

Sustainable Digital Entrepreneurship and Omnichannel Innovation in Asian Luxury Retail: Balancing Accessibility, Exclusivity, and Responsible Growth



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Abstract

This paper explores the role of the omnichannel innovation in facilitating sustainable digital entrepreneurship in the Asian luxury retail with a balance between digital accessibility, perceived exclusivity, ethical value, and responsible growth. The article is a response to the evolving luxury shopping landscape where young consumers are starting to embark on their buying experience via digital channels like web pages, Instagram, digital catalogues, influencer postings, and online reviews and shift towards physical shop confirmations. A quantitative descriptive research design was used to collect primary data in the form of a structured questionnaire of 100 young digital-native respondents (primarily between the age of 20 and 25). The research assesses online brand discovery, social media influence, preference of omnichannel shopping, motivation to visit the store, perceived exclusivity, perception of ethical and sustainable brands, consumer trust, and sustainable purchase intention. The results demonstrate that online platforms are the initiating phase of the luxury consumer experience, whereas physical shops continue playing a role in terms of authenticity checks, sensory perception, trust creation, and end-purchase trust. The results of the ANOVA show that there are significant variations in consumer perceptions, depending on digital accessibility, the presence of omnichannel, exclusivity and brand value. The correlation results also indicate that the digital engagement has the potential to impact the purchase intention, though to achieve sustainable growth, trust, ethical communication, experiential value, and responsible brand positioning are essential. The research adopts a sustainable entrepreneurship and retail innovation by demonstrating that omnichannel approaches can assist luxury and high-end businesses to grow in a responsible manner, without obstructing exclusivity, authenticity, and long-lasting consumer connections.

Keywords: Sustainable digital entrepreneurship; Omnichannel innovation; Asian luxury retail; Consumer trust; Sustainable purchase intention

1. Introduction

Asia has turned out to be a most vibrant place of digital transaction, luxury shopping, and innovative entrepreneurial retail. The pace of smartphone adoption, the increased effects of social media, an increase in expendable income, and the emergence of digitally savvy young consumers have changed the nature of the luxury and upscale brand interaction with markets. The consumers can no longer rely on brick-and-mortar stores to learn about and test the luxury products. They instead scroll between brand websites, Instagram accounts, online catalogues, content posted by influencers, online reviews, e-commerce, and even in-store and develop purchase intentions. Young luxury consumers have their purchase intentions influenced by various value dimensions, such as emotional, social or experience-based values (Sharma et al., 2021). This transformation has resulted in a hybrid retail setting where online access and the physical experience collaborate to

form consumer trust, perceived exclusivity, and brand value.

The change is especially significant to the luxury and premium retail businesses in Asia since there are both the mature and the up-and-coming markets of luxury consumers in the region. Luxury retail is no longer restricted to big international brands and acts via flag-ship stores. New luxury start-ups, boutique businesses, premium SMEs, brand-led, and sustainability-focused start-ups are becoming more digital in creating visibility, communication of brand identity, and reaching consumers outside of the traditional stores. Digitalisation has gained a higher degree of relevance to the luxury industry as the luxury companies have to embrace the change of technology yet maintain the exclusivity and brand heritage (Sanz-Lopez et al., 2024). To these businesses, the omnichannel innovation is not a marketing gimmick, but a strategic asset, which may allow entering the market, interacting with consumers, differentiating in competition and growing the business in the long term.

Meanwhile, there is a huge strategic conflict of luxury retail. Historical traditional luxury has been relied on the scarcity, exclusivity, heritage, controlled access, and high-touch in-store experiences. These factors bring about prestige and symbolism. Nevertheless, the sustainable entrepreneurial development will necessitate a broader range of consumer interest, responsible growth, advancement, digital access, moral value-generation, and trust in the long-term. That poses a problem to high-end and high-quality businesses: they need to be digital, visible, and not hyper-exposed at the same time, be available, and not lose exclusivity, and grow, and not promote unsustainable commercialization. Phygital transformation has evolved how companies relate physical and digital space, and integrated consumer experience is the key concern of the modern retail strategy (Mele et al., 2023).

This tension can be solved with the help of omnichannel innovation. Through a combination of online and offline, the enterprises can establish a smooth consumer experience starting off with online discovery and proceeding to physical validation, trust establishment, and purchase decision making. The consumers might be exposed to a luxury brand via social media, look at products on a web site, do online brand value comparisons and then go to a store to have a sensory experience and assure authenticity. The phygital customer experience model describes consumer flows through the physical and digital touchpoints, as a component of the continuous value experience (Batat, 2024). This integration is particularly crucial in the luxury markets, where the consumers do not just want convenience but symbolism, experience, trust, and emotions as well.

Omnichannel models can help new luxury businesses and high-end SMEs to lessen the reliance on the expensive physical growth. The old-fashioned boutique-based development frequently presupposes a great deal of investment in the most advantageous retail areas, trained personnel, luxurious interior, and exclusive service facilities. This model alone may not have the resources that can be used by smaller enterprises to compete with established global luxury houses. Such enterprises can convey such messages about craftsmanship, cultural identity, ethical sourcing, sustainability values, and brand stories at a reduced price through digital platforms. Digital transformation needs to be sustainable to enhance the performance of SMEs, enhancing their environmental, social, and economic outcomes (Melo et al., 2023). Omnichannel strategies can help to establish both accessibility and exclusivity when augmented with selective offline experiences like pop-up stores, exhibitions, appointment-based retail, or curated experience centres.

The luxury consumption is also becoming increasingly referenced in terms of sustainability. Consumers, particularly the younger generations are increasingly paying more attention to responsible production, ethical sourcing, environmental impact, transparency, and social value. Luxury brands cannot afford to base their value solely on status, rarity, and price premium; they must also be able to substantiate their value by being responsible, authentic, and contributing long-term. Through omnichannel platforms, the chances of communicating these values are enhanced. The social media sustainability communication also affects consumer response to luxury and non-luxury fashion brands, especially about consumer attitudes and responses in terms of purchasing (Kong et al., 2021). Enterprises can communicate their sustainability strategies, manufacturing process, networks of artisans, and ethical investments through websites, digital storytelling, social media and interactive brand content.

Ethical consumption is gaining relevance in the luxury markets as well. There is a growing trend of consumers considering the alignment of luxury brands with personal values, social responsibility and moral expectations. Luxury ethical consumers are another specific group, whose buying behaviour is affected by issues related to the responsibility, morality, and the overall impact of consumption (Vanhamme et al., 2023). This implies that the luxury business needs to be guided by more than mere show-off in the form of prestige and ethical significance needs to be integrated into brand name, communication and consumer experience.

The purchase intention towards sustainable luxury is influenced by various factors, such as material selection, recycling, advertising policy, Corporate Social responsibility, brand promise, and perceived responsibility. These variables affect the perception of consumers in terms of whether luxury consumption can be sustainable-oriented values (Zhao et al., 2023). It matters since sustainable luxury does not renounce aspiration or exclusivity; it renegotiates the value of luxury in terms of sustainability, responsibility and long-term significances. Sustainable consumption can be supported by luxury products because the consumers are aware of the benefits of high-quality goods in terms of their durability and lower the rate of replacement (Sun et al., 2021).

Although the role of the omnichannel retailing continues to increase, most of the research conducted in this area has concentrated on general consumer experience, integration of channels, customer loyalty and digital interaction. There has been less focus on the role that the omnichannel innovation can play towards sustainable entrepreneurial development in the Asian luxury and premium markets. The relationship between

digital retail innovation, responsible growth, new luxury business, competitiveness of the SMEs, and sustainability-oriented consumer trust has not been studied extensively. The digital transformation alters the business models, customer experience, operations, and value creation, which contributes to the need to research its effects in various areas of business and management (Verhoef et al., 2021).

The present paper fills this gap by investigating the impact of innovation in the omnichannel on consumer perception, brand engagement, perceived exclusivity, trust, and sustainable purchase intention in the luxury and high-end retail environment. The paper places the omnichannel strategy as a sustainable entrepreneurial strength, as opposed to a retail marketing strategy. It dwells on how luxury and high-end businesses can hit a balance between digital accessibility and exclusivity, responsible brand management, and ethical communication, aspirational value, and growth. The research problem that will guide the study is: How can luxury and premium retail businesses in Asia implement omnichannel innovation to attain sustainable growth, and at the same time remain exclusive, ethical, and trusted by consumers over the long term?

Based on this research problem, the research contributes to the knowledge of sustainable entrepreneurship, digital innovation and responsible luxury retail by demonstrating how an online and offline integration can help the market to be expanded without compromising brand identity. It is also informative to the new Asian luxury businesses and premium SMEs on how to compete in the digitally changing markets and remain authentic, sustainable, and trusted by consumers.

2. Research Methodology

2.1 Research Design

The research paper uses a quantitative descriptive research design to investigate the effect of omnichannel innovation on sustainable entrepreneurship, consumer trust, perceived exclusivity, and purchase intention in Asian luxury retailing environment. This design is appropriate since the research will quantify consumer perceptions and find out the correlations between digital engagement, ethical brand perception, and sustainable purchase behavior.

2.5 Variables and Hypotheses of the Study

The study includes independent, dependent, mediating, and moderating variables.

Variable Type	Variables
Independent Variables	Online research, digital exposure, social media engagement, e-commerce accessibility, sustainable brand communication
Dependent Variables	Purchase intention, store visit behavior, perceived exclusivity, sustainable purchase intention, consumer trust
Mediating Variables	Brand engagement, ethical trust, perceived CSR, sustainable value perception
Moderating	Brand type, enterprise type, consumer age group, level of digital involvement

2.2 Scope and Population of the Study

The research aims at the omnichannel innovation, sustainable luxury retail entrepreneurship and responsible growth in the Asian continent. It looks at the influence of online platforms, social media, e-commerce, and physical stores on consumer attitudes towards luxury brands.

The target consumer is the young Asian digital-native population that are accustomed to luxury or high-priced brands and interact with the brands online and offline.

2.3 Sample Size and Sampling Technique

The sample applied in the study is 100 respondents, with a majority in the age range of 20-25. These respondents are the representatives of young customers that actively use digital platforms and will impact the trends of luxury consumption in the future.

Non-probability convenience sampling method is employed. Accessibility, willingness to participate and relevance to the study are the factors based on which respondents are chosen. Even though this approach aids in the rapid gathering of data, the results might not be completely applicable to the whole population of luxury consumers.

2.4 Data Collection Method and Research Instrument

The structured questionnaire is ready in Google Forms and is used to collect primary data. The questionnaire will be administered using WhatsApp, student networks, and online communications. The questionnaire includes Likert-scale items covering:

1. Online luxury brand discovery
2. Social media influence
3. Omnichannel shopping preference
4. Physical store visit motivation
5. Perceived exclusivity
6. Ethical and sustainable brand perception
7. Consumer trust
8. Sustainable purchase intention
9. Support for Asian entrepreneurial or emerging luxury brands

Secondary data from journals, industry reports, and prior studies are used to support the theoretical background.

Variables

The major hypotheses are:

H1: Omnichannel innovation has a significant positive relationship with sustainable purchase intention among young Asian luxury consumers.

H2: Ethical and sustainable brand practices significantly influence consumer trust in luxury retail enterprises.

H3: Digital accessibility positively affects entrepreneurial brand growth when supported by perceived exclusivity and responsible brand communication.

H4: Consumer perceptions differ significantly between global luxury brands and emerging Asian luxury enterprises regarding sustainability, exclusivity, and innovation.

H5: Omnichannel integration significantly supports sustainable growth strategies for luxury and premium retail enterprises in Asia.

2.6 Data Analysis Tools

The findings of the data are evaluated with the help of quantitative statistics. Response patterns are summarized by using descriptive statistics. The level of agreement and variation amongst respondents are measured using mean and standard deviation. The correlation analysis is employed to analyze the relationships between omnichannel engagement, ethical perception, trust, exclusivity, and purchase intention. The significant differences in consumer perceptions in terms of brand or enterprise categories are tested with one way ANOVA.

Cross-tabulation and regression analysis can also be employed to investigate the differences in demographics and the impact of omnichannel innovation on sustainable purchase intention where necessary.

2.7 Reliability, Validity, and Ethical Considerations

The reliability is ensured by providing clear and consistent questionnaire items that are Likert scale. The internal consistency of such key constructs as omnichannel engagement, ethical brand perception, consumer trust, and sustainable purchase intention

may be tested with the help of Cronbach Alpha. Validity is ensured through the creation of questionnaire questions grounded on the literature available regarding the omnichannel retail, sustainable entrepreneurship, CSR, responsible luxury, and consumer behavior. Academic experts can also review the questionnaire to ascertain its content validity. The study is guided by ethical considerations. The involvement is voluntary and respondents are notified of the academic intention of the study and identities remain confidential. Only research is done using the data.

3. Results and Interpretation

3.1 Overview of Results

This part discusses the findings of the research with a special emphasis on how the omnichannel innovation contributes to the development of sustainable entrepreneurship, responsible luxury retailing, consumer trust, perceived exclusivity, and purchase intention in young Asian digital-native consumers. The findings are described with the help of descriptive statistics, brand and enterprise analysis, one-way ANOVA, correlation analysis, summary of the main findings and general discussion of the results. These descriptive statistics, a table of brand comparison, ANOVA results and a correlation matrix are provided in the original manuscript, but the discussion is definitively re-organized to bridge the results with sustainable entrepreneurship, innovation, responsible growth, and development of Asian retail.

3.2 Descriptive Statistics

The descriptive statistics show that the respondents who are young rely heavily on digital platforms in the process of luxury consumer journey. When shopping, consumers aged 20-25 visit the brand websites, Instagram, online catalogues, and content on influencers and other digital platforms and decide to visit physical stores or make purchases. Figure 1 shows the consumer path of digital discovery of a brand to physical store validation and ultimate buying intention.

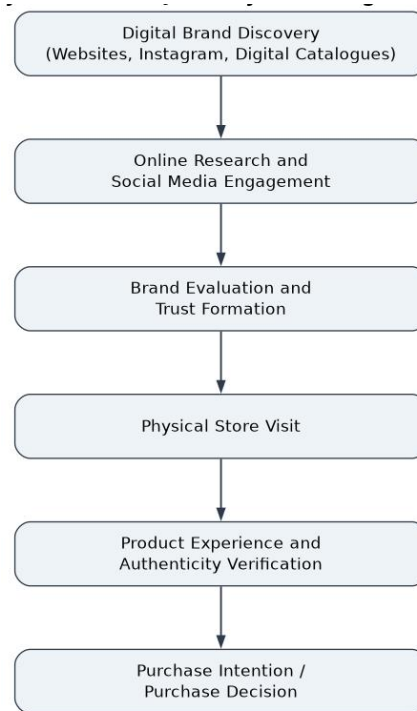


Figure 1. Omnichannel luxury consumer journey from digital discovery to purchase intention

This demonstrates that the luxury shopping process is becoming more and more initiated by the digital experience and not by the traditional shop experience. Within the framework of sustainable entrepreneurship, this finding emphasizes that omnichannel innovation could be a valuable

entrepreneurial strength of luxury and premium retail businesses in Asia. Table 4.1 shows the descriptive summary of the key constructs of the study in terms of digital engagement, exclusivity, sustainability, and purchase intention.

Table 1. Descriptive summary of key study constructs

Construct	Result Pattern	Result Meaning
Digital Brand Discovery	High agreement among respondents	Young consumers commonly discover luxury brands through websites, Instagram, digital catalogues, and influencer content.
Online Research Before Store Visit	High agreement	Consumers prefer to collect product and brand information online before visiting physical stores.
Physical Store Importance	High agreement	Stores remain important for product touch, authenticity verification, sensory experience, and final purchase confidence.
Perceived Exclusivity	Moderate to high variation	Consumers perceive restricted luxury brands as more exclusive, while omnichannel brands are seen as more accessible.
Omnichannel Shopping Preference	Positive response pattern	Consumers prefer brands that provide a smooth connection between online and offline channels.
Sustainable Brand Communication	Emerging positive response	Ethical sourcing, responsible production, and sustainability-related communication can improve consumer trust.
Purchase Intention	Positively linked with digital engagement	Digital engagement supports purchase intention when combined with trust, exclusivity, and physical experience.

The results also indicate that digital channels do not decrease the role of physical stores. In its place, physical stores still have a significant part in product experience, trust-building, verification of authenticity, sensory perception and ultimate purchase confidence. Thus, there is a

complementary, but not competitive relationship between online and offline channels. In the case of emerging Asian luxury businesses and high-end SMEs, digital marketing can be used to facilitate market penetration, brand familiarity, and consumer

access, and physical experiences can help build trust, exclusivity, and consumer relationships.

3.3 Brand and Enterprise Comparison

The article pits luxury brands like Hermès, Rolex, Louis Vuitton, and Burberry in terms of digital strategy, online availability, and scarcity, e-commerce adoption, brand mystique, and integration of omnichannel. This analogy reveals

that luxury brands pursue various strategies of digital transformation. There are brands that have limited online presence to keep the sense of scarcity and exclusivity, and those that integrate omnichannel models to enhance consumer interaction and global coverage. Figure 2 shows the relative placement of the luxury and premium enterprise type about digital accessibility and exclusivity.

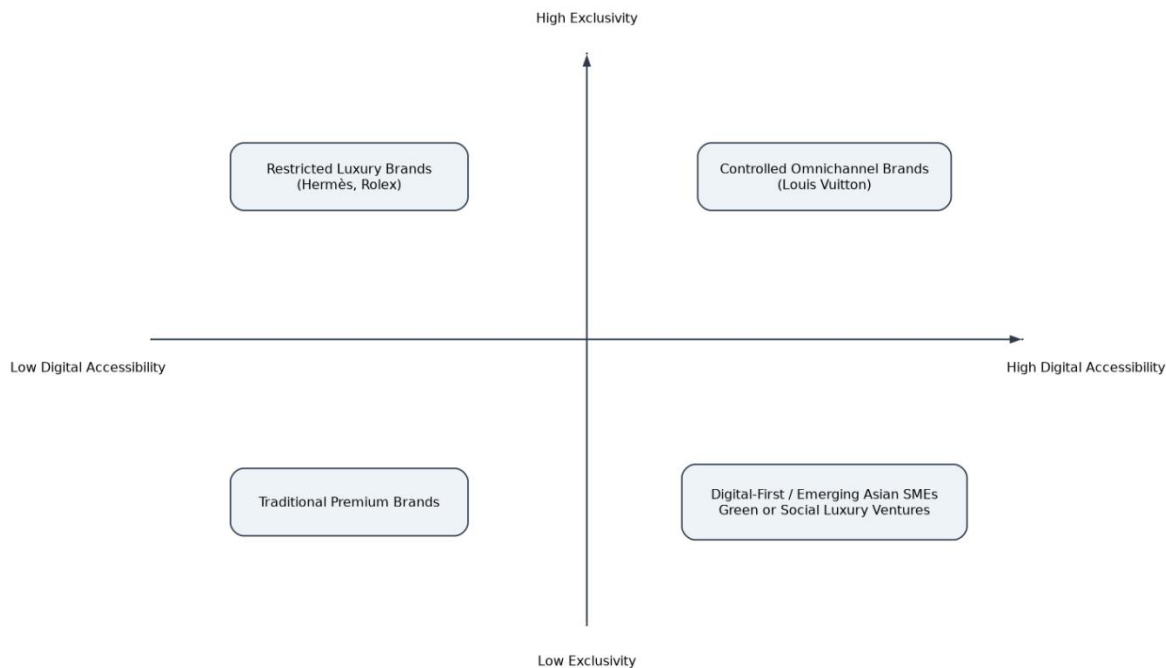


Figure 2. Comparative digital strategy model of luxury and premium enterprises

Table 2 compares different luxury and premium enterprise types according to their digital strategy, consumer perception, and sustainability-oriented entrepreneurial relevance.

Table 2. Brand and enterprise strategy comparison

Enterprise Type	Digital Strategy	Consumer Perception	Sustainability and Entrepreneurship Relevance
Restricted Luxury Brands	Limited e-commerce and controlled online visibility	Perceived as highly exclusive and scarce	Supports controlled growth but may limit transparency and digital engagement among younger consumers.
Omnichannel Luxury Brands	Strong integration of website, social media, e-commerce, and physical stores	Perceived as accessible, engaging, and convenient	Supports scalable innovation, customer relationship management, and responsible brand communication.
Emerging Asian Luxury SMEs	Digital-first approach with selective offline presence	Perceived as modern, local, and culturally distinctive	Digital platforms reduce entry barriers and help small enterprises compete through sustainability, culture, and ethical value.
Green or Social Luxury Ventures	Purpose-driven omnichannel model	Perceived as ethical, responsible, and trust-oriented	Strongly supports sustainable entrepreneurship, inclusive growth, and responsible consumption.

This analogy can be associated with responsible enterprise development and sustainable entrepreneurship. Limited luxury brands are an example of the importance of managed growth and maintenance of exclusivity, yet can have challenges with transparency, online accessibility, and access by younger consumers. Omnichannel luxury brands demonstrate that digital and physical integration may help to facilitate consumer interaction, responsible brand communication and scalable innovation. The combination of digital platforms to lower entry barriers and differentiation with sustainability, local culture, ethical sourcing and responsible production can be used by emerging Asian luxury SMEs. The social or green luxury businesses demonstrate a high level of relevance to the sustainable entrepreneurship since they involve both innovativeness and sustainability of consumption, development of an inclusive enterprise, and responsible growth.

3.4 One-Way ANOVA Results

The ANOVA one way analysis is statistically significant with $F = 7.36$ and $p < 0.05$. This implies that there are major differences between consumer perceptions of the variables that are being studied. But the initial interpretation has a contradiction in that it says that the p-value is less than 0.05 but then explains the outcome as though the p-value is more than 0.05. The statistical interpretation is that the outcome is important.

In the null hypothesis it is assumed that there is no considerable difference in consumer perceptions of omnichannel innovation, exclusivity, accessibility, and sustainable brand value. The alternative hypothesis is that there is a large difference in consumer perception of omnichannel innovation, exclusivity, accessibility, and sustainable brand value. The p-value is less than 0.05, therefore the null hypothesis is rejected and the alternative hypothesis accepted. This validates that consumers recognize significant brand and enterprise differences between the brands and digital accessibility, omnichannel presence, exclusivity, and brand value. In terms of sustainable entrepreneurship, the outcome is that digital integration can not be viewed as a simple marketing instrument, but as an innovation ability that has a strategic impact on consumer trust, brand interaction, responsible development, and sustainability of the enterprise in the long term.

3.5 Correlation Analysis

The correlation table analyses the correlation between the variables concerning the preference of the omnichannel shopping, purchase intention,

brand exclusivity, and the feeling of luxury shopping. The mention of a perfect positive correlation needs to be overthrown unless there is a clear sign of a +1.00 between variables indicated in the matrix. A better explanation would be that the correlation outcomes reflect varying degrees of positive and weak relationships between omnichannel engagement and purchase intention, perceived exclusivity and brand value.

These results imply that the digital engagement can affect the consumer buying behavior, although it affects this purchase differently depending on various variables of perception. In terms of sustainable entrepreneurship, omnichannel innovation can contribute to the development of enterprises, however, the success of such innovation is determined by the level at which the enterprises address consumer confidence, ethical communication, exclusivity, digital accessibility and offline experience. Sustainable growth cannot be achieved by being solely digital. Online availability and responsible communication, ethical brand practice, sustainability-based message, and a powerful physical experience must be integrated into luxury and premium retail businesses. Such a moderate strategy can assist businesses to gain both trust over time and maintain exclusivity and aspirational value.

3.6 Summary of Key Findings

Overall, the results indicate that young customers initiate their luxury experience with the help of digital platforms, which proves to be the reason to consider omnichannel innovation as one of the primary entrepreneurial strengths of Asian retailing. The comparison of the brands shows that limited and omnichannel brands evoke various consumer perceptions, implying that various digital strategies have various avenues to sustainable growth of the enterprise. The outcomes of the ANOVA indicate that there are significant differences between consumer perceptions, which proves that digital strategy does have an impact on exclusivity, accessibility, brand value, and sustainable growth perception. The correlation analysis also reveals that there are correlations between digital engagement, purchase intention and brand perception and that sustainable growth relies on the synergistic impact of digital innovation, consumer trust, ethical communication, exclusivity, and experiential value. Figure 3 encapsulates the role of innovation on the omnichannel in promoting sustainable entrepreneurship via digital accessibility, social media, physical store experience, and sustainable brand communication.

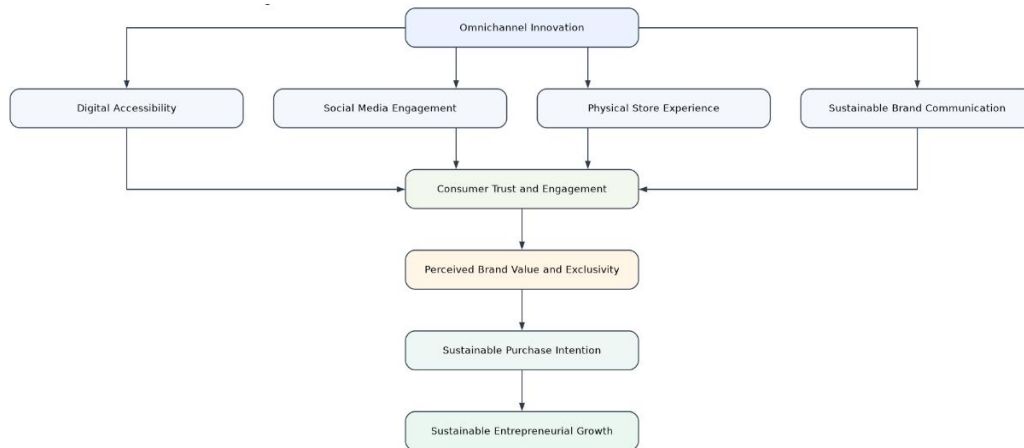


Figure 3. Results-based sustainable omnichannel growth framework

Table 3 summarizes the major statistical results and their research implications.

Table 3. Summary of statistical results and research implications

Analysis Used	Main Result	Research Implication
Descriptive Statistics	Respondents show strong dependence on digital platforms for luxury brand discovery and evaluation.	Omnichannel innovation is an important capability for luxury and premium retail enterprises targeting young consumers.
One-Way ANOVA	Significant differences exist among consumer perceptions, with $F = 7.36$ and $p < 0.05$.	Consumer perceptions differ based on digital accessibility, exclusivity, omnichannel presence, and brand value.
Correlation Analysis	Positive and varying relationships exist among digital engagement, purchase intention, exclusivity, and brand experience.	Digital engagement can influence purchase intention, but sustainable growth depends on trust, ethical communication, and experiential value.
Brand Comparison	Restricted and omnichannel brands create different consumer responses.	Enterprises must balance accessibility with exclusivity to achieve responsible and sustainable growth.

4. Discussion

The results of the research point to the fact that the omnichannel innovation has become a core process by which luxury and high-end retail companies can form a sustainable entrepreneurial development. The findings indicate that the young consumers have started to start their luxury experience with the help of digital platforms like brand websites,

Instagram, online catalogues, influencer posts, and social media communication. This trend proves that online interaction is no longer a supportive process; the beginning of consumer awareness, evaluation, and trust-formation. Consumer journey is hence no longer linear since they go through various touchpoints online and offline and arrive at purchase decisions (Furquim et al., 2022).

Simultaneously, the persistence of value of physical stores indicates that luxury experience relies on the sensory validation, authenticity, interpersonal interaction, and experience. Physical place may reinforce the consumer confidence in quality, prestige and authenticity as initiated by digital platforms. This confirms the perspective of phygital luxury experiences playing a crucial role in enhancing brand equity founded on customers and enhancing the quality of the relationship of the luxury brand in its entirety (Hyun et al., 2024). Thus, the essential input of the omnichannel strategy is that it bridges the digital availability and physical believability.

These findings are important in terms of sustainable entrepreneurship since, through omnichannel retail, reliance on the expensive physical expansion can be minimized. The development of traditional luxury is usually based on flagship shops, exclusive boutiques and expensive retail spaces. This growth might not be possible to the emerging luxury businesses, high quality SMEs, or entrepreneur businesses in Asia. Online platforms enable such businesses to access more consumer segments with reduced-cost and it does not need to lose brand equity via selective offline experiences, pop-up shops, appointment-only, or experience centers. This is particularly true since the connection between sustainable entrepreneurship, innovation and digitalization is becoming more and more important in SME growth strategies (Avelar et al., 2024).

The findings further indicate that an omnichannel strategy is more of an innovation capability as opposed to a marketing tool. Engagement with social media, access to digital, sustainable brand communication, and experience in the physical stores are all components of a value creation system. These elements have an impact on consumer trust, conceived exclusivity, brand value and purchase intention. By strategically managing such touchpoints, enterprises are able to develop a smooth consumer experience that helps to build strong relationships in the long term. The integrated channel has been demonstrated to have an impact on customer loyalty by enhancing interaction and quality of relationships in the omnichannel retail environment (Gao and Huang, 2021).

The brand comparison also demonstrates that various digital strategies result in different perceptions among consumers. Brands with restricted luxury are linked to scarcity, exclusivity, and prestige whereas omnichannel brands are seen as more, more accessible, engaging, and convenient. This does not imply that digital accessibility necessarily dilutes the luxury value. Instead, the results indicate that the impact of digitalization is based on its careful management. When digital platforms are exploited to aggressively sell or offer discounts, mass exposure, then they risk to water

down exclusivity. Nevertheless, when employed to tell stories, ethically, educate products, engage personally, and access control, they can reinforce the immersive luxury experiences (Pangarkar et al., 2022).

The results are also added to the concept of responsible growth. Sustainable development of the luxury retail does not imply the limitless growth and over commercialization. Rather, it demands balanced growth that ensures brand identity, does not being overexposed and responsible value is communicated. This balance can be facilitated through the omnichannel innovation whereby the enterprises can reach consumers without necessarily relying on overproduction and extensive physical growth of retail stores. Sustainable change is becoming more and more associated with digital omnichannel retailing since it enables companies to integrate technology, customer interaction, and sustainable generation of values (Vhatkar et al., 2024).

Ethical sourcing, responsible production, craftsmanship, local culture, environmental awareness and social responsibility can be communicated through digital storytelling by the brands. These aspects can assist in changing the status-driven consumer behavior of luxury consumption to more conscious and value oriented consumer behavior. Sustainable luxury means that companies should combine ethical, environmental and technological directions into their brand and business courses (Ranfagni and Ozuem, 2022). Sustainability communication, therefore, cannot be considered as the supplementary message of promotion but a part of the long-term value proposal of the brand.

The Asian setting is especially crucial due to the high number of young, mobile-first, digitally active consumers in the Asian setting. These consumers are very susceptible to social media, influence communication, brand communities on the internet and digital shopping platforms. They usually gather data online and then proceed to the brick-and-mortar shops, which proves the topicality of the results of the study. This translates to the need of Asian luxury and high-end businesses to be digitally visible so that they can engage consumers at the initial stage. Consumer value co-creation can also be promoted by online and offline channels interactivity that enhances engagement throughout the omnichannel journey (Cui et al., 2022).

The findings have significant implications on the Asian luxury SMEs and entrepreneurial ventures. Digital-first, social commerce, and selective offline engagement can be used to lessen the high cost of expansion of boutiques. Integrated physical-digital experiences, open communication and regular service quality can be the solution to the need of brand trust. Green storytelling, ethical sourcing,

responsible production, and local craftsmanship can be used to transform sustainability expectations to competitive advantage. In the case of SMEs, digitalization, internationalization, and sustainability can serve as mutually reinforcing development directions assisting in the competitiveness and renewal (Denicolai et al., 2021). On the whole, the discussion proves that the omnichannel innovation could help to promote a sustainable development of entrepreneurship in case it is strategically tied to the trust, exclusivity, responsibility, and consumer experience. The paper shows that the future of luxurious and high-end retail is not about the need to make a choice between accessibility and exclusivity in the digital realm, but a balancing act. Businesses that are able to integrate digital accessibility and ethical communication, regulated access, physical authentication and sustainable value generation will have greater chances of long-term growth. To achieve a successful customer experience through an omnichannel, the design and management of the customer experience should be coordinated across the various touchpoints to ensure that the consumer experiences the same level of value across the different touchpoints (Gerea et al., 2021). In this way, the omnichannel strategy offers luxury and high-end businesses a viable channel through which they can stay competitive, responsible, and sustainable in the ever-digitalized and consumer-focused market.

5. Conclusion

The research concludes that the innovation of the omnichannel is now a necessary strategic competency of luxury and high-end retail companies in need of sustainable expansion in Asian markets. The results reveal that young consumers do not have a pure or linear luxury buying experience. Rather, they start with online discovery, web-based research, social networking and brand assessment and proceed to the real-world store, product experience, authenticity and purchase intention. This affirms the fact that online mediums play a key role in the initial consumer experience, whereas physical outlets still offer experience, credibility and trustworthiness. The paper also confirms that digital accessibility and exclusivity do not have to be in opposition to each other. Digital channels have the potential to create awareness, engagement, and consumer confidence without compromising the luxury value when handled in a wise manner. But digital growth uninhibited could pose overexposure and brand dilution risks. Hence, luxury and high-end businesses should be able to strike the balance between online presence and exclusive access, responsible communication, and availability control, as well as high-level physical validation. In the view of sustainable entrepreneurship, the omnichannel innovation opens the opportunities to new Asian

luxury SME and boutique businesses or green or social luxury businesses. Digital channels help decrease reliance on expensive physical growth and enable smaller businesses to share their values of craftsmanship, cultural identity, ethical sourcing, responsible production, and sustainability. Concurrently, offline experiences contribute towards authenticity and exclusivity. In general, the research reveals that sustainable luxury entrepreneurship is based on the combination of digital innovation, consumer trust, ethical value creation, experiential engagement, and responsible growth. Companies that incorporate both accessibility and exclusivity in their strategies and sustainability and aspirations in their approach are in a better position to attain long-term competitiveness in Asian luxury retail as it develops.

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