

## **CONSUMER BEHAVIOUR TOWARDS VEGAN LEATHER VS TRADITIONAL LEATHER PRODUCTS: A COMPARATIVE STUDY**

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### ***ABSTRACT***

*Sustainability and ethical consumption are becoming dominant factors in the fashion market, and vegan leather is becoming an alternative to traditional leather. Nonetheless, the uptake of consumers is not uniform since the purchasing choices will be based not only on the features of morality but also on durability, quality, trust, and switching intentions. Although vegan leather receives positive feedback due to its image of cruelty-free and sustainability, the traditional leather still is the stronger when it comes to the perception of authenticity and performance over time. It is a comparative study of consumer perceptions towards vegan leather and traditional leather products and the impact of sustainability perception, ethical concern, durability, and quality on trust, switching intention, and purchase intention of vegan leather based on a quantitative cross-sectional design and statistical analysis.*

***KEYWORDS:*** *Vegan Leather, Traditional Leather, Consumer Behaviour, Sustainable Fashion, Trust, Durability Perception, Switching Intention, Purchase Intention.*

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