



From runway to responsibility: The impact of Essentiel's **sustainability initiatives**

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BACKGROUND & RESEARCH OBJECTIVE

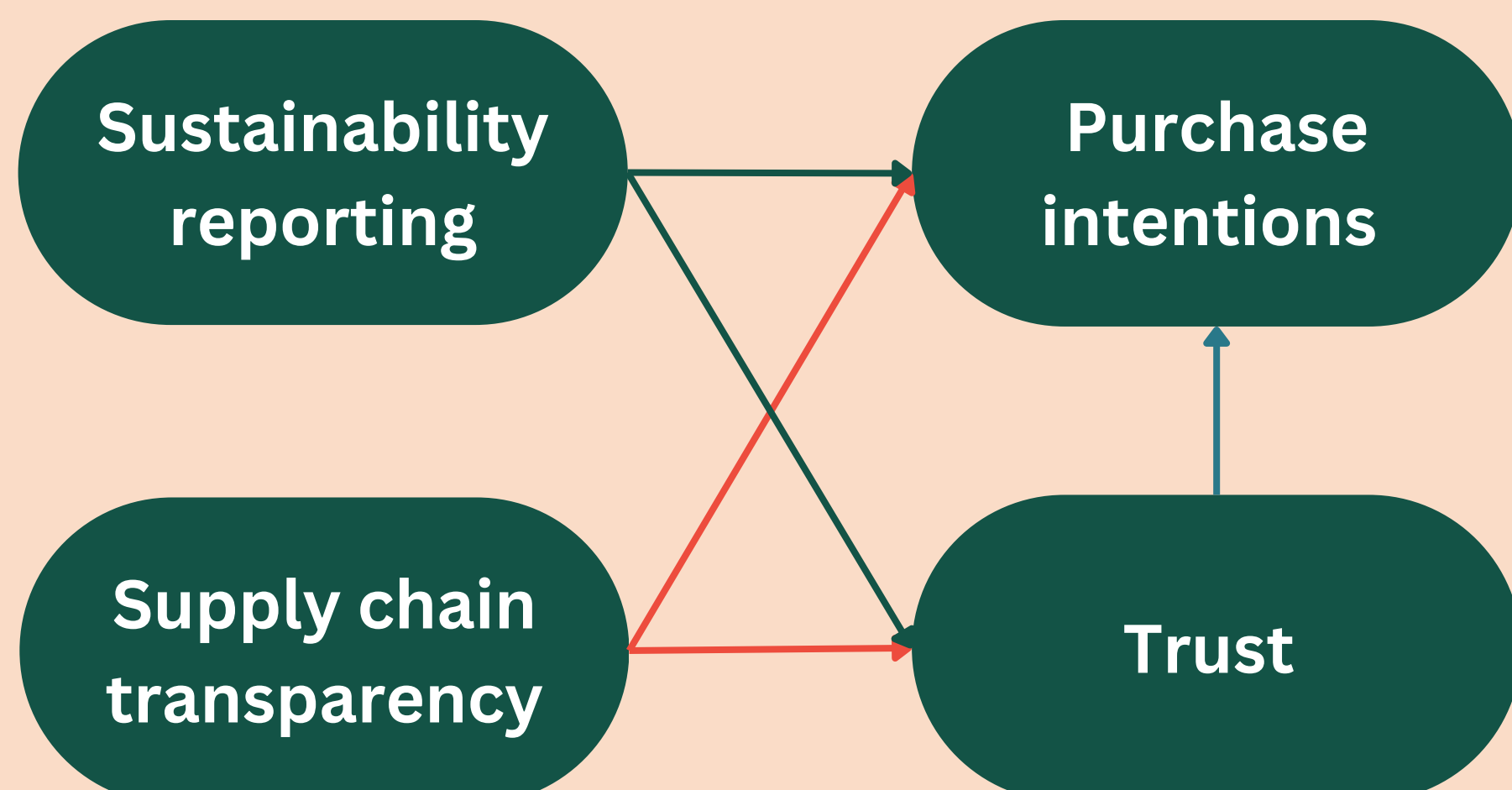
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Today, our fast-paced world faces urgent matters, such as climate change. Thereby, organizations are more and more requested by stakeholders, especially in the fashion industry, to **openly communicate their efforts and progress towards sustainability** (Jestratijević et al., 2021). And this is where sustainability reporting and supply chain transparency comes in.

- Understand how sustainability reporting and supply chain transparency may affect the purchase intentions through the mediation of consumer's trust.

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METHODOLOGY



FINDINGS

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- Supply chain transparency positively impacts purchase intentions and also consumer's trust.
- Sustainability reporting was not found to positively impact purchase intentions nor the consumer's trust.
- Trust has no mediating role

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CONCLUSION

In conclusion, the research showed a **strong relation between supply chain transparency and both purchase intentions and trust**. By prioritizing having a transparent supply chain, Essentiel can enhance not only the purchase intentions of their clients, but also their trust in the brand. However, the **brand's disclosure of their sustainability initiative is not sufficient to influence the overall consumer behaviour**.

