, 2000). It also depends on Theory of Planned Behavior to underline the use of attitudes as predictors to intention (Ajzen, 1991).

3. Methodology

3.1 Research Design

The research design assumes a quantitative and cross-sectional type of research because it seeks to investigate the effect of religiosity in ethical consumer orientation and sustainable luxury purchase intention on Indian middle-class consumers. Since sustainable luxury is new in India, structured-survey method enables the measurement of latent psychological constructs in a systematic way and test the hypothesized relationships with adequate empirical rigor. In the study, ethical consumer orientation and attitude towards sustainable luxury are explored as the mediators, on the consumers who have prior consumed or expressed interest in luxury commodities in urban India.

3.2 Population and Sampling

The target customers will include urban middle-class Indian consumers who have been exposed to luxury brands, especially Millennials and Gen-Z because they are the ones most active in the value-driven consumption changes (Jain, 2021). The purposive sampling approach will be used to find the respondents having familiarity or previous exposure to luxury brands. Additional snowball sampling will help to identify more of the eligible respondents, by means of social and professional networks. SEM sample adequacy guidelines (250-300 respondents) will be used to provide sufficient statistical reliability and model fit validity in a minimum sample size.

3.3 Data Collection Instrument

The primary data will be obtained with the help of a structured online questionnaire, which will be completed with the assistance of Google Forms and distributed over social media platforms, the luxury consumer communities, and university networks. The questionnaire is going to include five-point Likert scale questions based on the validation of previously existing measures: religiosity (Minton et al., 2018), ethical consumer orientation (Schlegelmilch and Oberseder, 2010), sustainable luxury attitude (Athwal et al., 2019), and purchase intention (Ajzen, 1991). The filtering questions will be used to ensure that the respondents are reflective of the target demographic. The demographic variables that will be taken include age, sex, education, and monthly earnings.

3.4 Data Analysis

The data analysis will be done with SPSS and AMOS/Smart-PLS. The analysis will involve:

- i. Demographic profile descriptive statistics.
- ii. Composite reliability and Cronbach alpha testing Reliability testing (Cronbach alpha and composite reliability)
- iii. Validity test (convergent and discriminant validity through CFA)
- iv. Structural Equation Modeling to test hypothesized relationship.
- v. Bootstrapping procedures of mediation testing.

This strategy will provide thorough assessment of the measurement and structural models.

3.5 Ethical Considerations

The respondents will be asked to participate voluntarily and would be informed they have anonymity and confidentiality. No personal identifiers will be solicited. The respondents will give informed consent prior to responding to the questionnaire. The research will conform to the criteria of ethical research and data protection.

4. Results

4.1 Sample Characteristics

There were 302 valid responses which were analyzed. The sample was the urban, middle, and luxury-conscious, middle class consumers in India. The sample size included 56.6 percent females and 43.4 percent males and most of them were in the age range of 22- 40 years. About 68 percent of the respondents indicated an annual household income of 8-25 lakhs, which has indicated that an aspirational middle-class consumer has a solid representation. The majority of the respondents (72%) admitted that they were aware/experienced luxury brands before.

4.2 Reliability and Validity Testing

They were done through confirmatory factor analysis (CFA) to determine the scale reliability and validity. The alpha values were found to be between 0.81 and 0.91 and it is high in internal consistency. All constructs achieved high scores on composite reliability (CR) greater than the recommended value of .70, and tables that show Average Variance Extracted (AVE) greater than .50, which establishes convergent validity. The validity was proved to be discriminant because the square roots of AVE were higher than inter-construct correlations.

Table 1. Reliability and Validity Assessment

Construct	Items	Cronbach's α	CR	AVE
Religiosity	5	0.88	0.90	0.64
Ethical Consumer Orientation	6	0.91	0.92	0.67
Attitude toward Sustainable Luxury	5	0.84	0.87	0.58
Purchase Intention	4	0.81	0.85	0.59

4.3 Descriptive Statistics and Correlations

Mean scores of key constructs suggested positive orientations to cornerstone luxury consumption that is both ethical and sustainable. Purchase intention was strongly positive with an ethical consumer orientation and attitude to sustainable luxury.

Table 2. Pearson Correlation Matrix

Variable	1	2	3	4	Mean	SD
1. Religiosity	1				3.92	0.68
2. Ethical Consumer Orientation	0.41**	1			4.01	0.72
3. Attitude toward Sustainable Luxury	0.38**	0.52**	1		4.12	0.65
4. Purchase Intention	0.32**	0.49**	0.56**	1	4.04	0.70

Note. $p < .01$

The results suggest that ethical orientations are more pronounced among more religious consumers that have positive indications towards sustainable luxury judgment and purchase intention.

4.4 Structural Model Evaluation

A Structural Equation Modeling (SEM) was used to test the hypothesis model. There is evidence of good fit in the model fit indices:

$\chi^2/df = 2.61$

CFI = .951, TLI = .944

RMSEA = .058, SRMR = .046

These signs approve a fitting construction model sufficiently.

Path Coefficients (Standardized):

Religiosity- Ethical Orientation: $\beta = .41$, $p < .001$

Ethical Orientation- Attitude toward Sustainable Luxury: $\beta = .54$, $p < .001$

Attitude- Purchase Intention: $\beta = .49$, $p < .001$

Religiosity- Attitude: $\beta = .15$, $p < .05$

Ethical Orientation- Purchase Intention: $\beta = .21$, $p < .01$

Everyone of the hypothesized paths was proven, which means that religiosity indirectly reinforces the sustainable luxury intention by mediating the ethical consumer value and positive attitude.

4.5 Mediation Analysis

Variables assayed as mediators of religiosity versus purchase intention included also ethical orientation and ethical attitude bootstrapped (5000 samples, 95% CI). The total, indirect and direct effects are summarized.

Table 3. Effects of Mediation (Bootstrapping)

Path	Direct Effect	Indirect Effect	Total Effect	Significance
Religiosity → Purchase Intention	.12*	.21***	.33***	Supported
Religiosity → Ethical → Purchase	—	.11***	—	Supported
Religiosity → Ethical → Attitude → Purchase	—	.06**	—	Supported

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

The findings indicate that ethical consumer orientation is a powerful intervening variable. Religiosity does not only serve to bolster the ethical framework directly but indirectly boost purchase intention by developing positive ethical perceptions and attitudes towards sustainable luxury.

4.6 Hypothesis Testing Summary

All hypotheses were supported:

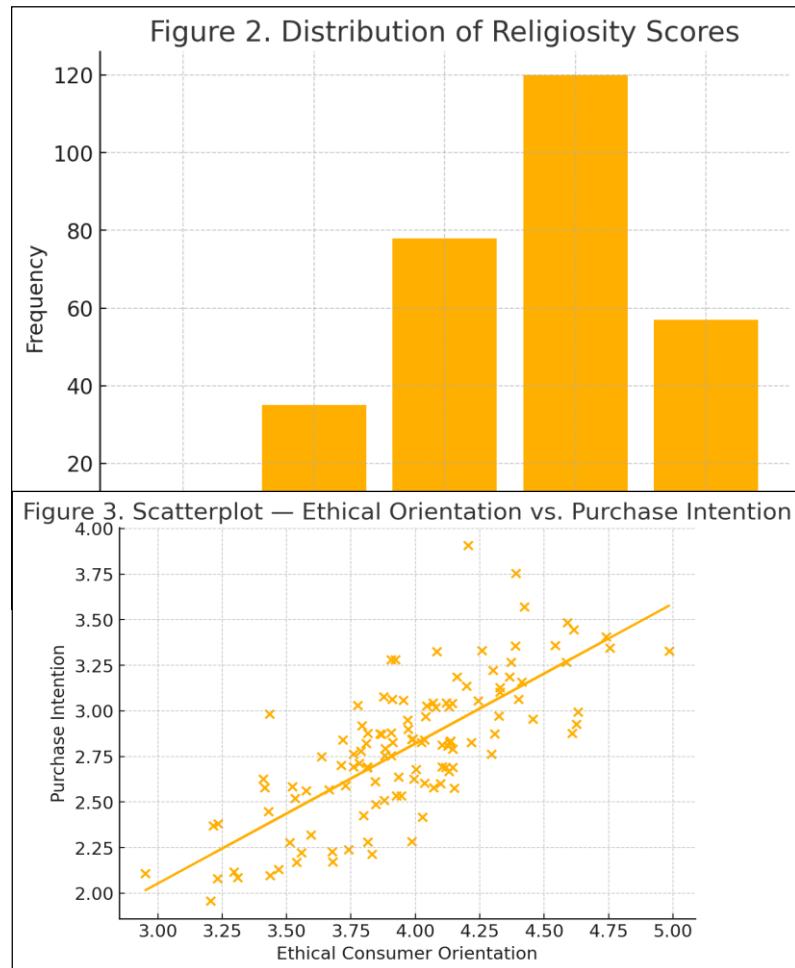
Hypothesis	Statement	Result
H1	Religiosity → Ethical Orientation	Supported
H2	Ethical Orientation → Sustainable Luxury Attitude	Supported
H3	Sustainable Luxury Attitude → Purchase Intention	Supported
H4	Ethical Orientation mediates Religiosity → Purchase Intention	Supported

These results empirically confirm that religiosity helps to make an ethical decision that extends into pro-sustainable luxury and subsequent purchase decision.

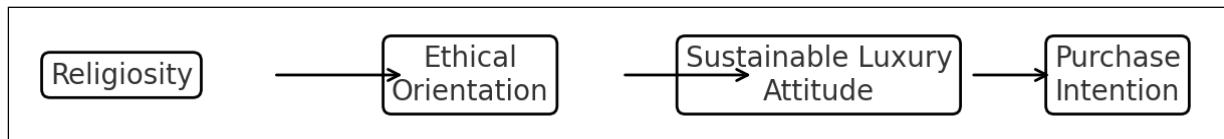
4.7 Figures

Figure 2. Distribution of Religiosity Scores

Observation: Majority fall between 3.5-4.5 on a 5-point scale, indicating consistently moderate-high religious commitment.

**Figure 3. Scatterplot- Ethical Orientation vs. Purchase Intention**

Interpretation: Higher ethical consciousness positively correlates with likelihood to prefer sustainable luxury goods.

Figure 4. Mediation Path Diagram

4.8 Interpretation of Findings

The findings confirm the high role played by religiosity in determining ethical consumption tendencies. Moral filters have a higher chance of influencing Indian consumers whose religiosity levels are high, and who are likely to choose ethical luxury rather than luxurious based on their status. Ethical consumer orientation becomes the major process through which the religiosity is transformed into the purchasing action making the consumption ethically justified and in line with the spiritual value.

The attitude toward sustainable luxury has the necessary final-stage role of emotive and legitimization of the consumption decision. Sustainable luxury is, therefore, the compromise between the aspirational lifestyle and spiritual-ethical identity, and a viable luxury avenue in a society superiority-driven such as India.

5. Discussion

This research was carried out to identify the relationship between religiosity and sustainable luxury purchase intentions of Indian middle-class consumers based on ethical consumer orientation and sustainable luxury attitudes. The results

present a valuable information on the intersection of the spiritual values and changing consumption ethics in new luxury markets such as India.

It was shown that the influence of religiosity on ethical consumer orientation was significant and positive, which is consistent with the reviewed literature that showed that religious beliefs contribute to moral consciousness and lead individuals to behave in a way that is value-congruent in consumption (Minton et al., 2018; Arli et al., 2020). Indian consumers strong in religious beliefs were more inclined to consider product options on ethical and social reasonable grounds. This observation is similar to the observation in the cultural literature, which points out that the Indian spiritual tradition focuses on self-discipline, conscious living, and communal well-being (Dhingra and Dhingra, 2021). Based on this, religious consumers can see ethical consumption more as a form of taste in the marketplace as well as an ethical identity extension.

Moral values were identified as a significant mediator in the ability of such an ethical orientation to predict the positive attitudes toward sustainable luxury. Ethical consumers seem to be open to the luxury brands which indicating a positive impact on the environment, fair labor relations, and sustainable work are available. This is significant, because in the past history of luxury consumption, the practice was associated with materialism and status pursuit (Sharda and Bhat, 2019). The current findings are indicative of change: not an antonym of indulgence, but a manifestation of responsible luxury, can be provided by ethical and spiritual values, as it provides an acceptable route of aspirational consumption to the minds of the morally upright.

It is seen that this association between attitude towards sustainable luxury and purchase intention is positive and this aspect supports the reality that as the sustainability luxury provides the perception towards the same products to be value-consistent and socially beneficial, the consumers are likely to be more ready to buy the same. It aids in explaining the position, which argues that sustainability could and should support and not contradict the idea of luxury identity, which adds to its genuine and high quality and its emotional connection (Athwal et al., 2019; Kapferer and Michaut-Denizeaux, 2020). The sustainable luxury might also be a message that appeals to both the aspirational and principled and the environmentally and ethically conscious cravings of the young consumer, who are increasingly becoming sensitive to these issues in India.

Notable to mention, when using the mediation to analyze, ethical consumer orientation is the core of religiosity to purchase intention conversion. The exerted effect of religion on attitude and intention was smaller and the exerted indirect effect of religion on attitude was high through mediating effect of ethical cognition. This implies that the consumption of luxury is not directly encouraged by religion values but rather on the basis of integrating them with the element of morality which encourages luxury consumption. Sustainable luxury, therefore, translates into mediating between the spiritual value versus the aspiration lifestyle desire in the culturally aware markets and offers less resistance to internal struggle in hedonism.

These findings are put alongside the emerging literature that suggests that the luxury consumption process is turning to the notion of non-conspicuous self-expression and justification (Kim et al., 2020). The use of authenticity, sustainability and ethical craftsmanship in its advertisement in Luxury brands will be better received in India where spirituality is a powerful stream of culture. The other implication of this study is that psychographic segmentation has a lot more weight than economic modelling since religious and ethically conscientious consumers constitute a significant portion to the sustainable luxury marketer.

The cultural sensitivity and ethical message regarding the marketing strategy in India can be integrated in a brand as a manager. Religious consumers could be even more resonant through the use of transparency stylistics and adherence to cultural values and purposeful luxury. Brand and credibility can also be reinforced through partnership with social artisans, philanthropic deals and environmental package.

In general, the discussion shows that the value of ethics, which is underpinned by religion, plays a vital role in the development of new forms of aspirational consumption. It also underlines how sustainable luxury may be able to attract identity and moral values of spiritually minded Indian consumers, making it a good candidate to research, not to mention strategy in the sector. The luxury market in India is developing, and to understand the latest consumption patterns, the ethic and spirituality should be used in the consumer research.

6. Implications

This study has a great bearing to scholars, marketers and policy makers too. In theory, this shows a strong support of the thesis that the luxury consumption in the new economies is evolving and no longer encompasses status signaling but incorporates moral and cultural identity dimensions. This paper extends the consumer behavior theories on values and goes about religiosity as an integrated culturally-mediated antecedent of ethical luxury motivation by demonstrating the finding that religiosity can influence sustainable luxury desires through ethical consumer orientation. This model can be applied to derive the ethical luxury in the diversified socio-cultural segments in any study of marketing, sustainability and customer psychology.

The research has managerial implications to the luxury brands that are currently operating in India. The spiritual and morally minded consumer groups may not be accompanied with the classic luxury message of exclusiveness and prestige. Instead, the brands are expected to dwell on authenticity, sustainability, form of craftsmanship tradition, and

community contribution. Positive message that keeps in view cultural values, spiritual awareness and prosperity in a respectful way would lead to more emotional attachment. Luxury marketers can tap into the religious and ethical emotion in the campaigns, by resisting the temptation to exploit the symbols of religions to apply this to the Indian consumers that share a moral ethos. The process of boosting credibility may also be enhanced with the assistance of collaboration with ethical crafts and supply chain and green certifications transparency.

The policy implications of the findings to the policy makers and the sustainability advocates is that ethical luxury could be implemented as a form of motivating variable to make the upwardly mobile Indians act responsible in consumerism. It would be useful to promote green production and rewarding of the ethical branding efforts as well to work towards the greater improvement of the environment and social well-being. Cultural values that are against sustainability may also lie outside the mindful consumption education. Overall, the study determines an open opportunity of positioning sustainable luxury as a tradeoff between the aspiration, moral and cultural consciousness in the Indian fast-evolving consumption context.

7. Limitations & Future Scope

Even though this research makes a significant contribution, it is important to note that there are a number of limitations related to the study. To begin with, the study utilized the cross-sectional survey design where the causality could not be established. The research design in future works may be based on longitudinal/experimental designs that could be used to study the influence of ethical and spiritual values on luxury consumption as time goes by or under controllable stimuli. Second, the sample used was based on the urban, educated middle-income consumers who were aware of luxury products. Even though this population demonstrates a target of the new sustainable luxury brands, the results might fail to be applied to the rural population, lower-income, or even the super-rich elites. The generalizability could be increased in relation to broader sampling plans or comparative study across different groups.

Third, the researchers selected Hindu majority participants and regarded the concept of religiosity as a unit. India is a multicultural country as far as religion is concerned; the impact of spirituality can be different depending on cultures like Islam, Sikhism, Christianity, and Buddhism. The developments in future studies might involve multi-religious comparison design, intrinsic/ extrinsic differences in religiosity, and outlook of spiritual among other factors other than religion. Fourth, even though, mediation was tested, no intermediates like age, generational cohort, strength of cultural identity or social influence were studied. The inclusion of these factors could outline subtle patterns of the interaction of religiosity with social envy and moral convictions.

All of the said variables were also measured on self-reported scale, a factor that brings the risk of social desirability bias, particularly due to the moral nature of the subject. The interviews or behavioral observation could be employed as the mixed-method approaches that would provide a more in-depth insight into the motivations behind the consumption of ethical luxury. Lastly, it is possible to expand the model with sustainability knowledge, brand trust, a sense of emotional value, or perceived authenticity, which could assist in expounding further variance on purchase intention. Cross-cultural dynamics may also be seen when expanding geographical coverage to other up and coming economies in the Asian region.

8. Conclusion

The paper has explored the relationship between religiosity and sustainable luxury purchase intention on the Indian middle class consumers with an emphasis on the mediating variable, which is ethical consumer orientation and sustainable luxury attitude. The result indicates that religiosity relates positively to ethical values which cause positive values and intentions towards the sustainable luxury brands. Religiosity never indulges directly, but on the contrary, it always allows the practice of ethics as long as desires to consume in an uninformed and socially reputable manner. These findings indicate towards the shifting luxury environment in India where customers are shifting to goods that do not only reveal his or her status, material aspiration but also the cultural value, spiritual notion and even the social conscience. It is sustainable luxury that thus arrives as an alternative which aspirational individuals may use to reconcile individual ambition and moral self-consistency. This research will contribute to the growing argument concerning luxury consumption with values in the emerging markets as well as contributing to the roles of cultural and moral systems in contributing to the transforming consumer demands.

In reality, the luxury brands to appeal to the Indian market must rethink the communication messages and product narratives by redirecting the communication messages with the sheer prestige message to the message of meaningful branding. To gain long term credibility, the brands can attract spiritual consumers by displaying the passion of sustainability, tradition-crafts and create just crafts. Also, authenticity, transparency, and understanding of culture in product development and marketing would establish the greater emotional and identity connection.

Overall, the study outlines the reality that the luxury consumption in India is entering a more self-absorbed phase that is influenced by the self-moral questioning and cultural basing. As the consumers attempt to balance the emerging needs about the outdated values, sustainable luxury will emerge as an attractive form of conscientious luxurious indulgence. The paper is thus a foundation of another scholarly research undertaking, as well as an industry strategic plan of developing an ethical and culturally inculcated luxury ecosystems in India.

References:

Ajitha, S., & Sivakumar, V. J. (2019). The moderating role of age and gender on the attitude towards new luxury fashion brands. *Journal of Fashion Marketing and Management*, 23(4), 440–465.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.

Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice Hall.

Alghanim, S., & Ndubisi, N. O. (2022). The paradox of sustainability and luxury consumption: The role of value perceptions and consumer income. *Sustainability*, 14(22), 14694.

Amatulli, C., De Angelis, M., Pino, G., & Guido, G. (2017). Sustainable luxury: A review and future implications. *Sustainability*, 9(10), 1782.

Amatulli, C., Pino, G., Peluso, A. M., & Guido, G. (2019). Customer reactions to unsustainable luxury. *International Marketing Review*, 36(6), 977–1001.

Arli, D., Gil, L. A., & van Esch, P. (2020). The effect of religiosity on luxury consumption: Evidence from Chile. *International Journal of Consumer Studies*, 44(3), 181–190.

Athwal, N., Wells, V., Carrigan, M., & Henninger, C. (2019). Sustainable luxury marketing. *Journal of Business Research*, 99, 214–225.

Bain & Company. (2021). *Worldwide luxury market monitor*. Bain & Co.

Bassiouny, N., Kasber, A., & Hamed, S. (2022). Can religiosity alter luxury and counterfeit consumption? *Journal of Islamic Marketing*. Advance online publication.

Bhat, S. A., Pande, A., & Bhat, A. K. (2019). Consumer vanity and brand consciousness. *Journal of Product & Brand Management*, 28(7), 800–811.

Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury fashion products. *Journal of Business Research*, 65(10), 1447–1456.

Carrington, M., Neville, B., & Whitwell, G. (2014). Lost in translation: The gap between ethical consumption and actual behavior. *Journal of Business Ethics*, 122(3), 353–369.

Chaudhary, A., Paul, J., & Sivaraja, S. (2021). Generation differences in luxury consumption. *Journal of Consumer Behaviour*, 20(4), 984–998.

Chandrasekaran, U., & Anbumani, S. (2015). Impact of religiosity on consumer behavior. *Indian Journal of Marketing*, 45(11), 19–34.

Davis, M. H., & et al. (2016). Religiosity and ethical consumption. *Journal of Religion & Health*, 55(6), 2023–2035.

Das, G., Jain, S. P., & Roy, R. (2021). Materialism and ethical consumption in emerging markets. *International Marketing Review*, 38(4), 723–746.

Delener, N. (1990). Religious influences on consumer behavior. *Journal of Consumer Marketing*, 7(3), 27–38.

Dhingra, M., & Dhingra, V. (2021). Aparigraha and post-COVID consumerism. *Journal of Contemporary Issues in Business and Government*, 27(1), 2834–2843.

Dubois, D., Jung, S., & Ordabayeva, N. (2021). The psychology of luxury consumption. *Current Opinion in Psychology*, 39, 82–87.

Essoo, N., & Dibb, S. (2004). Religious influences on shopping behaviour. *Journal of Marketing Management*, 20(7–8), 683–712.

Esch, P., et al. (2019). Religiosity and luxury purchase intention. *European Journal of Marketing*, 53(12), 2530–2555.

Fitzmaurice, J. (2005). Attitude toward buying organic foods. *Journal of Consumer Marketing*, 22(3), 135–146.

Francis, J. J., et al. (2004). *Theory of planned behavior questionnaire manual*. University of Newcastle.

Geiger-Oneto, S., & Minton, E. A. (2019). Moral halo effect in religious consumers. *European Journal of Marketing*, 53(12), 2530–2555.

Gopalakrishna, P., et al. (2021). Price sensitivity and luxury buying. *Journal of Retailing and Consumer Services*, 63, 102728.

Guney, T., & et al. (2012). Snob and bandwagon effects in luxury. *Marketing Intelligence & Planning*, 30(1), 56–77.

Han, Y. J., Nunes, J., & Drèze, X. (2010). Signaling status with luxury brands. *Journal of Marketing*, 74(5), 15–30.

Hanzaee, K., & Ramezani, M. (2011). Muslim consumer behavior. *Journal of Islamic Marketing*, 2(2), 148–163.

Hsiao, C., et al. (2019). Retail experience and luxury impulse buying. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 408–427.

Hudders, L., & Pandelaere, M. (2012). Materialism and subjective well-being. *Journal of Happiness Studies*, 13(3), 411–447.

Jain, S. (2021). Luxury purchase behaviour of young Indians. *International Journal of Indian Culture and Business Management*, 22(1), 66–85.

Jain, S., et al. (2020). Gen-Y motivations in luxury buying. *International Journal of Retail & Distribution Management*, 48(5), 517–536.

Jebarajakirthy, C., et al. (2020). Western cultural influence in luxury. *Journal of Retailing and Consumer Services*, 54, 102013.

Jhamb, D., et al. (2019). Prior experience and luxury buying. *Journal of Global Fashion Marketing*, 10(2), 143–159.

Kapferer, J.-N., & Michaut-Denizeau, A. (2020). Is luxury compatible with sustainability? *Journal of Business Research*, 117, 652–661.

Kapferer, J.-N., & Laurent, G. (2016). Where do luxury consumers come from? *Journal of Marketing Management*, 32(1–2), 1–19.

Kim, J., Hsu, M. H., & Yuen, C. A. (2020). Luxury consumption among Chinese millennials. *International Journal of Costume and Fashion*, 20(1), 27–43.

Kowalcuk, P., et al. (2021). Luxury experiences and social status on social media. *Journal of Product & Brand Management*, 31(3), 454–468.

Lee, M., Bae, J., & Koo, D. (2020). Materialism and discretionary luxury. *Asia Pacific Journal of Marketing & Logistics*, 33(3), 869–887.

Madden, T., Ellen, P., & Ajzen, I. (1992). TPB vs TRA comparison. *Personality & Social Psychology Bulletin*, 18(1), 3–9.

Masoom, M., & Sarker, M. (2017). Materialism & religiosity in Bangladesh. *Religions*, 9(1), 6.

Minton, E. A., et al. (2018). Religion and sustainable consumption. *Journal of Advertising*, 47(2), 128–142.

Northey, G., et al. (2020). Online luxury placement & perception. *Journal of Retailing and Consumer Services*, 53, 101979.

Otterbring, T., et al. (2021). Population density & materialism. *Journal of Environmental Psychology*, 74, 101585.

Pandelaere, M., et al. (2011). Luxury consumption and well-being. *Journal of Consumer Research*, 38(2), 326–340.

Paul, J., & Mas, E. (2019). Luxury purchase drivers in emerging markets. *International Marketing Review*, 36(6), 976–995.

Sharda, N., & Bhat, A. K. (2018). Materialism and brand consciousness in India. *Journal of Fashion Marketing and Management*, 22(2), 223–239.

Sharma, H., & Jaju, A. (2022). Ethical consumption in India. *Journal of Consumer Affairs*, 56(4), 1798–1821.

Sivakumar, V. J., et al. (2019). Impact of age on luxury consumption in India. *Marketing Intelligence & Planning*, 37(6), 706–720.

Statista. (2022). *Luxury goods market worldwide report*.

Stern, P. (2000). Toward a coherent theory of environmentally significant behavior. *Journal of Social Issues*, 56(3), 407–424.

Vigneron, F., & Johnson, L. W. (1999). Prestige-seeking consumer behavior. *Academy of Marketing Science Review*, 1(1), 1–15.