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Master Thesis

Sustainability: Clothing Consumption

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Abstract

Due to the globalization influence on fashion industry, which resulted in a growing interest of sustainability matters not only by apparel industry, but also by consumers. Companies within the apparel industry started to focus on producing environmentally friendly garments to meet costumers concerns about environmental issues cause by its production. Thus, it is important to understand what factors foster young consumers to make decisions in favor for sustainable purchase.

The research study purpose is aimed to investigate how young consumers, Aalborg University students, understand and apply sustainability concept in relation to clothing consumption. Also, to find out what impact, positive or negative, does such factors as knowledge, price, eco-label and trust, have on their decision to purchase clothing items in a sustainable manner. For this reason, a deductive approach was applied, which resulted in gaining relevant literature finding from which hypotheses to identified factors that influence consumers' decision to purchase in a sustainable manner were created. Next, a quota sample was chosen by carefully selected measurement steps. While the framework for the research study consists of relevant literature review and theories, such as generational cohort theory, the Theory of Reasoned Action and the general decision-making model of sustainable consumption. Which in their turn helped to create this thesis own study model that further revealed a solid answer to the research question. Furthermore, a quantitative method was applied to gain data from the self-administered survey.

Thus, the results from the survey showed that 52 respondents understand sustainability concept in general, though they lack knowledge in sustainable clothing consumption, which has a negative impact on environmental purchasing decision. Particularly, the results discovered that such factor as price has a positive impact on respondents' decision to purchase sustainable clothing, compared to knowledge factor that has a negative impact on their decision toward sustainable clothing consumption. As to eco-label, it was negatively perceived by respondents, though a trust factor was positively perceived by them. However, neither eco-label nor trust, have an impact on AAU students, hence they are not significant in their decision to purchase sustainable clothing items.

Key words: sustainability, young consumers, clothing consumption.

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To get a Master Degree was a dream of mine. That dream kept me going when writing a project or a group work were not the sweetest thing to do. However, it was worth doing because I was rewarded by gaining knowledge in variety of study fields and was lucky enough to get to know few people, who are dear to my heart nowadays.

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Table of Contents

1. Introduction 3
1.1 Background 3
1.2 The topic of interest 4
1.3 Research question 6
1.3.1 Sub-question 1 6
1.3.2 Sub-question 2 7
1.3.3 Sub-question 3 9
1.4 Limitation 9
1.5 List of terminologies 10
1.6 Structure of the research study 11
2. Theoretical perspectives 12
2.1 Literature review 12
2.1.1 Sustainability 12
2.1.2 Sustainable consumption 13
2.1.2.1 Re-use and recycle 14
2.1.2.2 Disposal 15
2.1.3 Factors 16
2.1.3.1 Knowledge 16
2.1.3.2 Price 17
2.1.3.3 Eco-labels and trust 17
2.2 Theories 18
2.2.1 Generational cohort theory 18
2.2.2 Theory of Reasoned Action. 19
2.2.3 Decision-Model of Sustainable Consumption 21
2.3 Summary 22
3. Methodology 24
3.1 Philosophical Considerations 24
3.2 Approach 26
3.3 Research design 28
3.3.1 Quantitative method 28
3.3.2 Sample 28
3.3.3 Survey 31
3.3.4 Construction of the survey 32
3.3.4.1. First part 33
3.3.4.2. Second part 34
3.3.4.3. Third part 34
3.4 Reliability and validity 35
4. Results 36
4.1 Individual factors influencing sustainable consumption 36
4.2 Understanding and practicing Sustainability within the clothing consumption 42
4.3 Factors influencing sustainable consumption 47

5. Discussion 57
5.1 Findings of the Sub-question 1 57
5.1.1 Understanding sustainable consumption 57
5.1.2 Sustainable Practices 58
5.2 Findings of the Sub-question 2 59
5.2.1 Personal and Demographic information 59
5.3 Findings of the Sub-question 3 61
5.3.1 Knowledge 61
5.3.2 Price 62
5.3.3 Eco-label and Trust 63
6. Conclusion 65
7. References 68
8. Appendix 75
8.1 Research Onion image 75
8.2 Survey (general) 76
8.3 Survey (Male vs. Female) 112
8.4 Survey (Danish vs. International) 147

1. Introduction

1.1 Background

While studying a Creative Genius Semester, one of the assignments was to help *Better World Fashion* company increase the sales within their current framework of values. This is a Danish sustainable fashion company that makes leather jackets from the used leather and recycled material such as plastic and metal, also it addresses environmental issues by providing possibilities for their customers with the disposal options of the used garments for a fair price instead of throwing them away (Better World Fashion, 2017). To meet a company, which business is 98 % sustainable, touched me personally (Better World Fashion, 2017). Little did I know that clothing consumption is causing environmental problems due to "…the pollution and waste generated through consumption…", also because of "…the amount of natural resources expended through consumption" (Connell & Kozar, 2014, p. 42). Therefore, the alternatives presented by *Better World Fashion* company to deal with such a problem were an eye opening to me. Hence, it inspired me to investigate the problem concerned sustainability issues within the apparel industry. The fact that a human footprint is getting heavier due to the clothing consumption, which resulted in current globalized interest that is aimed toward sustainability issues within the clothing consumption (Maria Ciasullo, Gennaro Maione, Carlo Torre, & Orlando Troisi, 2017). Moreover, not only consumers started to notice product sustainable applications, but also to seek it, which means that individual knowledge of the sustainable issues within the apparel industry is of a significant importance (Gam & Banning, 2011; Maria Ciasullo et al., 2017 and Hill et al., 2012). Furthermore, "the primary responsibility of sustainable consumption is with the consumers…" because of their "…beliefs and values about sustainability …" that they supposed to convert into buying behavior (Maniatis, 2016, p. 2). Those individuals who recognize problems associated with the apparel industry "…try to decrease clothing waste…" by an active participation in sustainable practices, such as recycling, donating, reusing and discarding, which has a positive effect on environment (Connell & Kozar, 2014, p. 52). Not to mention that consumers are key participants in sustainable growth of the apparel consumption (Shibin et al., 2016). For this reason, consumers' contribution in sustainability is vital. Thus, made me wonder what makes young consumers to choose sustainable clothing in comparison to unsustainable garments. Specifically, whether awareness of

the environmental problems or the sustainable information of an apparel product, provided by a manufacture company, influenced decision-making process of young consumers toward the purchase of environmentally friendly garment. These wonders of mine lead to gaining knowledge in sustainable clothing consumption, as well as to investigate this issue within the young consumer's decision - making process toward the purchase of sustainable clothing. The detailed description of which follows below.

1.2 The topic of interest

Globalization has a significant impact on fashion industry which appears in a growing interest of sustainability matters both by the apparel industry and consumers (Molderez & Elst, 2015; Gam & Banning, 2011). The apparel industry is considered as "… one of the most polluting industries and consumers…" (Wagner et al., 2017, p. 1). The fact that it has caused a large number of environmental issues, like countless "…quantities of harmful waste that generated at every stage of the apparel manufacturing process" (Gam & Banning, 2011, p.202), and a waste produced as a result of clothing consumption are subject to change (Connell & Kozar, 2014). Particularly, awareness of environmental problems has risen worldwide together with the grown "…consumer interest in the environmental implications of apparel production…" (Gam & Banning, 2011, p. 203). Consequently, companies within the apparel industry started to incorporate sustainability practices to meet costumers demand for environmentally friendly garments (Gam & Banning, 2011; Maria Ciasullo et al., 2017). For that reason, sustainability (see section 3.1.1) appear to represent "…a key issue in the fashion industry…", which developed into a trend (Wagner et al., 2017, p. 1; Molderez & Elst, 2015). While sustainable clothing consumption as a complex notion refers to consumers' actions toward the purchase, use and recycle of garments, and includes such activities as re-using, donating and disposal, the detailed description of which is presented in sections 2.1.2.1 -2 (Ha-Brookshire & Hodges, 2009; Liu, Wang, Shishime, & Fujitsuka, 2012).

However, individual clothing consumption and sustainable activities, in other words practices, differ by generational cohort (Parment, 2013). Generational cohort refers to "…events that produce a change in the values, attitudes, and predispositions in a society" and comprised of "…a consumer segment that consists of individuals who come of age in a particular time period…"

(Parment, 2013, p. 3; Jackson, Stoel, & Brantley, 2011, p. 1). Hence, they possess alike understanding of life by personal encountering of things that occur in the course of a specific period of time (Jackson et al., 2011). Young consumers in this thesis paper are individuals who were born in the period from "… 1980 to 1999…", thus represent specific characteristics due to their belonging to Generation Y, the detailed description of which is presented in section 3.3.2 (Crampton & Hodge, 2011, p.3). This generation is described as "…consumption oriented and sophisticated in terms of tastes and shopping preferences" (Jackson et al., 2011, p.2). And since this type of young consumers are not only eager to shop, but also are selective toward the purchase decisions, they represent quite a large consumer segment with a "…significant purchasing power" (Parment, 2013, p. 2). Therefore, this consumer segment was chosen due to its importance and relevance for the research investigation, such as to understand current situation in sustainable apparel consumption field, which might also reveal its future tendency. Moreover, marketers consider generational cohort as a significant instrument in retail because "… cohort members share similar values" (Parment, 2013, p.1). Consequently, the generational cohort theory (see section 2.2.1) is connected with the chosen sample of young consumers due to the characteristics they possess because of their belonging to the Generation Y segment by the year of birth. Namely, a list of characteristics includes similar values, beliefs and behavior toward the sustainable purchase decision, thus represent one generational cohort excluding differences between nations (Parment, 2013). While, their decision – making process toward the sustainable purchase behavior is explained with the help of the Theory of Reasoned Action (Ajzen & Fisbbein, 1980 in Madden et al., 1992, p. 3) together with the general decision-making model of sustainable consumption (Terlau and Hirsch, 2015), the detailed description of which are presented in sections 2.2.2-3. Subsequently, a framework for the research study was made based on the relevant literature review (see section 2.1) and suitable theories (see section 2.2) from which a specific model for this research study was created (see section 2.3) together with the right methodological perspectives (see section 3) in order to achieve the purpose of this study and to answer the research question appropriately.

The purpose of the thesis is to investigate how young consumers understand and apply sustainability concept, as well as to test the identified factors that might influence their decision-

making process toward the purchase of environmentally friendly garments. The gained knowledge will benefit marketers by providing a solid insight to the field of sustainable apparel consumption within the chosen sample (see section 3.3.2), which in its turn might help to aim their communication or marketing strategy for an organizational advantage. Hence, the research question is defined and presented in section 1.3.

1.3 Research question

This section presents the main research question and follows by the three sub questions, the detailed description of each of the sub-questions serve a purpose to guide the research paper, also to answer it properly.

How young consumers, Aalborg University students, understand and apply sustainability concept during the clothing consumption and what impact, positive or negative, does such factors as knowledge, price, trust and eco-labels, have on their purchase decisions?

1.3.1 Sub-question 1**:** How AAU students understand sustainability a) in general and b) in connection to clothing consumption, as well as to explore what type(s) of sustainable clothing practices do they participate in?

The first sub-question is aimed to investigate Aalborg University (AAU) students, those young consumers who represent Generation Y cohort, the way how they understand sustainability concept in general and in relation to apparel consumption. Moreover, to gain insight into their perception of the sustainable apparel consumption in comparison to the established notion retrieved from the literature review (see section 2.1). The main point in this part of the research is to understand whether the established concept of sustainability in connection to apparel consumption is interpreted and applied in practice by the chosen sample in the intended way. Or whether their perception of that concept differs and if that is the case then to distinguish in what manner did the difference occur. Similarly, such scholars as Young, Hwang, McDonald, & Oates (2009), studied a possible presence of a gap between consumer behavior toward the sustainable action due to the clash of finding connections between buying apparel products and environmental

problems (p.20). Finally, according to Connell & Kozar (2014), consumers "…do not consider the associated environmental impacts of their clothing purchases…", which has a tremendous negative aspect starting from the production of garments to throwing them away that "…contributes toward degradation of ecosystem…" (p.43). Furthermore, to learn what type(s) of sustainability practice, which were identified, like re-use, recycle and disposal for this research study (see sections 2.1.2.1-2), does AAU students apply on daily bases, as a link to understand whether their perception of sustainability concept correspond actions toward sustainable clothing consumption. In fact, by including sustainable clothing practices the findings might reveal the way how young consumers within the Generation Y segment take actions toward sustainable clothing consumption. Also, whether there is any gap between their understanding and theoretically defined concepts of sustainable clothing consumption toward its practices. Consequently, the concept of sustainable apparel consumption is a subject of investigation to understand how target audience view it and apply toward the decision-making process during the purchase of garments.

1.3.2 Sub-question 2: Does personal and demographic information such as age, gender, nationality, education and income has an impact on AAU student's decision making process toward the purchase of sustainable clothing?

Personal and demographic information such as age, gender, nationality, education and income, are categories which measurements might reveal different perception of sustainable consumption together with the sustainable practices. The choice to gain information addressed to the above-mentioned categories is supported by Panni (2006), who stated that "…age, income level, education level and occupation" are significant aspects that have an impact on byers sustainable behavior (as cited in Kaufman et al., 2012, p. 60). To begin with, gender has been defined as a "…predictor of shopping…" since "males and females differ in many aspects of consumption…" (Jackson et al., 2011, p. 3, 2). For instance, females tend to search for information "…more actively before making purchases…" as well as they "… spend more time in stores than males do" (Fischer and Arnold, 1994 in Jackson et al., 2011, pp. 2-3). According to Oh et al. (2004) and Lehto et al. (2004) female gender like not only to shop, but they also "… spend more…" compared to male gender (as cited in Jackson et al., 2011, p. 3). In addition, Webster (1975) claimed that female

gender is the most "…socially conscious consumers" (as cited in Kaufman et al., 2012, pp. 59-60). By the same token, Harris et al. (2000) declared that "…female, professional and younger" are buyers who possess sustainable behavior (as cited in Kaufman et al., 2012, p. 59). However, according to Jackson et al. (2011) "…men are shopping almost as much as women…" (p. 1). Thus, with such a contract view of females and males' sustainable consumption behavior it can be suggested that a clear picture of gender influence on purchasing action is needed to explore within the investigated target audience (Hwang, Lee, & Diddi, 2015). In addition, Knauer (1971) added that a "…high income…" is the other influential characteristic in the search for the environmental conscious behavior (as cited in Kaufman et al., 2012, pp. 59-60). Furthermore, Chan (1999) claimed that buyers who concerned about environmental issues "…tend to be better educated, and higher in economic and income status" (as cited in Chan & Wong, 2012, p.201). Finally, differences between the age group of the AAU students are going to be defined by the generational cohort theory (Jackson et al., 2011, see section 2.2.1) in relation to Generation Y characteristics (see section 3.3.2). The reason is that according to the generational cohort theory the generational identity is determined by social, political and economic events that in their term have an impact on the specific generation behavior (Jackson et al., 2011; Parment, 2013). In this research study young consumers as a target audience consists of AAU students that represent Generation Y segment by birth year identified by Crampton & Hodge (2011) and since this generation is described through the happenings, which determine their lives, like "…globalization, rapid technological advancement…" (Pomarici & Vecchio, 2014, p. 539). They also represent strong segment of a market to whom technological advances are integral part of their daily life and who are exceptionally "…socially concerned and aware of many global issues…" (Hill & Lee, 2012, p. 478). Furthermore, young consumers within the Generation Y cohort insist on having information about environmentally friendly goods, which may influence "…their purchase and consumption choices" (Bhaduri & Ha-Brookshire, 2011, p. 136). Therefore, it is assumed that there might be found no differences between the age group of Danish and International students' perception of the sustainable clothing consumption, since the chosen segment was exposed to similar technological advances and values connected to the year of their birth (see section 3.3.2). However, according to Shirley A., (2016) Denmark is the country among three others (Finland, Iceland and Sweden) that was reported as the world's most environmentally friendly country. In

fact, the focus on environmental issues caused by apparel industry in Denmark elevated, which is why companies within the clothing production "…increased public focus…" on related issues by incorporating eco-label program (Jørgensen & Jensen, 2012, p.8). That fact suggests that AAU students within Danish nationality might possess more knowledge about sustainability issues, as well as be better informed about eco-labels and their meanings than International students. Hence, AAU students personal and demographic information such as age, gender, nationality, education and income is decided to be measured to compare whether the above statements are supported with the actual findings.

1.3.3 Sub-question 3: Does the identified factors, such as knowledge, trust, eco-labels and price has a significant influence on AAU student's decision making process toward the purchase of sustainable clothing?

The third sub-question is addressed to hypotheses created from the literature review of the significant factors, such as knowledge, trust, eco-labels and price (see section 2.1.3). The purpose of which is to support or to deny the fact that the identified factors influence AAU student's decision making process toward the sustainable purchase of environmentally friendly garments.

1.4 Limitation

This section presents limitations, which were created to keep the research study clean and relevant for a reader, also to avoid any kind of unanswered points.

First, since attitude, beliefs and preferences of a chosen consumer segment within the specific characteristics of the Generation Y segment (see section 3.3.2) represent a unique generation cohort according to the Generational cohort theory (see section 2.2.1) and literature findings (see section 2.1), thus the comparison of this generational cohort with other types of generation cohorts is excluded (Crampton & Hodge, 2011; Jackson et al., 2011). The reason is that this research paper is not seeking in finding differences in understanding of sustainability matters and whether the identified factors influence other types of generational cohorts decision-making

process toward sustainable garments purchase. Therefore, is limited to present a comparison of Generation Y to other generations.

Second, the influence of subjective norms on purchase decision-making is excluded from the Theory of Reasoned Action (Ajzen & Fisbbein, 1980, in Madden et al., 1992, p. 3), due to the target audience characteristics (see section 3.3.2), which emphasis on the fact that "… Gen Y prefer to form their own opinions independently… ", instead of relying on other point of views (Hwang, Lee, & Diddi, 2015, p.95). Moreover, it is not supported the purpose of the research investigation, because the study is not looking at the way how young consumers influence each other intentions toward the sustainable purchase behavior, therefore the subjective norms were limited from it. The other limitation is that the "…theory predicts intention to perform a behavior by consumers' attitude …", though not always attitudes lead to a purchase of sustainable clothing because intentions might be under the impact of other attributes or factors (Hansen, Møller Jensen, & Stubbe Solgaard, 2004, p.540). However, in this research paper the identified factors and attributes have significant impact on consumer sustainable purchase decision therefore have positive effect and are included in the study.

Third, the decision-model of sustainability (Terlau and Hirsch, 2015, see section 2.2.3) applied to support the fact that only the thesis identified attributes and factors within the individual, social and situation determinants where chosen to stress their significant impact on consumers sustainable purchase behavior. Therefore, other possible elements addressed toward the three section of the model, such as individual, social and situational determinants, are excluded due to their irrelevance toward the research study purpose (see section 1.2).

Finally, since such measurement type as age is linked to a specific category of generation, which is Generation Y, it might be perceived as too general or broad, therefore considered as a limitation. In addition, the fact that with the use of the quantitative methodology the research study cannot answer the question 'why' and explain the results, thus it is also considered as limitation of this thesis study.

1.5 List of terminologies

This section provides with the list of terminologies used in this thesis study to avoid ambiguity.

AAU students / segment / sample / young consumers / Generation Y / target audience / participants / respondents –is used interchangeably referring to the specific group of individuals this research investigates.

Thesis / research / study / paper - is used interchangeably to refer to this work.

1.6 Structure of the research study

This section briefly outlines the content of this master thesis, which comprised of eight sections.

Section 1 includes introduction, which consists of a background information of the topic of interest, the chosen topic itself, also limitations and a list of terminologies are presented for the better understanding of the overall research.

Section 2 provides with the literature review and theories together with the study own model created for the research, which were used as guidance for overall thesis.

Section 3 presents the research design where philosophical and methodological considerations, as well as the research approaches and data collection are detailed discussed.

Section 4 explains the survey gained data results in accordance to the research sub-questions.

Section 5 offers a discussion of findings that reveal a solid answer to the research question.

Section 6 sums up the overall research, it's findings and contribution, as well as presents perspective for a new research.

Section 7 consists of References and **Section 8** presents Appendix.

2. Theoretical perspectives

This section presents the theoretical framework for the thesis paper, which consists of the literature review part and the theory part that represent foundation for the established research questions and hypotheses. First, the research view of the sustainable apparel consumption and its' notions are presented (see section 2.1). Second, the chosen factors, which influence consumers sustainable purchase decision are described and followed by hypotheses creation (see section 2.1.3). Third, the Generational cohort theory (Jackson et al., 2011; Parment, 2013) is detailed presented in section 2.2.1 in relation to the point of view this research study has toward the chosen young consumer segment (see section 3.3.2). Fourth, the consumer's decision making process toward the sustainable actions is explained with the use of the Theory of Reasoned Action (Ajzen & Fisbbein (1980, in Madden et al., 1992) and Akpoymare et al., (2012) purchase decision notion (see section 2.2.2), together with the decision-model of sustainable consumption (Terlau & Hirsch, 2015, see section 2.2.3). Finally, a summary of the theoretical perspectives section and a visual presentation of the research study own model with its description are presented in section 2.3.

2.1 Literature review

2.1.1 Sustainability

According to World Commission on Environment and Development (WCED) sustainability is a "…development that meets the needs of the present without compromising the ability of future generations…" (United Nations General Assembly, 1987, p.41). In other words, the term sustainability used to express a fair play between "…social, ecological, and environmental goals and their consequences on societies and our planet" (Elkington, 1998 in Maniatis, 2016, p. 2). Nowadays, "…sustainability represents one of the most effective levers for attracting fashion customers" (Maria Ciasullo et al., 2017, p.1). Fashion customers in this research paper represent all types of clothing consumers, for instance those who are engaged in "…environmental protection …" movement, as well as those who express interest in goods that are made in a sustainable matter or involved in sustainable practices (Maria Ciasullo et al., 2017, p. 1). In fact, companies that tend to stress their sustainability practices are likely to attract consumers (Maria Ciasullo et al., 2017). For instance, such company as Patagonia uses recycled textiles, such as

nylon, biodegradable and compostable materials for their products line (Patagonia, 2017). Other companies, such as Noir uses organic cotton (Black & Anderson, 2010), and Nike boost organic cotton in the production of goods together with the "…recycling used trainers for playground surfaces…" (DeLong, 2009, p.109). The reason for sustainability in apparel consumption to thrive in its development is based on consumers concern "…in the environmental implications of apparel producton…" together with such ethical issues as child labor, sweatshops and poor working conditions that has grown rapidly in the last past years (Gam & Banning, 2011, p. 203; Khan et al., 2017). Moreover, a great number of individuals "…make their consumption decisions on basis of ethical values…", such as sustainability matter applied to the products manufacture, labour code as well as "… human rights" (Khan et al., 2017, p.89). Consequently, the increased interest in sustainability issues addressed to clothing consumption has turned into a trend (Molderez & Elst, 2015). Recent view of sustainable consumption can be expressed as "…the current generations should fulfill their needs without compromising the ability of future generations in fulfilling their needs" (Schaefer and Crane, 2005; as cited in Maniatis, 2016, p. 2).

2.1.2 Sustainable consumption

Since the research paper is investigating apparel sustainable consumption in relation to consumer purchase intentions, this term is defined as "… the way of consuming in a different and efficient way to have improved quality of life …" (Shibin et al., 2016, p. 449). According to Meulenberg (2003), "sustainable consumption is based on decision-making process that takes the consumer's social responsibility into account…" together with consumers wishes and desires (as cited in Vermeir & Verbeke, 2006, p.170). Henceforth, apparel consumption represents a broad scope of diverse processes of use, which may be described as "... "acquiring, storing, using, maintaining, and discarding" for each garment part" (Winakor, 1962, p. 629 in Ha-Brookshire & Hodges, 2009, p.179). For this reason, sustainable consumption should include a study of purchase, use and recycle. To stress the fact that a purchase of garments is no longer the only essential attribute influencing environment during consumption (Joshi & Rahman, 2015), therefore sustainable apparel consumption may no longer be applied to sustainable purchase only.

While, clothing consumption "…refers to an individual's clothing acquisition decisions and the use of clothing by the individual" (Connell & Kozar, 2014, p. 43), which consists of such phases as "…information search, acquisition, usage, storage, and disposal…" (Ha-Brookshire & Hodges, 2009, p. 181). Therefore, individual's sustainable consumption, may be placed in three stages. The first stage is pre-purchase, which occur when consumers search for information about a garment (Birtwistle & Moore, 2007). The second stage is purchase itself, and is completed when consumers acquire and use a chosen garment (Birtwistle & Moore, 2007). Finally, the third stage is post-purchase, which is happen when consumers store or disposal their purchased clothes (Birtwistle & Moore, 2007). Thus, the following section presents a study of sustainable consumption that includes a study of purchase, use and recycle as an intertwined part of this research, which follows by a list of concrete practices, such as re-use, recycle and disposal that are part of sustainable consumption (Ha-Brookshire & Hodges, 2009). The detailed description of which is presented below.

2.1.2.1 Re-use and recycle

Systainable use of apparel products includes such practicies like to maintain goods to pro-long their lifespan, for instance to repair garments and to do laundry with low temperature or to reduce it to minimum (Wagner et al., 2017; Connell & Kozar, 2014). Also, "…reconstructing clothing to update the style of garments" is part of the sustainable clothing consumption (Connell & Kozar, 2014, p. 50). Furthermore, to donate to charity or to give away to second hand stores (Tilikidou & Delistavrou, 2004), as well as to participate in a garage sales and give clothes away either to family members or to acquaintances are part of sustainable consumption practicies as well (Connell & Kozar, 2014). Likewise, such options as to "… rent, share, lease, or switch" garments are availabale for consumers as a substitude for buying new items with an aim to use those just few times or to throw away because they no longer needed (Wagner et al., 2017, p.4).

Furthermore, sustainable consumption practicies include the purchase of environmentally friendly items made of organic fibres such as cotton, and natural raw materials as "… organic wool and peace silk…" (Wagner et al., 2017, p.3). Unfortunately, the above mentioned eco-friendly items involve unsustainable production, for instance for "…one kilogram of cotton, a high amount

of water is needed…", and even though ethical procedures are used for getting eco-wool and eco-silk, neither of that practices will be acceptable by those consumers who are vegetarian or possess extreme moral code toward goods made with animal parts (Wagner et al., 2017, p.3). Therefore, such practices as to reduce water and energy, as well as to give garments for reuse or recycle, and to use recycled materials are the best in sustainable consumption, which may help to reduce waste caused by apparel consumption. In addition, recycled materials like bottles, plastic and tyres applied for the apparel products "…offers unique designs and creates a lifestyle product with more value" (Wagner et al., 2017, p. 3)

2.1.2.2 Disposal

Disposal of clothing is another sustainable consumption practice, which happens when garments are used, broken, spoiled, unfit and even never worn or only few times (Ha-Brookshire & Hodges, 2009). It is crucial to mention this practice in the research of the consumer decision-making process toward the sustainable purchase because "…without disposal …, new clothing items could not be purchased, and …the consumption cycle could not continue" (Ha-Brookshire & Hodges, 2009, p. 193). In fact, disposal of garments increased and became a "trend of throwaway…", due to the fast fashion manufacturers, like H&M, because of its availability and affordable price that encourage consumers to purchase variety of garments often and use those only few times (Birtwistle & Moore, 2007, p. 211). In other words, such phenomenon as to buy garments often and to wear them several times only to throw away afterwards can be described by the term over-consumption, which is "… one of the reasons for environmental degradation" (Tilikidou & Delistavrou, 2004, p. 1).

Thus, sustainable apparel consumption includes a study of purchase, use and recycle, with concrete practices like the use and re-use, recycle or donation, and disposal (Ha-Brookshire & Hodges, 2009). While the choice of apparel pieces for the purchase depends on consumers' decision, which often stops on those garments that might meet their "…needs and beliefs, especially in terms of sustainability" (Maria Ciasullo et al., 2017, p. 2). Due to the fact that the consumers' purchase attitude involves itself searching for information about product manufacture and distribution in ways that are "…environmentally responsible…" for the reason to gratify their

"…needs and expectations" (Chan & Wong, 2012, p. 195). Hence, sustainable purchase behavior is the right way to reduce damages occurred due to the apparel consumption, as it "…creates unmanageable quantities of solid waste and emits dangerous substances into the air, water, and land", the result of which can be witnessed by the heavier human footprint (Connell & Kozar, 2014, p. 41). In this case, sustainable purchase behavior was used to describe consumption activities because it presented an example of positively charged attitudes, which are on its way to change apparel consumption toward buying environmentally friendly products or at least partialy reduce damage caused by clothing consumption.

2.1.3 Factors

The following section consists of the literature review of the identified and detailed described factors, such as knowledge, price, eco-labels and trust, which have influenced consumer's sustainable purchase intention with further hypotheses creation.

2.1.3.1 Knowledge

According to Joshi & Rahman (2015) environmental knowledge is "…the most studied variable…" that affected individual intention toward sustainable purchase (p. 133). In fact, environmental knowledge represents "…factual information that individuals have about the environment, the ecology of the planet, and the influence of human actions on the environment" (Arcury and Johnson, 1987, in Connell & Kozar, 2014, p.45). Similarly, Connell & Kozar (2014) stated that knowledge has a great impact on numerous aspects of an individual manner toward the action. For instance, a limited knowledge in what way apparel products were created and the environmental consequences followed that process represent an obstacle, as it causes a wrong perception "…of how clothing consumption behavior affects the environment" (Connell & Kozar, 2014, p. 55). For this reason, individual's unfamiliarity of the possible scope of the types of sustainable garments, as well as limited access to valuable information that can enlighten them about sustainable issues in clothing area, made their consumption decisions being incompetent toward the environmentally friendly behavior (Connell & Kozar, 2014). In other words, consumers possess low level of knowledge when it comes to environmental consequences caused by apparel industry (Connell & Kozar, 2014). In like manner, Thøgersen, et al., (2012) pointed out that a lack

of environmental knowledge results in unsustainable decision making, which supports the idea that a solid knowledge about environmental issues influence consumer to act in sustainable manner. Thus, a lack of consumers' knowledge "…regarding how clothing production and consumption affect the environment" carry out a great significance in terms of predicting "…environmentally sustainable behavior" (Connell & Kozar, 2014, p.47). Therefore, knowledge is a significant factor. The hypothesis addressed to this factor follows below:

H1: Consumers profound knowledge about environmental issues has a positive impact on their decision to purchase sustainable clothing.

2.1.3.2 Price

Connell & Kozar (2014) stated that individuals "…are willing to pay more for environmentally sustainable clothing", though due to "…a lack of economic resources" a high price is perceived as a barrier toward the decision to purchase environmentally friendly garments (Connell & Kozar, 2014, pp.50, 53, 55). Moreover, individuals express interest in buying sustainable clothing, still "…they are not willing to sacrifice personally, such as paying a higher price" (Chan & Wong, 2012, p. 194). Likewise, Connell & Kozar (2014) claimed that a high price of sustainable garments is negatively perceived by consumers in comparison to a low price unsustainable garments (p. 55). Therefore, it may be concluded that a friendly or a lower price of sustainable clothing might attract consumers and thus positively influence their purchase decision, otherwise it is perceived as a negative factor (Connell & Kozar, 2014). Consequently, price is a significant factor, the hypothesis for it is presented below:

H2: A high price of a sustainable clothing item has a negative impact on consumer decision making process during the purchase.

2.1.3.3 Eco-labels and trust

Eco-labels or green labels inform individuals about environmental characteristics of goods and present themselves as stimuli for the further purchase decision (Thøgersen, Haugaard, & Olesen, 2010). It is believed that eco-labels represent a vital factor to improve "…consumer trust…" in sustainability allegations, as well as decrease their time in finding environmentally friendly products with no pressure to individuals "…freedom of choice…" (Thøgersen et al., 2010,

p. 1787). Likewise, Chatterjee (2009) stated that consumer's choice to pursue sustainable characteristics in goods for the purchase decision will be the priority in contrast with those that possess "…low level of environmental impact" (Rahbar & Abdul Wahid, 2011, p. 75). Conversely, it has been found (Thøgersen et al., 2010; Rahbar & Abdul Wahid, 2011) that consumers have doubts about information provided by eco-labels, because of their "…fear being cheated…" by manufacturers claims (Thøgersen et al., 2010, p. 1790). Nevertheless, eco-labels have a positive impact on consumer purchase decision, though with no trust of the sustainable claims provided on a product label, it might fail to result in buying action (Rahbar & Abdul Wahid, 2011). The lack of a trust factor and consumer confidence in goods that labeled as environmentally friendly, signified negative impact towards purchase decision, therefore represent a barrier in sustainable apparel consumption (Tung, Shih, Wei, & Chen, 2012). Hence, eco-labels and trust are significant factors to which a hypothesis is created and presented below:

H3: Eco-labels have a positive impact on consumer purchase decision only when an individual trust the sustainable claims made by a product manufacturer.

2.2 Theories

2.2.1 Generational cohort theory

According to Egri and Ralsston (2004) generational cohort is a "…type of national subculture that reflects the value priorities emphasized during a country's particular historical period" (Jackson et al., 2011, p.2). Specifically, generational cohort is determined "…by cataclysmic events that produce a change in the values, attitudes, and predispositions in a society" (Parment, 2013, p.3). In other words, the outcome of social, political or economic developments happening at the time of "... pre-adult years of a cohort result in a generational identity comprising a distinctive set of values, beliefs, expectations and behaviors", which are permanent and therefore stay unchangeable during the whole period of their life (Jackson et al., 2011, p.2). In like manner, Parment (2013) stated that the above-mentioned developments significantly influence generational cohort "…values, preferences, attitudes, and buying behavior… for their entire lifetime" (p. 3). This theory is a relevant and a significant choice for the research paper because it emphasis the fact that historical events, whether it is social, political or other, are the significant factors that influence individuals prior to adulthood period of life effecting their values, believes and behavior

(Parment, 2013; Jackson et al., 2011). Thus, according to the above presented theoretical statement it might be assumed that young consumers for this research study who represent Generation Y cohort and identified by the year of birth, which in this case is "…from the 1980 to 1999…" (Crampton & Hodge, 2011, p.3) possess similar values and beliefs toward the sustainable clothing consumption (see section 2.1.2). The reason is that individuals within the Generation Y cohort are "…defined through the events that define their lives…"(Pomarici & Vecchio, 2014, p. 539). For instance, the Internet, by the year of its creation is a member of this generation, therefore its' members are called "…'digital natives'…" because "… digital immersion has, quite literally, caused this age group to be wired differently…" (Don Tapscott, 2009, as cited in Hershatter & Epstein, 2010, p.212). Young consumers who represent Generation Y are not only "… the most educated, well travelled and technologically sophisticated…" (Crampton & Hodge, 2011, p. 3), but also are consumption-oriented (Jackson et al., 2011), and are described as the most conscious generation who are aware of ethical and environmental problems (Hwang et al., 2015). Members of this generation "…have grown up in an age of instant global communication, media saturation and material excess" (Barbagallo, 2003, as cited in B. Valentine & L. Powers, 2013, p. 598). Consequently, can be assumed to represent one generational cohort with minor differences among various nations toward the sustainable clothing consumption. In fact, the Generation Y cohort serve "… stability that age segmentation offers…", also presents "…the insights into consumer motivations that value segmentation offers…" (Jackson et al., 2011, p.2). Therefore, the generational cohort theory is the right choice to apply in connection with the description of the chosen young consumer segment for this research study, to strengthen the investigation in the search for the answer of the research question in the most sufficient manner.

2.2.2 Theory of Reasoned Action.

The Theory of Reasoned Action (TRA) by Ajzen & Fisbbein (1980, in Madden et al., 1992, p. 3), was chosen due to its relevance in connection to the main purpose of this research paper, such as to understand how AAU students perceive and apply sustainability concept, also to investigate how the identified factors influence their intentions toward the purchase behavior. Moreover, this theory was used in many studies (Thøgersen et al., 2010; Bhaduri & Ha-Brookshire, 2011; Ha-Brookshire & Hodges, 2009) to explain consumer attitude and behavior toward

sustainable purchase behavior, which is why it suits the choice of the theoretical approach for this research paper.

The Theory of Reasoned Action (Ajzen & Fisbbein, 1980) points out that "…behavior intentions…, are function of salient information or beliefs…", which lead to the consequences (Madden et al., 1992, p. 3). Intentions "…refers to willingness or readiness to engage in behavior under consideration…" (Paul, Modi, & Patel, 2016, p.124), and are determined by attitudes and subjective norms. Attitudes come from a source of personal beliefs (positive or negative) about the action toward subject matter, while subjective norms are individuals' perception of the social pressure occurred to carry out their behavior whether to act upon it or to reject (Ajzen & Madden, 1985). In other words, individual intentions to make something done might be presented as a function of own "…attitudes and/or through subjective norms" (Madden et al., 1992, p. 3). In addition, according to the theory the motivational elements that influence a behavior are "…included in the intention construct…" (Leone, Perugini & Ercolani, 1999, p.162).

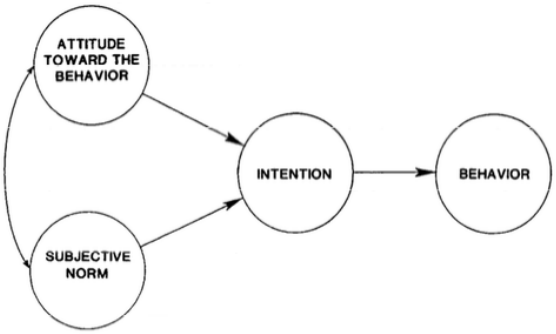


Figure 1. The TRA (Ajzen & Fisbbein, 1980) image was borrowed from Ajzen & Madden (1985, p. 454).

In fact, "attitude toward a behavior…" is believed to be private in nature, which is why apparel consumers "…positive or negative evaluation of performing the behavior" predicts intention toward the action (Bhaduri & Ha-Brookshire, 2011, p.2). To put it another way, since intentions predict behavior, they also indicate toward the effort an individual put into the actual behavior, which means the stronger the intention is to engage in any kind of a sustainable behavior, the likely outcome might be in favor. For instance, apparel consumers who believe that to purchase environmentally friendly garments have a positive effect on the environment, are likely to make the action in comparison to those who does not possess the same believes. In this research study

the intention toward the behavior variable is determined by the way how young consumers understand the sustainability concept and whether they participate in any of its activities (see sections 2.1.1-2). Likewise, Nowlis (1995) stated that individuals "…decision process occurs as a result of consumers seeking and evaluating available information to make purchase decision" (Akpoymare et al., 2012, p.198). While, purchase decision in its term combines series of actions to achieve a result "… in which consumers evaluate alternative products on the strength of various attributes" (Mowen, 1993, in Akpoymare et al., 2012, p.200). Attributes for this thesis are described as identified factors (see sections 2.1.3) that influence young consumers sustainable apparel consumption and represent a significant variable that determines their purchase decision.

2.2.3 Decision-Model of Sustainable Consumption

According to Terlau and Hirsch (2015) to seek to "…explain or change behavior towards a more sustainable consumption..." requires to begin with various "…interdependent influence quantities of sustainable consumption" (p. 160). To put it another way, a solid list of influential attributes and factors that have a significant impact on consumer sustainable purchase decisions shall be presented at first. In fact, Terlau and Hirsch (2015) have created "… a general decision-making model of sustainable consumption…", which suggests that "…beliefs lead to attitudes, which in their turn derive intentions" (pp. 160-161). While the intentions cause the "…actual buying behaviour" and influenced by a large number of individual, social and situational factors (Terlau & Hirsch, 2015, p.161). The individual factors are comprised by "…socio-economic characteristics such as age, sex, education and income; … motivation…", while social factors consist of "…societal norms, embedding into cultural context… mass media with its agenda-setting" (Terlau & Hirsch, 2015, p.161). Finally, the situational factors connected with the "…act of purchase…", for instance availability of environmentally friendly goods and the price (Terlau & Hirsch, 2015, p.161). Hence, this model represents a framework for the thesis paper due to its relevance toward the purpose of the study. Though, only relevant and applicable attributes and factors are going to be presented within the individual, social and situation determinants as part of a decision - model of sustainable consumption (Terlau and Hirsch, 2015), excluding other possible elements due to their irrelevance to answer the purpose of the thesis paper. Also, due to the time

pressure and logic only the identified factors are included to this thesis to create a solid research study, which will lead to a decent answer to the research question.

2.3 Summary

This section presents a summary of the chosen literature review and theories, which were used as the basis for the research study with the aim to gain a proper answer to the main research question. A visual presentation of the research study model was based on the decision- model of sustainable consumption created by Terlau and Hirsch (2015), the detailed description follows below:

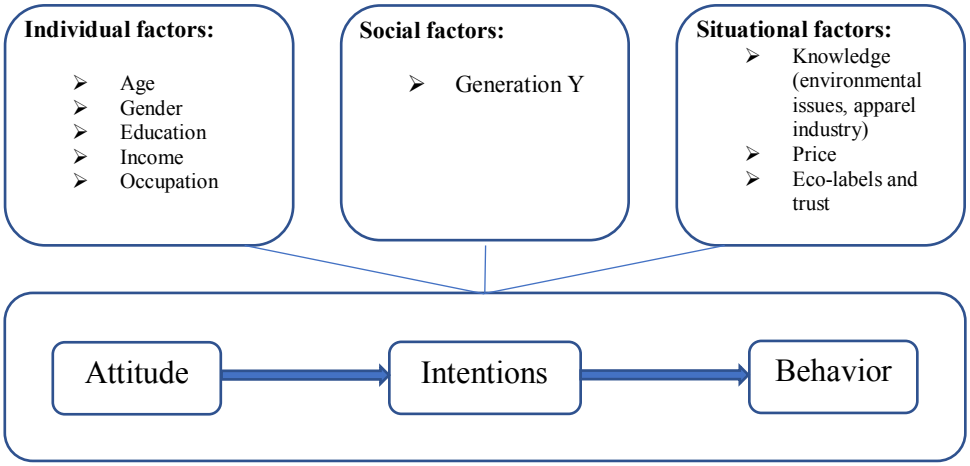


Figure 2. The research study model.

The theory of Reasoned Action was created by Ajzen & Fisbbein (1980, in Madden et al., 1992) and suggests that individuals' intentions are formed by their own attitudes, such as positive or negative, toward the subject matter, which in this case is the purchase decision of sustainable clothing consumption, that in its term outcomes in behavior (Bhaduri & Ha-Brookshire, 2011). In like manner, Terlau and Hirsch (2015) created "… a general decision-making model of sustainable consumption…", which implies that individual attitudes move toward intentions that results in definite purchasing behavior (p. 160). However, they have stressed that for such chain to work as it is intended the attributes and factors, which influence consumer intentions toward the sustainable purchase decisions within the apparel consumption, shall be identified and presented (Terlau and Hirsch, 2015). In addition, Terlau and Hirsch (2015) stated three groups of influential determinants, such as individual, social and situational that are followed by the variety of factors

influencing purchase decision (p. 161, see sections 1.3.2, 2.1.2-3). Therefore, individual, social and situational determinants that influence consumer intentions toward the sustainable clothing consumption in relation to this research study are described next.

First, the individual determinant group for this thesis paper consists of such factors as "…age, income level, education level and occupation" (Panni, 2006, in Kaufman et al., 2012, p. 60), which were supported by other researchers, such as Chan & Wong (2012) the detailed description is presented in section 1.3.2. While, the age attribute stays as a separate mesurement factor, it is narrowed down to a specific period of time, such as from "… 1980 to 1999…" due to the purpose of the thesis (see section 1.2) and the reason to investigate young consumers (see section 3.3.2) within a specific period of their birth date toward the subject under the investigation (Crampton & Hodge, 2011, p.3). Furthermore, sustainability practicies, such as use, re-use and disposal are part of this group, because they are determined by individuals consumer understanding of sustainability concept within the apparel consumption matter (see sections 2.1.2.1-2). That is why the research study is testing the defined sustainable practicies to broaden the knowledge about young consumers understanding of sustainability issues and actions applied toward the sustainable clothing consumption. In adition, with the help of Maniatis (2016), Gam et al., (2011) and Khan et al., (2017) descriptions of the sustainability definition (see section 2.1.1) and its practicies within the clothing consumption (section 2.1.2) are defined to state the point of view this thesis has toward the matter under the investigation.

Second, the social determinant group includes young consumers who represent the Generation Y segment, which implies that individuals born in that generation possess alike characteristics, therefore represent a unique cohort (see section 3.3.2). The above presented statement is supported by Generetional cohort theory (see section 2.2.1) that claims the results of social, political or economic developments taking place at the time of "... pre-adult years of a cohort result in a generational identity…" (Jackson et al., 2011, p.2). Meaning that consumers divergent "…amount and type of effort … put into shopping…" has an issue for years (Parment, 2012, p.2), that is why it was narrowed down to the chosen young consumer segment. That allows to investigate their perception of sustainability issues and its practices toward the clothing

consumption for the further support or denial of the literature findings that representatives of this segment possess alike characteristics across cultures when it comes to the clothing consumption (Jackson et al., 2011; Hwang et al., 2015).

Finally, situational determinant group involves a number of important factors, such as knowledge (Connell et al., 2014 and Thøgersen, et al., 2012), price (Connell et al., 2014 and Chan & Wong, 2012), eco-labels and trust (Thøgersen et al., 2010; Rahbar et al., 2011and Tung, Shih, Wei, & Chen, 2012), that play a vital part in this thesis paper due to the fact that they have a significant impact on consumer sustainable purchase decision (see section 2.1.3). Consequently, the presented identified factors possess a strong power in relation to the intentions, which in its term have a significant influence on the consumer behavior toward the sustainable apparel purchase. Thus, with the help of the relevant literature review and appropriate theories the purpose of the research study shall be achieved.

3. Methodology

This section provides with the research design, where the 'Research Onion' model by Saunders et al., (2009) is used as a bone structure for this thesis. The philosophical and methodological considerations along with the research approaches and data collection are discussed in relation to the purpose of the study and are presented below.

3.1 Philosophical Considerations

Philosophical considerations are essential for the research study as they underpin the point of view and methods a researcher put into the investigation to achieve an appropriate answer to the research question and a purpose (see sections 1.2-3). The 'Research Onion' model by Saunders et al., (2009) presents a descriptive overview of the possible philosophical and practical considerations, which are aimed to solve a matter of an individual focus (p. 108). Therefore, a specific philosophical choice shall be made by a researcher in relation and best interest to the research purpose, which is why Saunders et al., (2009) model structure (**Figure 3** in Appendix 8.1) was used as an inspiration to present this thesis philosophical and practical considerations in the way that it is understandable and easy to follow by a reader (see below).

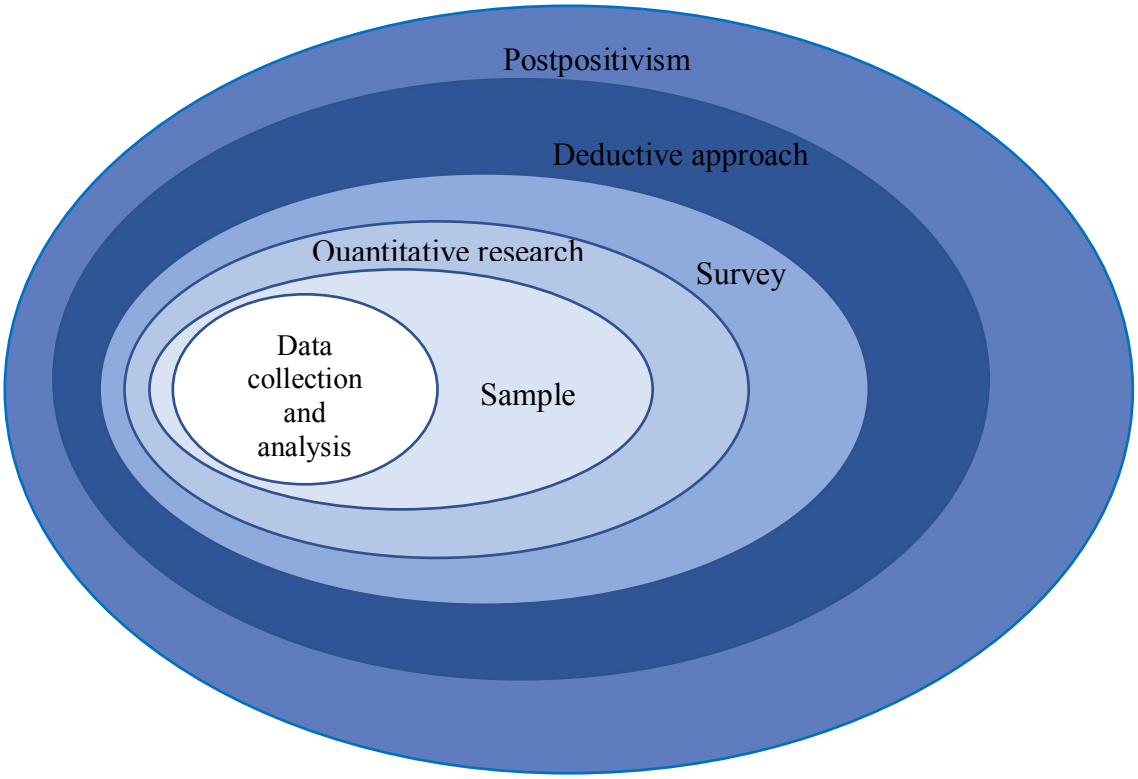


Figure 4. The research study philosophical and practical considerations.

The first outer layer consists of the two philosophical considerations, in other words paradigms, such as ontology and epistemology. Ontological considerations relate to the "… nature of reality" (Saunders et al., 2009, p. 110), while epistemological considerations relate to what "... regarded as acceptable knowledge..." (Bryman et al., 2011, p.15). Paradigm is an approach to explore "…social phenomena from which particular understandings of these phenomena can be gained…" as well as clarifications achieved (Saunders et al., 2009, p. 597). Hence, the ontological perspective of this research study holds the view of objectivism because the research question is aimed to reveal whether the identified factors (see section 2.1.3) have an impact on a specifically chosen target audiences' decisions to purchase sustainable clothing items. As "… social phenomena and their meaning have an existence that is independent of social actors" (Bryman, 2012, p.33). Meaning, that according to generational cohort theory (see section 2.2.1) young consumers, who represent Generation Y segment, share similar values and beliefs due to the time period they were born and matured (Parment, 2013; Jackson, et al., 2011, see section 3.3.2). Hence, their perception of the nature of reality is alike due to the independent factors that have an impact

to their understanding of life and perception of things that occur in the course of a specific period of time, which in this case is "…from the 1980 to 1999…" (Jackson et al., 2011, Crampton & Hodge, 2011, p.3).

Whereas, the epistemological perspective of this research study holds the view of a postpositivism, which implies that a researcher with this type of worldview is in "…need to identify and assess the causes that influence outcomes…" (Creswell, 2009, p.7). For this reason, a set of measurements was carefully chosen (see section 1.3.1-2). As well as the generational cohort theory was applied to support the choice of a specific generation, such as Generation Y, for its' relevance due to the description of its' members being a consumption oriented consumers (see section 3.3.2), that is applicabile to the research investigation of the issues addressed to sustainable clothing consumption. Next, with the help of the literature review, significant factors that have an influence on consumer's sustainable purchase decision were found, which in their turn were used for the hypotheses creation (see section 2.1.3). The aim for hypothesis creation is to test the identified factors to a selected sample for their verification or rejection to gain an answer to the thesis study research question. Moreover, a carefully selected measurement retrieved from the literature review was applied (see section 1.3.2), that assures its reliability, which was used to find information about the chosen samples' sustainable purchase behavior for the reason to either verify it or to clarify their tendencies toward the topic under the investigation for the better understanding of their worldview. In fact, "being objective is an essential aspect of competent inquiry…" (Creswell, 2009, p.8), which points out that the method for gaining necessary data for the further analysis shall be chosen in favor to exclude biased answered. Hence, the answer to the research question shall be defined by the valid data analysis based on the reliable selection of the measurements, that help to understand the chosen samples behavior toward the matter at focus. Consequently, carefully selected measurements (see section 1.3.2) were applied to a chosen target audience to reveal whether their decision toward the purchase of sustainable clothing items are influenced by the identified significant factors (see section 2.1.3).

3.2 Approach

The second layer of the thesis model presents the applied research approach. There are two possible approaches, such as deductive where a researcher "…develop a theory and hypothesis

(hypotheses) and design a research strategy to test the hypothesis…" and inductive where a researcher "…collect data and develop theory as a result of … data analysis" (Saunders et al., 2009, p.124). Since the research study gathered information to the topic of interest first, as well as selected relevant theories and created hypotheses based on the appropriate literature review (see section 2.1) for their further verification or rejection (Saunders et al., 2009, p. 125) in order to answer the research question (see section 1.3). Consequently, the deductive approach was used, which is also described as the "…view of the nature of relationship between theory and social research" (Bryman, 2012, p. 24). In fact, the knowledge about the concepts in focus together with the relevant theoretical perspectives shall be developed to create a solid research for the further its' investigation, data collection and analysis. Meaning that knowledge about sustainability concept, its' practices and identified factors that have a significant impact on consumers decision-making process toward the purchase of environmentally friendly clothes are important to distinguish as it provides with a profound insight to the area of investigation. Moreover, specific criteria of measurement are required for the deductive approach, for this reason this thesis used personal and demographic characteristics together with five point Likert scale (Bryman, 2012), as "… controls…", which in their turn "… allow the testing of hypotheses" (Saunders et al., 2009, p. 125). Likert Scale is a "…multiple-indicator or multiple-item measure of a set of attitudes relating to a particular area" (Bryman, 2012, p.166). The focal point of the Likert scale is to "…measure intensity ...", which in this study is decision toward the sustainable purchase behavior (Bryman, 2012, p.166). Color-coding design is applied for presenting data retrieved from two open-ended survey questions (see Appendix 8.2, Q.7-8, pp. 85-9), that helped to "…build visualizations which depict the desired information in a clear way…" (Bianco et al., 2015, p. 86). First, the research study aims to reveal AAU students' attitudes toward the identified factors (see section 2.1.3) whether they have a significant impact on their decision-making process toward the purchase of environmentally friendly clothes. Second, to measure frequency of the sample participation in sustainable practices (see sections 2.1.2.1 -2). Third, the color coding method for the data from the open-ended survey questions is used to visualize the answers to themes for the further interpretation. Consequently, a deductive approach with the help of the measurements tools strengthen understanding of the research topic with assurance of its reliability (Saunders et al., 2009, p. 125).

3.3 Research design

This section consists of the other following layers of this thesis model, as all of them concentrated on the research study development, namely are oriented toward a detailed description of the way how to resolve a problem in the best manner. Research design in its term represent a structure of the way how to gain and critically examine the research data (Bryman, 2012, p. 46). In fact, a researcher shall choose a research design carefully because it "…reflects decisions about the priority being given to a range of dimensions of the research process", which should be aligned with the study purpose and research question (Bryman, 2012, p. 46).

3.3.1 Quantitative method

To answer properly to a research question, it is crucial to make a right methodological decision, in order to follow a correct method and apply its' guidelines accurately. As it was described earlier, the research design of this study is already influenced by the philosophical considerations and a chosen approach, therefore it goes without saying but the quantitative research method will be used for collecting data. Quantitative research method is "…a means for testing objective theories by examining the relationship among variables" (Creswell, 2009, p.4). For instance, this research study is testing the gained information by literature review and created hypothesis to support or to deny their statements that identified sustainable practices and factors have an impact on target audience decision-making process toward a purchase of environmentally friendly clothing. In addition, quantitative method requires gathering data where numbers are central point, however "… theory acts loosely as a set of concerns in relation to which … collects data", which implies that a researcher shall interpret the results of a data analysis where generalization is allowed (Bryman, 2012, p. 161, 163). Thus, this method suits the research purpose where the focus lays on testing the theories and hypothesis, also on analyzing the data findings in connection to the maim concept.

3.3.2 Sample

Sample is an essential element for the research study development as it represents "…the segment of the population…" that is chosen for the examination (Bryman, 2012, p. 187). To decide

what type of a sample is appropriate and relevant according to the purpose of the research study can be made with the help of a probability or a non-probability approaches. A probability approach involves random collection of "…each unit in the population…" that will have an equal right to be chosen (Bryman, 2012, p. 187). Whereas non-probability approach chooses individuals non-randomly, specifically by a selection of some individuals from the others by a criteria or characteristics a research study aims to investigate a topic at focus for the benefits to achieve an appropriate result (Bryman, 2012, p. 187). In fact, non-random approach, namely quota sample that "… reflects a population in terms of the relative proportions of people in different categories, such as gender, ethnicity, age groups, socio-economic groups, and region of residence, and in combination of these categories" (Bryman, 2012, p. 203). This type of a sample helps not only to answer to the purpose of the thesis, also it specifies a segment under the investigation and strengthens reliability and validity issues by providing measurements upon which this study will draw a conclusion. The decision to use a quota sample was made due to a great influence of the chosen topic under the investigation (see section 1.2), and a literature review which strengthened the chosen personal and demographic categories as separate quota groups that were supported by multiple researchers, such as Kaufman et al., (2012), Hwang et al., (2015), Chan & Wong (2012) and Jackson et al., (2011) (see sections 1.3.2). Specifically, several deliberate steps were taken for the target audience construction. First, young consumers shall be enrolled students at Aalborg University, thus belong to AAU community where the level of their degree shall vary from Bachelor to Master degree, while a field of their study education has no restrictions. In fact, according to Chan (1999) education, especially on a higher level tend to have a positive impact on consumer decision toward the sustainable behavior (in Chan & Wong, 2012). Therefore, the education category was chosen to be tested. Second, the sample of AAU students should consist of both female and male respondents. Third, equal number of Danish and International respondents shall be gathered. This category was chosen due to the possibilities that Aalborg University provides with, such as international environment and a large number of individuals that are enrolled to variety of study fields (n.d). Fourth, the income category was chosen according to the literature findings that pointed out the fact of a high income being an influential aspect for consumers' decision toward the purchase of sustainable clothing items (Knauer, 1971, see section 1.3.2). Finally, the age category was thoughtfully chosen to represent characteristics of young

consumers who were born from "… 1980 to 1999…" (Crampton & Hodge, 2011, p.3). Meaning that those individuals who were born in a period before the 1980 year and after the 1999 year does not represent the target audience of this research study, therefore excluded from it. However, those young consumers who were born from "… 1980 to 1999…" year are part of this target audience (Crampton & Hodge, 2011, p.3). The reason is that young consumers in that specific period of birth time represent Generation Y population, which has "…a large and powerful consumer segment with a long future of potential consumer decisions…" (Hwang et al., 2015, p. 97). According to such researchers as Crampton et al., (2011), Hershatter et al., (2010), Jackson, et al., (2011) and Hwang et al., (2015), members of this generation grew up in a technologically advanced time, who are aware of environmental, ethical and social issues, as well as highly consumption oriented and represent a large "…powerful market segment…" (Hill et al., 2012, p.478). In addition, the age category is not only targeted young consumers within the Generation Y segment, it also thoughtfully strengthened this choice with the generational cohort theory, which distinctly states that those "… consumer segment that consists of individuals who come of age in a particular time period…" share similar beliefs (Parment, 2013; Jackson, et al., 2011, p. 1). Hence, the age category was chosen in accordance to Crampton & Hodge (2011) characteristics of the year of birth, to narrow the sample to those individuals who represent Generation Y segment, which also was supported by the generation cohort theory for the study reliability assurance and to avoid inaccurate judgement toward the age criteria (Bryman, 2012, p. 204).

Consequently, the target audience for this research study consists of AAU students, who represent a group of young consumers that matured during the identified by Crampton et al., (2011) period of time. Thus, they represent Generation Y population, which is the most conscious generation, that was specifically selected to keep the research discussion relevant and appropriate to the purpose of the study. Moreover, individuals of this sample consist of those who participate and care about environmental movement, as well as those who do not care about sustainability issues in connection to the clothing consumption. The advantage of this sample consists of gaining large number of answers, and allows to make a generalized conclusion out of findings. However, it is applicable only to the selected young consumers age, as a generation population, and to Aalborg University, as an institution of those respondents of the research study survey who belong

to it (Bryman, 2012). The choice to select AAU students as a target audience, was guided by a quota sample, where age, gender, nationality, education and income, are categories which measurements might help to reveal similarities between Danish and International students' perception of sustainability concept and its practices, as well as to verify or deny created hypothesis (see section 2.1) in connection to their decision-making process toward the topic under the investigation.

While, the size of the sample group is influenced by the time, as the data collection should be gathered within maximum of few weeks to be able to analyze it and reflect on findings in a proper manner for meeting a deadline of the research study submission. However, Bryman (2012) stated that "…increasing the size of a sample increases the *likely* precision of a sample" (p. 198), which suggests that errors, such as non-response or decline to participate in this study can be of a minor importance if a large number of a sample size would be reached. Hence, members from two groups on Facebook page were selected to reach the quota sample, precisely a researcher classmates from the AAU study field via *CCG-Culture, MA. AAU 2016-2018* group (source 1), which consists of 123 members, and via *Aalborg Universitet* group that has 32,411 followers (source 2). The members of the above presented groups were invited to contribute to the research study through the web-survey link with a short description of the main topic and its lengths, such as: *Dear fellow students. I would really appreciate if you could spend 2-3 minutes of your time and fill in my MA thesis Survey. It is about the sustainable clothing consumption, check it out! ☺Thank you in advance. Nina.*

3.3.3 Survey

Survey or in other words a self-administered questionnaire was created for the target audience to answer questions by themselves (Bryman, 2012). This method for collecting data was chosen due to several advantages, namely it is easy to invite large number of individuals to participate in it, simply by posting a survey link on the suitable web page or by sending it via e - mail. That allows potential participants to answer to the survey at their convenient time and place. Which brings to the next advantage for this method selection, such as easier to administer the survey, because it can be send through the web pages or mail addresses "…in very large quantities

at the same time" (Bryman, 2012, p. 233). However, those participants who decide to take part in the survey are left by themselves, which points to the fact that if any difficulties occur with the questions understanding, a survey creator cannot help them by providing an interpretation of the questions they found hard to comprehend. Therefore, all survey questions shall be constructed as explicit and clear as possible to avoid misunderstanding that might lead to irrelevant data collection or even discarded response (Bryman, 2012). Next, a web survey should not be made of many questions because respondents tend to get tired and bored very fast (Bryman, 2012). Unfortunately, this research study could not avoid that issue and perceive it as a disadvantage. Namely, thirty carefully constructed questions were included to the survey to gain a relevant data and to avoid having unanswered points that might prevent from achieving a solid answer to the research question. The detailed description of the thesis survey construction is presented below.

3.3.4 Construction of the survey

An online survey was developed in February 2018, which was built with the use of the SurveyMonkey (2018). This tool allows to build a web survey where questions are separated from each other so that respondents can focus on one question at a time, as well as to divide survey to several pages and control the order of questions appearance. Furthermore, to ensure that the survey is understood in the intended manner, simple and easy to comprehend words were chosen. Also, a short description about its purpose was provided to avoid AAU students' confusion, which might result in having a misleading information. The survey consists of open and closed types of questions format. Open type of questions format requires participants to write their individual opinion with the use of own words, whereas closed type of questions format composed of "…a set of fixed alternatives…" that respondents should select to pick an answer (Bryman, 2012, p. 246). Advantages of open ended questions consists of giving freedom to respondents to answer to questions the way they wish to, also to gain valid information about their "…levels of knowledge and understanding…" of the concepts under the focus (Bryman, 2012, p. 247). However, this type of questions involves a great deal of time that is perceived as a disadvantage because respondents tend to skip or refuse to answer to open ended questions, which results in small amount of responses (Bryman, 2012). As for the closed ended questions, they are fast and easy to complete, though tend to "…loss spontaneity..." and limited in choosing category especially if a respondent

has a certain opinion which is missing from the given list of possible answers (Bryman, 2012, pp. 250, 252). Therefore, such option as "…*'Other'...''* added to the closed ended questions helped to "… provide a wide range of answers" (Bryman, 2012, p.252). The survey for this research study is composed of three parts, the detailed description is presented below.

3.3.4.1. First part

The first part of the survey starts from the short welcome text and serve the purpose to introduce the main idea for the survey creation to participants, which follows as:

Welcome to the survey "Sustainable clothing consumption". This survey aims to explore the sustainability concept among Aalborg University students, the way how it is understood and applied in practice, as well as to test attributes that might have an influence on the final decision to buy environmentally friendly clothing. All answers are treated strictly anonymously. Please enjoy this survey journey.

You can fill out the questionnaire in just 4 minutes. But please don't rush.
Thanks in advance for your contribution.

The complete survey is presented in Appendix 8.2, whereas the detailed description of its' questions creation follows next. Questions 1-2 are security questions, which were purposefully created to ensure that the right sample has provided with the answers. In fact, Question 1 is a Yes/NO - closed question, that was created in a manner that a negative answer to that question will automatically disqualify a participant and end the survey. Question 2 is an open question where participants were asked to write a year of their birth, which was created in relation to the Generation Y characteristics (Crampton & Hodge, 2011). While Questions 3-6 are factual questions that were created with the closed type of question format and are aimed to collect AAU students personal and demographic information such as age, gender, nationality, education and income. The choice to ask questions with the use of those characteristics are detailed described in section 1.3. Furthermore, Questions 7-8 were intentionally made with the open type of question format, because they supposed to reveal an individual understanding of the significant concepts, such as sustainability and sustainable consumption from the participants point of view. Also, to

understand whether their perception of those concepts constructed similar to the way this research study describes them (see sections 2.1.1-2).

3.3.4.2. Second part

This part of the survey consists of questions related to income attribute (see section 1.3.2) and sustainability concept in relation to the identified practices (see section 2.1.2).

Questions 9-11 made with the closed type of question format and relate to income attribute (see section 1.3). While Question 12 is concerned on finding where the survey participants shop in relation to their sustainability concept perception. Furthermore, Question 13 is aimed to see if participants are interested in buying sustainable clothes. However, Question 14 reveals if participants are aware of environmentally friendly materials and thus consider that knowledge when purchasing garments. For instance, polyester and nylon are causing serious consequences on environment (Patton, 2015). While hemp, which is like cotton material and soy silk, "…cruelty-free alternative to silk and cashmere…" are truly environmentally friendly materials (Patton, 2015, n.p.). Likewise, during linen production a minimum of such resources as energy and water is used, therefore it is eco-friendly material to apply for garments (Patton, 2015, n.p.). Next, Question 15 is aimed to gather information of those participants who are truly environmentally conscious during the clothing purchase, thus might have preferred organizations to consume from due to the previous experience. Finally, Questions 16 - 18 are created based on theoretical reflections in sections 2.1.1-2. The Likert Frequency scale (never, rarely, sometimes, often, always) (Scribd, 2018), was used to reveal participant's frequency of participating in sustainable practices (see sections 2.1.2.1-2). The point Likert- scale was chosen because of its core purpose to measure attitudes (McLeod, 2008).

3.3.4.3. Third part

This part consists of questions related to factors that have positive or negative impact on the participants' decision to buy environmentally sustainable clothing.

Questions 19- 20 are created based on theoretical reflections of the first identified factor,

such as knowledge (see section 2.1.3.1.). The Likert Importance scale (very important, important, moderately important, of little importance, unimportant) (Scribd, 2018), was used for Question 20 to reveal participant's attitudes toward subject matter (McLeod, 2008). While Yes or No choice of the question answer was used for Question 19 (Scribd, 2018). Furthermore, Questions 21-22 are created based on theoretical reflections of the second identified factor, such as price (see section 2.1.3.2). The Likert Importance Scale (very important, important, moderately important, of little importance, unimportant) (Scribd, 2018), was used for Question 21 to reveal participant's attitudes toward subject matter (McLeod, 2008). Whereas Likert Agreement Scale (strongly agree, agree, undecided, disagree, strongly disagree), was used for Question 22 (Scribd, 2018). Moreover, Questions 23- 26 are created based on theoretical reflections of the third identified factor, such as Eco – labels (see section 2.1.3.3). For the Questions 23-24 the Likert Agreement Scale (Yes or No), was used (Scribd, 2018). While for Questions 25-26 the Likert Importance Scale (very important, important, moderately important, of little importance, unimportant) (Scribd, 2018), was applied to reveal participant's attitudes toward subject matter (McLeod, 2008). In addition, Questions 27-29 used EU Ecolabel as an example for the assumed recognized label between Danish and international participants, since it is a well-known label in Europe, which represent "…environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle…" (European Commission, 2017). The features for the EU Ecolabel description in Question 28 were borrowed from European Commission (2018). Question 29 is created with the Likert Importance Scale (very important, important, moderately important, of little Importance, unimportant) (Scribd, 2018), to reveal participant's attitudes toward subject matter (McLeod, 2008). Finally, Question 30 is created based on theoretical reflections described in section 2.1.3.3. with the Likert Agreement Scale (Yes or No) (Scribd, 2018), to reveal whether such factor as trust has influence on target audience perception for the further purchase action.

3.4 Reliability and validity

Reliability and validity are interrelated because "…validity presumes reliability" (Bryman, 2012, p. 173). This research study follows quantitative method, which points to measurements validity where the focus lays on "…the concept that is supposed to be denoting" (Bryman, 2012, p. 47). For instance, measurements validity for this thesis are presented by personal and

demographic criteria (see section 1.3.2) that are aimed toward the main concepts, such as sustainability and sustainable consumption. Moreover, the identified sustainable practices (see section 2.1.2.1-2) and significant factors that have an impact on consumer's sustainable purchase intention (see section 2.1.3), are the essential measures that represent the main concept of the research study focus. The above presented measurements were retrieved from the literature review and supported by quota sample, therefore present a reliable information, consequently are valid (Bryman, 2012, p. 173). To put it differently, the evaluation of the data gained from the survey, which has applied the above described measurements "… presupposes that a measure is reliable" (Bryman, 2012, p. 47).

4. Results

This section presents survey results in accordance to the research sub-questions. The first part consists of results gained to sub-question 2 (see section 1.3.2), where personal and demographic information were specifically chosen as categories which measurements help to compare young consumers' perception of sustainable consumption. The second part consists of results collected to sub-question 1 (see section 1.3.1), which describes the survey participants understanding of such concepts as sustainability and sustainable consumption in relation to apparel industry and its' practices. Finally, the third part of this section describes results to sub-question 3 (see section 1.3.3), specifically presents data gained from young consumers about their purchasing behavior in terms of supporting or denying the fact that the identified factors, for this research study, have a significant influence on their decision-making process toward the sustainable purchase of apparel items.

4.1 Individual factors influencing sustainable consumption

In total, 66 AAU students took the survey, though the thesis analysis is based on 52 answers (see Appendix 8.2, Q.1, p.76), because 7 of the respondents' answers were rejected from the survey as they did not belong to the Aalborg University community, thus are not a target audience. While the other 7 respondents positively answered to the Question 1, however they have failed to answer to the other 29 questions, hence did not complete the survey and therefore excluded from the data analysis (see Appendix 8.2, Q.1, p.76). Since, most of the incomplete survey answers were made

within the first day of its' launch, the researcher decided to make a minor change in its' technical design. The first version of the survey design was composed only on two pages. The first page presented a welcome and a survey description text with a security Question 1. The negative answer to which is automatically throwing participants out from the survey with a thanking note. While, the positive answer to that question is giving access to the rest of the survey questions. Survey questions were constructed in a numerical order of their appearance for the further answer. Meaning that the question to which a participant shall give an answer is situated right in front of that individuals' eyes, while the rest of the questions are blurred, but visible. It also allowed to scroll down and up if a participant wishes to see the rest of the survey or the previous answer. However, it is not allowed to skip any of the questions, because the survey was build the way that it prohibit moving forward to the next page if a participant left a single un answered question. The reason behind it was to protect the researcher from incomplete survey answers, which data would not be accepted for the analysis. This issue has never revealed by the participants of the pilot study, as the constructed survey was proof read and pretested by two individuals, one female and one male, within the age group of the topic investigation and the level of education, which was Bachelor and Master degree students. Based on their feedback small adjustments were made. Precisely, they had no comments to the structure or visual presentation of the survey questions, only to the quantity of them, which I have already admitted being a disadvantage (see section 3.3.3). Yet, I have deleted one question that addressed to the sustainable practices, such as: How often do you recycle plastic bottles? The removal of this question has no influence on getting the intended information concerned the sustainable clothing practices because Questions 16-18 were aimed to get it otherwise.

Talking about the changed design of the survey, the researcher has simply divided questions to the topics, which appeared in adding two more pages. The first page was left as it was mentioned earlier, whereas the second page consisted of questions addressed to collect AAU students personal and demographic information together with questions aimed to reveal participants understanding of the sustainability and sustainable consumption concepts (see section 3.3.4.1). The third page consist of questions which meanings are detailed described in sections 3.3.4.2, while the fourth page consist of questions presented in section 3.3.4.3. Those changes

helped to gain half of the survey answers, which made a researcher to think of the other means to get a necessary amount of AAU students responses. The researcher decided to write private messages to her classmates from the Aalborg University via messenger. It took some guts to proceed with such a decision, which was worth trying because it paid off in gaining a necessary amount of answers. A standard message was constructed and sent to Culture, Communication and Globalization AAU students with a survey link attached. Also, to make sure that the message is attractive it was decided to make it as personal and persuasive as possible, which is why each of the invited participants first names were included, for example: Hi Nina! The example of the message sent is depicted in Figure 5. However, in respect to a participants' anonymity and privacy issues, the name to whom this message was sent is omitted.

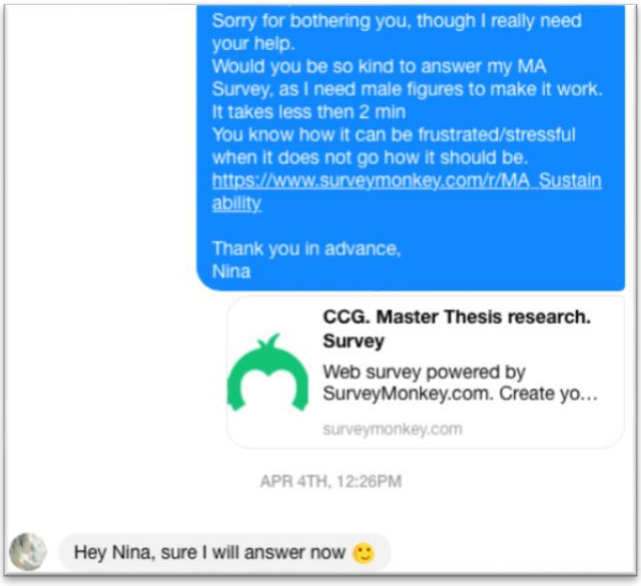


Figure 5. An example of the private message sent to target audience via messenger.

The age of the respondents varies from 1980 to 1999 year (see Appendix 8.2, Q.2 p.77-9), because of the specific characteristics of the age period that was chosen for this study research (see sections 1.2, 3.3.2, 3.3.4.1). The largest part of the respondents is female 27 (51,92%), while 25 (48,08%) of them are male participants (see Appendix 8.2, Q.3 p. 80). Furthermore, an equal number of Danish – 26 (50%) and International – 26 (50%) students was collected, which allows to compare the findings within the investigated nationality perspective (see Appendix 8.2, Q.4, p.81). Next, many respondents are within the Master degree program (34 - 65,38%), whereas 16

(30,77%) are from Bachelor degree program and only 2 (3.85%) respondents of the survey stated other title of their education (see Appendix 8.2, Q.5 p.82). According to the survey Question 5, a large number of Danish male participants (18) possess a Master degree program, which is higher than international female participants (16) (see Appendix 8.3-4, pp. 116, 151). Whereas the number of female international participants (9) within a Bachelor degree program is higher than male Danish participants (7) (see Appendix 8.3-4, pp. 116, 151). However, only female (1- Danish and 1- International) participants were reported to possess other type of education (see Appendix 8.3-4, pp. 116, 151).

Gender		**Nationality**		**Education**		
Female	Male	Danish	International	Master Degree	Bachelor Degree	Other
27	25	26	26	34	16	2
Total: 52		Total: 52		Total: 52		

Table 1: Total number of respondents' factual data, such as gender, nationality and education.

Questions 6, 9, 10, 11 and 12 give results to the investigated income category. The data from ***Question 6*** shows that AAU students either receive SU (17) or have a student (12), part-time (6) or full-time (11) jobs, compared to a low number of participants who have a paid internship (1) and are on parents (2) or spouse (1) support, as well as are unemployed (2) (see Appendix 8.2, Q.6, p.83).

About 50 % (13) of Danish students receive SU, while 30,77% (8) are having student job and 15,38 % (4) full time job (see Appendix 8.4, Q,6, p.152). Whereas only 15,38% (4) of International students are getting SU and the same number of students have a student job. About 23,08% (6) of International students have a part-time job and 26,92% (7) have full-time job, which is higher compared to Danish participants (see Appendix 8.4, p.152). Surprisingly, that only international participants have declared to be on parents (2) and spouses' (1) support compared to no answers stated by Danish respondents (see Appendix 8.4, p.152). Nevertheless, an equal number of Danish (1) and international (1) students have stated to be unemployed (see Appendix 8.4, p.152).

About 9 (36,00%) male participants receive SU and have a student job, which is higher than 8 (29,63%) female participants on SU and only 3 (11,11%) have a student job (see Appendix 8.3, p.117). However, the number of female participants who have a full-time job and paid internship is higher than male participants (see Appendix 8.3, p.117). Moreover, only female participants have reported to be on spouse (1) and parents (2) support compared to male (0) participants (see Appendix 8.3, p. 117). Although, an equal number of female (1) and male (1) participants stated to be unemployed (see Appendix 8.3, p.117).

Question 9 revealed that all participants (52) buy clothes by themselves, however some of them are getting textile garments as a gift (5) or by their spouse, girlfriend or boyfriend (6), and only one respondent gets clothes from parents (see Appendix 8.2, p. 90).

An equal number of Danish (26) and International (26) respondents getting clothes by themselves (see Appendix 8.4, p. 156). However, international respondents are getting clothes from parents (1), spouse, girlfriend or boyfriend (4), as well as a gift (3) compared to Danish respondents (parents (0), spouse, girlfriend or boyfriend (2), and as a gift (2)) (see Appendix 8.4, p. 156).

An equal percentage of female (100%) and male (100%) respondents getting clothes by themselves (see Appendix 8.3, p.121). Although, a significantly higher percentage of male respondents getting clothes by their parents (4%), spouse, girlfriend or boyfriend (20%) as well as a gift (16%), compared to a low percentage of female respondents (parents (0%), spouse, girlfriend or boyfriend (3,70%), and as a gift (3,70%) (see Appendix 8.3, p. 121).

Question 10 shows that 31 participants declared to buy from 1 to 2 pieces of clothes, and only 4 of the survey participants stated to buy from 3 to 5 items within a month, whereas 16 of them are not buying clothing items in a month (see Appendix 8.2, p. 91). Moreover, a large number of female respondents (17) buy from 1 to 2 clothing items in a month compared to male respondents (14) (see Appendix 8.3, p.122). Similarly, a slightly large number of female respondents buy apparel items in two other categories, such as from 3-5 and 9+, compared to male respondents. However, male respondents (10) stated not to purchase apparel items each month, compared to female respondents (6) (see Appendix 8.3, p.122). Next, Danish respondents (18) buy

from 1 to 2 clothing items in a month compared to international respondents (13) (see Appendix 8.4, p. 157). Although, an equal number of Danish (2) and international (2) respondents shop from 3 to 5 clothing items in a month (see Appendix 8.4, p. 157). Though only 6 Danish respondents stated that they are not buying clothes each month, in comparison to 10 international respondents (see Appendix8.4, p. 157). While 1 international respondent declared to buy 9+ items of clothes in a month (see Appendix 8.4, p. 157).

Question 11 showed that 25 participants are spending from 50 to 200 dkk on clothes in a month, while 10 of them spent from 300 to 500 dkk monthly (see Appendix 8.2, p.92). Only 3 survey participants declared to spent around 600-900 dkk for clothing items, compared to 1 participant who spent 1000+ dkk in a month on clothes (see Appendix 8.2, p.92). Whereas, 13 survey participants stated that they are not buying clothes each month (see Appendix 8.2, p. 92).

A high percentage of female participants spent more money on clothes in three categories: first, 50-200 dkk (55,56%); second, 300-500 dkk (22,22%); third, 1000+dkk (3,70%), than male participants (50-200 dkk (40%); second, 300-500 dkk (16%); third, 1000+dkk (0%), (see Appendix 8.3, p. 123). Nevertheless, male participants (2) spent from 600 – 900 dkk on clothes in a month, compared to female participants (1) (see Appendix 8.3, p. 123). As well as, there are more male (9) participants who do not spent money on clothes in a typical month, compared to female participants (4) (see Appendix 8.3, p. 123).

The percentage of Danish participants who buy clothes in two categories, such as for 50-200 dkk (53,85%) and 600-900 dkk (11,54%) is higher than international participants (50-200 dkk (42,31%) and 600-900 dkk (0%) (see Appendix 8.4, p. 158). However, the percentage of international participants who buy clothes for 300-500 dkk (26,92%) and 1000+ dkk (3,85%) is higher compared to Danish participants (300-500 dkk (11,54%) and 1000+ dkk (0%) (see Appendix 8.4, p. 158). Moreover, 7 international respondents stated that they are not buying clothes each month, compared to 6 Danish respondents (see Appendix 8.4, p. 158).

Question 12 revealed that participants shop more often either from fast fashion (H&M, Zara, etc.,) or through online retailers (Asos, Zalando, etc.,) (see Appendix 8.2, p. 93). As to gender, a large number of female respondents buy clothes in second hand shops (37,04%) or in

flea markets (22,22%), as well as in local online/offline shops (29,63%), compared to male respondents (see Appendix 8.3, p. 124). However, twice as many male respondents (21) buy clothes through online retailers (Asos, Zalando, etc.,) as against to female respondents (9) (see Appendix 8.3, p. 124). A slightly higher percentage of female respondents shop via fast- fashion (H&M, Zara, etc.) compared to male respondents (see Appendix 8.3, p. 124). Also, only female respondents shop via online swapping (see Appendix 8.3, p. 124).

A slightly higher percentage of Danish respondents shop via fast- fashion (H&M, Zara, etc.) (84,62%), high-end stores (boutiques) (11,54%), second hand shops (23,08%) and online retailers (Asos, Zalando, etc.,) (69,23%), compared to International respondents (fast- fashion (80,77%), high-end stores (3, 85%), second hand shops (19,23%), and online retailers (46,15%), (see Appendix 8.4, p. 159). While, large number of International participants (7) buy clothes in local online/offline shops, compared to only five Danish respondents (see Appendix 8.4, p. 159). An equal number of Danish (3) and International (3) respondents shop via flea markets (see Appendix 8.4, p. 159). Surprisingly, only International respondents stated to shop via online swapping (see Appendix 8.4, p.159).

4.2 Understanding and practicing Sustainability within the clothing consumption

Questions 7, 8, 16, 17 and 18 give answer to the research sub-question 1. The survey participants were asked to write how they defined sustainability concept in general. Their responses emerged into several themes, which are color coded and presented in Appendix 8.2 (Q.7, p. 85): first, concern about the environment theme is color coded in yellow; second, environmental practices theme, such as reuse, recycle and disposal, are color coded in blue; and third, safe production of goods theme is color coded in green. One of the survey answers is marked in purple color, because the researcher has interpreted it as being not related to the actual meaning of sustainability concept. Thus, the answer to the ***Question 7*** revealed that one of the survey participants is not aware of sustainability concept in general.

The first theme was notified in 28 participants' answers, because their understanding of sustainability concept was addressed toward the protection of environmental resources for the

greater future, which goes in line with the research study chosen definition of that notion (see section 2.1.1). For instance, some participants (see Appendix 8.2, line 1-3, p. 85) described it as:

Is to use natural resources with no harm to it.

Sustainability is thinking about future without making harm to it.

It can be described as human actions and thoughts in favor for the environment of the future.

The second identified theme was spotted in 7 participants' answers, which revealed that their associations of sustainability issues are mainly connected with the word organic and eco-friendly activities. While one of the survey participants suggested to reduce waste and consumption habit, while the other pointed to such activities as saving natural resources like water, and suggested to purchase goods that were made of used material (see Appendix 8.2, p. 86, line 42).

The third theme emerged from the 15 participants answers and was mainly addressed to the quality of products, specifically their lifetime as a measure of sustainability. Also, concerns about a safe and healthy business, which can incorporate friendly production of goods and at the same time cherish environmental resources. For instance, one of the participants stated, "a concept of products and productions that are not harmful to the earth" (see Appendix 8.2, p.86, line 36).

To sum up, overall participants understanding of the sustainability definition was similar to the concept this thesis has retrieved from the literature review (see section 2.1.1). That fact allows to make a conclusion that the survey participants possess knowledge about sustainability concept in general and in connection to the investigated topic.

The aim of the ***Question 8*** was to reveal survey respondents' perception of the term "sustainable consumption" in general. The emerged themes retrieved from that question answers were divided to the same theme established for the Q.7, which is why the same color code principle was applied (see Appendix 8.2, p.88-9). Overall participants' answers were in line with the research study chosen definitions of sustainable consumption and activities addressed to its' implementation (see section 2.1.2). In contrast to the survey participants' general understanding of the sustainability concept, such notion as consumption was mainly related to practices toward

services and products for the better future. For example, some of the participants' responses described it as (see Appendix 8.2, p.88-9, line 9, 24, 31):

Consume services/goods for a need in limited way.

The "thinking-in" in all processes, -produce, -buy –use –reuse.

Buying second hand clothes or buying sustainable textiles.

In fact, survey participants not only expressed concerns about consumption in relation to environment, which comes from their general understanding of the sustainability concept. They also presented solutions in terms of the suggested actions, like to minimize consumption by buying or throwing or to produce items in an environmentally friendly way so that the waste of the used goods will have no effect to environment. As well as, few of the respondents' answers were focused on the clothing production as means to reduce water or energy resources for the environmental cause (see section 2.1.2). While the other participants stated rather skeptical opinion toward the sustainable clothing consumption, like "smart way of selling" (see Appendix 8.2, p.88, line 19). Moreover, some of the survey answers were mixed with participants understanding of the term consumption in relation to food rather than clothes items, or limited to quantity of buying clothing items. That is why it was assumed that participants' knowledge concerned toward the apparel consumption is either new or is in need for further clarification.

Question 16 was aimed to reveal whether the survey participants apply their knowledge of the sustainability issues in practice. The data findings presented in Figure 7, suggests that respondents care about the environment because of the actions they claimed to take part in. For instance, saving natural resources and consuming goods wisely by practicing minimalism or recycling clothes (see Appendix 8.2, p. 97).

ANSWER CHOICES	RESPONSES	
Recycling (clothes);	65.38%	34
Saving water;	73.08%	38
Saving energy;	75.00%	39
Buying eco-friendly clothes;	34.62%	18
Practicing minimalism;	38.46%	20
Shop second-hand (online/off line);	21.15%	11
All of the above;	3.85%	2
Other (please specify)	7.69%	4
Total Respondents: 52		

Figure 7. The participants' involvement in sustainable practices.

The percentage of male respondents who participate in such activities as saving water (80%) and energy (84%), also buying eco-friendly clothes (44%) is higher than the percentage of female participants to the same categories (saving water (66,67%) and energy (66,67%), also buying eco-friendly clothes (25,93%) (see Appendix 8.3, p. 129). Whereas the percentage of female participants who buy clothes in second-hand shop (29,63%) and those who practicing minimalism (40,74%) is much higher compared to male percentage (second-hand shop (12%) and practicing minimalism (36%) (see Appendix 8.3, p. 129). In fact, 2 female respondents chose such an option as, all of the above, compared male respondents (0) (see Appendix 8.3, p. 129). Moreover, both female and male participants have an equal number of responses to such option as, recycling clothes (17) (see Appendix 8.3, p. 129).

A percentage of Danish respondents who participate in such sustainable activities as recycling (69,23%), buying eco-friendly clothes (46,15%) and shop in second-hand stores (23,08) is higher compared to international participants (recycling (61,54%), buying eco-friendly clothes (23,08%) and shop in second-hand stores (19,23%) (see Appendix 8.4, p. 164). While, a percentage of international participants who take part in such sustainable activities as saving water (76,92%) and energy (76,92%), as well as practicing minimalism (53,85%) is higher than a percentage of Danish participants (saving water (69,23%), energy (73,08%), practicing minimalism (23,08%) (see Appendi 8.4, p. 166). However, an equal number of Danish (1) and International (1) participants chose an option – all of the above (see Appendix 8.4, p.164).

Question 17 reveals how often do participants donate clothes, for instance always (32,69%), often (28,85%) or sometimes (30,77%), which goes in line with such activity as give away that the survey participants stated to take part in more sometimes (39,22%) than often (33,33%) or always (21,57%) (see Appendix 8.2, p.98). Whereas, a high percentage of respondents claimed to never (52,94%) redesign a new piece of their clothes for the further use (see Appendix 8.2, p.98). Finally, such sustainable activity as to throwaway has a high percentage of the survey respondents who rarely (38%), never (36%) or sometimes (24%) use that option when it comes to a new piece of their clothes, even if they no longer want it (see Appendix 8.2, p.98).

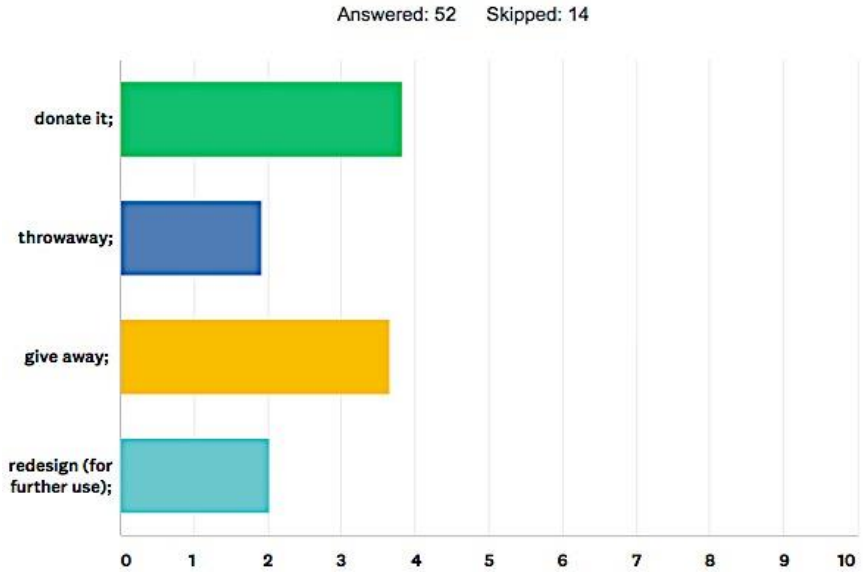


Figure 8. The respondents' participation in sustainable activities when they no longer want a new piece of clothes.

According to the survey findings, female respondents more often or always take part in such sustainable activities, as donating, giving away and redesigning their new piece of garment than male participants do (see Appendix 8.3, p. 130-1). Whereas, male participants are leading in such sustainable activity as to throwaway a new piece of clothes (see Appendix 8.3, p. 130-1).

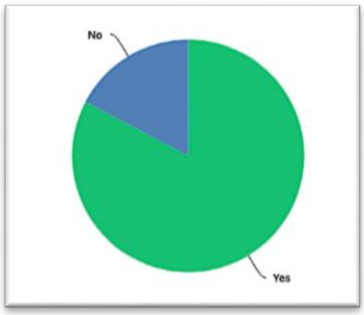
It turned out that international respondents more often or always participate in such sustainable activities as to donate, to give away, to throwaway and to redesign a new piece of garment compared to Danish participants (see Appendix 8.4, p. 165).

Question 18 revealed that respondents participate in throwaway activity often (23,53%), rarely (33,33%) or sometimes (29,53%), as well as in such activity as to reuse (often (19,61%), sometimes (33,33%) or rarely (29,41%)) (see Appendix 8.2, p.99). Next, the recycle activity has a high percentage of participants answers to such options as always (20%), often (44%) and sometimes (24%), whereas the redesign activity has a high percentage to other options, such as rarely (27,45%) and never (45,10) (see Appendix 8.2, p.99). A high percentage of participants sometimes (44,23%) or often (26,92%) give away an old piece of their clothes (see Appendix 8.2, p.99).

Female respondents turned out to be more active in such sustainable activities as recycle, reuse and redesign than male respondents (see Appendix 8.3, p. 132-3). While the percentage of male participants who sometimes throwaway (33,33%) or give away (68%) an old piece of their clothes is higher compared to female participants whose percentage of the same activities is lower (throwaway (25,93%) and give away (22,22%)) (see Appendix 8.3, p. 132-3).

Danish respondents are more often participating in such sustainable activities as to recycle, give away and throwaway than international respondents (see Appendix 8.4, p. 167-8). However, international participants are more active in such sustainable activities, as to reuse and redesign an old piece of a garment compared to Danish participants (see Appendix 8.4, p. 167-8).

4.3 Factors influencing sustainable consumption



Question 13 revealed that 43 respondents are interested in buying environmentally friendly clothes, whereas 9 or them gave a negative response, as depicted in Figure 6. (see Appendix 8.2, p. 94).

Figure 6. Respondents' interest in buying sustainable clothes.

More female respondents (26) are interested in buying environmentally friendly clothes than male respondents (17) (see Appendix 8.3, p. 125). While a high percentage of male

participants (32,00%) claimed to have no interest in buying environmentally friendly clothes as against of female participants (3,70%) (see Appendix 8.2, p. 125).

A high number of International participants (25) declared to be interested in buying environmentally friendly clothes, compared to Danish participants (18) (see Appendix 8.4, p. 160). Although, a high percentage of Danish participants (30,77%) stated to have no interest in buying environmentally friendly clothes, as against to international participants (3,85%) (see Appendix 8.4, p. 160).

Question 14 aimed to reveal whether the participants are aware of environmentally friendly materials in terms of applying that knowledge when purchasing garments. A large number of participants have chosen previously used garments (15), organic cotton (31), linen (12) and wool (24) the most, compared to such types of sustainable material as hemp (10), soy silk (7), polyester (9) and nylon (4) (see Appendix 8.2, p.95). Nevertheless, 4 of the survey participants did not consider the suggested types of the sustainable material when they buy clothes, compared to 20 respondents who chose all of the above category as an answer (see Appendix 8.2, p.95).

As to gender, 17 male respondents consider organic cotton (17) and polyester (5) when buying clothes, compared to 14 female respondents for organic cotton and 4 for polyester (see Appendix 8.3, p.126). While a large number of female respondents consider such types of a sustainable material as previously used garments (9), hemp (6), soy silk (6) and linen (10) when purchasing apparel items, compared to male respondents (used garments (6), hemp (4), soy silk (1) and linen (2) (see Appendix 8.3, p. 126). Nevertheless, both gender types have an equal number of respondents who consider buying clothes made of nylon (2) and wool (12) (see Appendix 8.3, p. 126). A high percentage of female participants have chosen such option as, all of the above (55,56%), as against to male participants (20%) (see Appendix 8.3, p. 126). Though, a high percentage of male participants has chosen such option as, none of the above (12%), in comparison with female participants (3,70%) (see Appendix 8.3, p. 126).

A slightly large number of Danish respondents consider previously used garments (9), organic cotton (16) and wool (14) when buying clothing items, compared to International respondents (previously used garments (6), organic cotton (15) and wool (10) (see Appendix 8.4, p. 161-2). Whereas, International participants have a slightly higher percentage in such types of sustainable material as hemp (23,08%), soy silk (23,08%), linen (34,62%), nylon (11,54%) and

polyester (19,23%), than Danish respondents (hemp (15,38%), soy silk (3,85%), linen (11,54%), nylon (3,85%) and polyester (15,38%) (see Appendix 8.4, p. 161-2). As well as 12 international participants has chosen such option as, all of the above, as against to 8 Danish participants (see Appendix 8.4, p. 161-2). Next, both Danish (7,69%) and International (7,69%) participants have an equal percentage to such option as, none of the above (see Appendix 8.4, p. 161-2).

Question 15 revealed that 29 survey respondents do not know clothing companies that produce environmentally friendly garments, while 23 respondents are aware of companies that produce environmentally friendly garments (see Appendix 8.2, p.96).

As to gender, a high percentage of female respondents (70,37%) do not know clothing companies that produce environmentally friendly garments in comparison to male respondents (40%). And reverse, 60 % of male respondents are aware of companies that produce sustainable clothes, compared to female respondents (29,63%) (see Appendix 8.3, p. 128).

International participants have a low percentage of respondents (30,77%) who know clothing companies that produce sustainable garments, compared to a high percentage of Danish respondents (57,69%) who know companies that produce clothing in a sustainable way (see Appendix 8.4, p. 163).

Question 19 revealed that 31 participants declared to be concerned about the environmental issues caused by clothing consumption, whereas the rest (21) of the participants are not (see Appendix 8.2, p. 100). Whereas, more female participants are concerned about the environmental issues caused by clothing consumption, than male participants (see Appendix 8.3, p. 134). As for the International participants, they are more concerned about the environmental issues caused by clothing consumption than it does Danish participants (see Appendix 8.4, p. 169).

Question 20 revealed that 21 of survey participants it is of a little importance to think about environmental issues when they purchase clothes, while 14 of the survey participants consider them as important (see Appendix 8.2, p. 101). Also, it is important for female respondents to think about environmental issues when buying clothes, however it is of little importance for male respondents (see Appendix 8.3, p. 135). While, a high percentage of Danish respondents

declared that it is of little importance (50%) to think about environmental issues when buying clothes, whereas it is important (30,77%) to think about those issues for international respondents (see Appendix 8.4, p.170).

Question 21 revealed that survey respondents take such factor as price either very important, important or moderately important when they make decision toward a purchase of clothing item (s) (see Appendix 8.2-4, pp. 102, 136, 171).

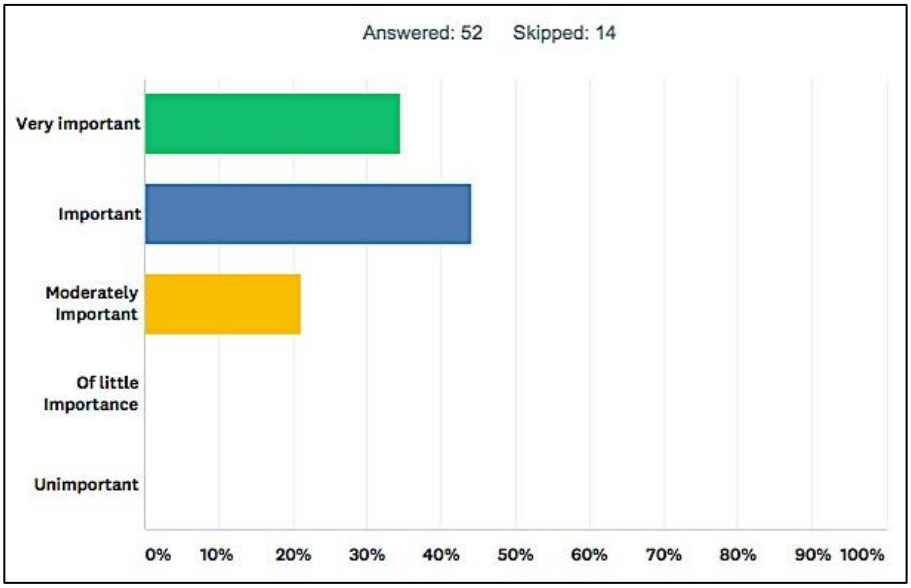


Figure 9. The respondents' attitude toward the PRICE factor.

Question 22 aimed to reveal whether the survey participants are willing to pay more for environmentally friendly clothes. It turned out that 24 respondents agreed and 5 strongly agreed to that question, while 9 respondents stated that they disagree and 1 respondent is strongly disagreed to pay more for sustainable garments (see Appendix 8.2, p.103). Surprisingly, 13 survey participants were undecided whether they consider or not to pay more for environmentally friendly clothes (see Appendix 8.2, p. 103).

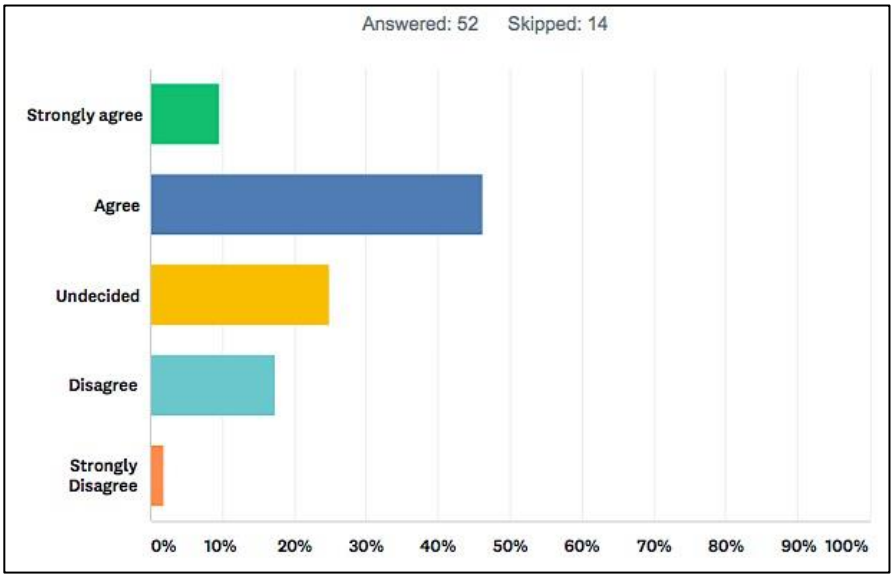


Figure 10. The respondents' willingness to pay a premium price for environmentally friendly clothes.

A large number of female (13) and male (11) participants are willing to pay more for environmentally friendly clothes, compared to a low number of female (4) and male (5) respondents who disagree to pay premium price for sustainable clothing (see Appendix 8.3, p.137). While, 13 of international participants agreed to pay more for environmentally friendly clothes compared to 11 Danish participants (see Appendix 8.4, p. 172).

Question 23 revealed that 32 survey respondents are not looking at washing label inside the clothes before they purchase them, whereas 20 respondents are looking at washing label inside the clothing item (see Appendix 8.2, p. 104). As to male participants, 20 of them are not looking at washing label inside the clothes before the purchase, while 12 female participants are looking at washing label inside the clothes before the purchase (see Appendix 8.3, p.138). In addition, international respondents (12) look more at the washing label inside the clothes before the purchase than it does Danish respondents (8) (see Appendix 8.4, p. 173).

Question 24 revealed that 34 survey respondents stated that the information stored on a washing label does not affect their purchasing decision, while the 18 participants stated that the information stored on a label would affect their decision to buy a piece of clothes (see Appendix

8.2, p. 105). As to gender, 14 of female participants would reject a piece of clothing based on the information stored on a washing label, compared to 12 male participants who would not consider information on the washing label to be the reason to reject clothes from buying (see Appendix 8.3, p.139).

More Danish participants (18) claimed that they would not consider information on a washing label to be the reason to reject clothes from buying, than international participants (16) (see Appendix 8.4, p. 174). Consequently, more international participants (10) would consider information on a washing label to be the reason to reject clothes from buying, compared to Danish participants (8) (see Appendix 8.4, p. 174).

Question 25 revealed that to 15 survey respondents' environmental labels are of little importance when they buy clothing items (see Appendix 8.2, p.106). However, an equal number of respondents stated that environmental labels are either important (12) or moderately important (12) when they buy clothes (see Appendix 8.2, p. 106). Moreover, 7 respondents declared that labels are unimportant when they buy clothes, while 6 of survey respondents consider environmental labels as very important aspect when they buy clothes (see Appendix 8.2, p.106).

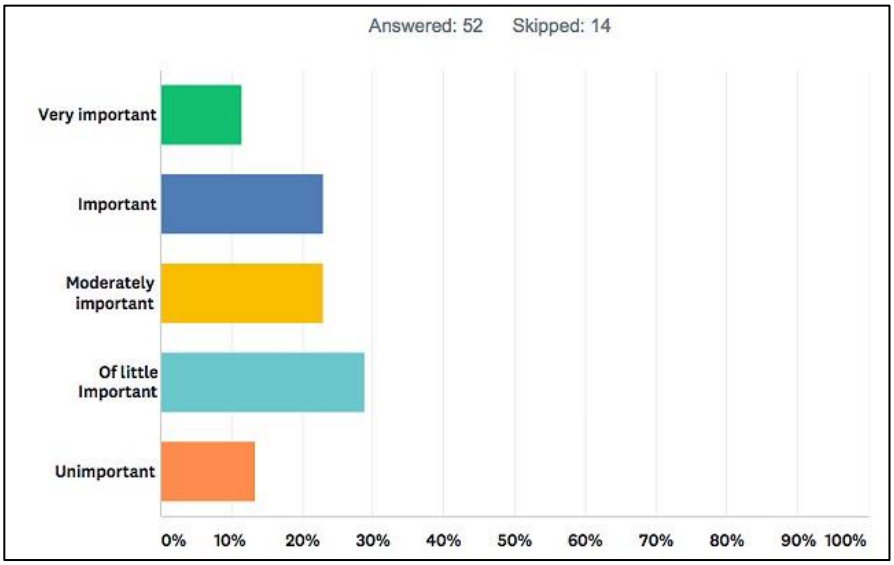


Figure 11. The respondents' attitude toward the importance of a label factor during the decision to purchase environmentally friendly clothing.

A high percentage of female participants stated that environmental labels are either important (33,33%) or moderately important (29,63%), as well as are very important (18,52%) when they purchase clothes, compared to male respondents (important (12%), moderately important (16%), and very important (4%)) (see Appendix 8.3, p. 140). While a high percentage of male participants claimed that environmental labels are of little importance (48%) or unimportant (20%) compared to female respondents (of little importance (11,11%) and unimportant (7,41%)) (see Appendix 8.3, p. 140).

More Danish (12) than international (3) respondents answered that environmental labels are of little importance when they buy clothes (see Appendix 8.4, p. 175). Whereas, a high percentage of international respondents claimed that environmental labels are very important (15,38%), important (30,77%) or moderately important (26,92%) when they purchase garments, compared to Danish respondents (very important (7,69%), important (15,38%) and moderately important (19,23%) (see Appendix 8.4, p. 177). As well as, a high percentage of international (15,38%) than Danish (11,54%) respondents claimed that environmental labels are unimportant (see Appendix 8.4, p. 175).

Question 26 revealed that the identified by the research study features (chemicals (38,46%), child labor (36,54%), sweatshops (44,23%) and poor working conditions (42, 31%)) in relation to eco-labels seems to be of high importance by the survey participants. However, the percentage for child labor gained the highest percentage (46,15%) in a very important option of measurement among the other features, such as chemicals (32,69%), sweatshops (26,92%) and poor working conditions (32,69%) (see Appendix 8.2, p.107).

As to gender, female participants consider such features as chemicals (48,15%), child labor (74,07%), sweatshops (44,44%) and poor working conditions (48,15%) being very important as against to a low percentage of male respondents to the same features (chemicals (16%), child labor (16%), sweatshops (8%) and poor working conditions (16%)) (see Appendix 8.3, p. 141-2). However, male participants consider such features as chemicals (52%), child labor (56%), sweatshops (52%) and poor working conditions (48%) compared to female participants (chemicals (25,93%), child labor (18,52%), sweatshops (37,04%) and poor working conditions (37.04%)) (see Appendix 8.3, p. 141-2).

A slightly higher percentage of Danish respondents consider such features as chemicals (46,15%), child labor (42,31%), sweatshops (50%) and poor working conditions (50%) as important compared to international respondents (chemicals (30,77%)%), child labor (30,77%), sweatshops (38,46%) and poor working conditions (34,62%)) (see Appendix 8.4, p. 176-7). Whereas, a slightly higher percentage of international respondents stated that such feature as chemicals (34,62%), child labor (61,54%), sweatshops (38,46%) and poor working conditions (50%) are very important compared with Danish respondents (chemicals (30,77%), child labor (30,77%), sweatshops (15,38%) and poor working conditions (15,38%)) (see Appendix 8.4, p. 176-7).

Question 27 revealed that 32 respondents did not recognize the research study presented EU Ecolabel, whereas 20 respondents stated that they have identified it (see Appendix 8.2, p.108). As to gender, more male (11) participants could recognize the EU Ecolabel compared to female (9) participants (see Appendix 8.3, p.143). Consequently, more female respondents (18) did not recognize the EU Ecolabel, compared to male respondents (14) (see Appendix 8.3, p. 143).

More Danish participants (15) recognized the EU Ecolabel compared to international participants (5) (see Appendix 8.4, p. 178). Therefore, more international participants (21) could not recognize the label as against to Danish respondents (11) (see Appendix 8.4, p. 178).

Question 28 revealed that 24 respondents do no remember which feature(s) of the EU Ecolabel would describe its' main purpose (see Appendix 8.2, p. 109). However, a high percentage of such features as environment protection (38,46%) and no harm substances (21,15%) were selected by the survey participants the most (see Appendix 8.2, p. 109).

A high percentage of female respondents selected environment protection (48,15%) feature compared to male respondents (28%) (see Appendix 8.3, p. 144). While a high percentage of male respondents (64%) chose such options as no harm substances (24%) and do not remember the exact meaning of the presented EU Ecolabel as against to female respondents (no harm substances (18,52%) and do not remember the exact meaning (29,63%)) (see Appendix 8.3, p. 144). Surprisingly, only female respondents (9) chose an option – all of the above, as a feature to describe the main purpose of the EU Ecolabel (see Appendix 8.3, p. 144). Moreover, a slightly

higher percentage of female respondents selected such optional answers as reduced water (11,11%) and energy (11,11%) usage, compared to male respondents (reduced water (8%) and energy (8%) usage) (see Appendix 8.3, p. 144).

An equal number of Danish (10) and International (10) respondents chose such EU Ecolabel feature as environment protection as well as stated that they do not remember what that label means exactly (see Appendix 8.4, p. 179). A high percentage of international respondents selected reduced water (11,54%) and energy (19,23%) usage features, also chose all of the above option (23,08%) more than Danish respondents (reduced water (7,62%) and energy (0%) usage features, an option - all of the above (11,54%)) (see Appendix 8.4, p. 179). While Danish participants have a slightly higher percentage of no harmful substances (23,08%) feature, compared to international participants (19,23%) (see Appendix 8.4, p. 179).

Question 29 revealed that 16 respondents consider the EU Ecolabel as of little importance, while 13 respondents consider it as unimportant when they shop (see Appendix 8.2, p. 110). Moreover, 12 respondents declared that the presented EU Ecolabel is moderately important, while 11 respondents stated that it is an important label to consider when they shop (see Appendix 8.2, p. 110).

EU Ecolabel is important for female participants (10) compared to male participants (1), to whom it is of little importance (9), as against to female participants (7) (see Appendix 8.3, p.145). However, a large number of female respondents (7) stated that EU Ecolabel is moderately important, compared to a small number of male participants (5) (see Appendix 8.3, p. 145). Nevertheless, a large number of male respondents (10) declared that this label is unimportant in their considerations to purchase garments, while only three female respondents supported that option (see Appendix 8.3, p. 145).

It is important for international participants (9) to consider EU Ecolabel when they shop compared to Danish participants (2) (see Appendix 8.4, p. 180). While a high percentage of Danish respondents stated that it is of little importance (42,31%), compared to only 19,23% of international respondents to the same option (see Appendix 8.4, p. 180). A high percentage of Danish respondents (30,77%) think that EU Ecolabel is unimportant, compared to international respondents (19,23%) (see Appendix 8.4, p. 180).

Question 30 revealed that a high percentage of respondents (63,46%) trust information stored behind any eco-label image presented on clothing items, while 32,69 percent distrust information stored behind an eco-label (see Appendix 8.2, p. 111). And 2 respondents left comments to that question, specifically their individual point of view in connection to the trust factor and information stored behind any eco-label, which is presented in Figure 12.

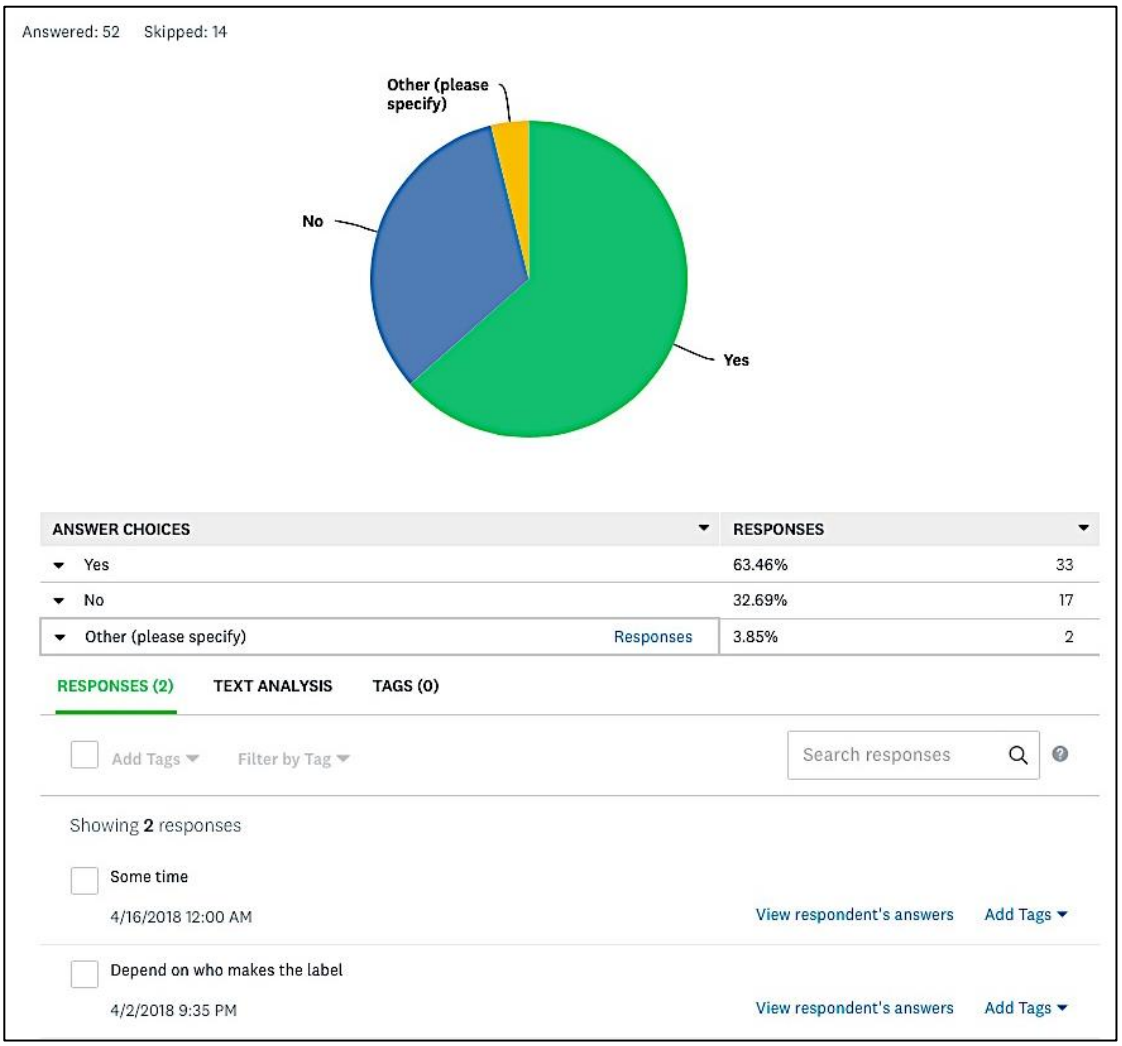


Figure 12. The respondents' attitude toward the TRUST factor.

A slightly high percentage of male respondents (64%) than female respondents (62,96%) trust information stored behind of any eco-label factor (see Appendix 8.3, p. 146). While a percentage of Danish participants (73,08) is higher than percentage of international participants

(53,85%) who trust information stored behind any eco-label image on clothing items (see Appendix 8.4, p. 181).

5. Discussion

This section is divided to three parts. Each of the section parts provide with the discussion of findings to the research sub-questions, thus present a solid answer to the study problem formulation.

5.1 Findings of the Sub-question 1

5.1.1 Understanding sustainable consumption

The findings of the first sub-question (see section 1.3) revealed that AAU students understanding of the sustainability concept is constructed similar if not the same to the research study presented notion of sustainability made by WCED (1987) and Maniatis (2016) (see sections 2.1.1). Meaning that the target audiences' general understanding of sustainability concept is addressed to environmental issues, like preservation of natural resources, reducing waste, acting in accordance to minimize harm to the environment during the production of goods for the prosperous future of the next generation (see Appendix 8.2, Q.7, pp. 85-6). Hence, their understanding of that notion matches the research study description. In fact, the concept of sustainability has a great impact on the samples' perception of the term consumption in relation to apparel industry. For instance, some of the sample respondents addressed environmental concerns to clothing consumption by addressing a general idea of the sustainability notion. While, a large part of their understanding of the term sustainable consumption goes in line with the research study chosen definition in relation to its concrete practices, like re-use, recycle and disposal (see section 2.1.2). However, some of the other respondents' answers were not related to the topic of investigation, but addressed to the food issues. Interestingly, the survey participants understand sustainable clothing consumption in terms of buying quantities of items, which were suggested to minimize in production line, or to buy less of clothing products. Consequently, such concept as sustainable consumption in relation to consumer purchase decision is partially understood by the target audience, therefore shall be explained in greater details for the benefit of its future successful implementation.

5.1.2 Sustainable Practices

Among the research study identified practices (see section 2.1.2.1-2) addressed to the clothing consumption, two of the sustainable activities, such as saving water and energy gained the most responses, thus are used the most by target audience (see section 4.2, Q.16). In addition, such sustainable clothing practice as recycling is quite actively practiced by AAU students as well. Though Danish students practice this activity more often, as well as they buy much more eco-friendly clothing items than International students. These is rather expected findings, since Denmark considered to be one of the most environmentally friendly country, thus it can be explained that consumers tend to be more exposed to the information addressed toward sustainable clothing consumption and its' activities compared to International consumers (Shirley A., 2016, see section 1.3.2). As to gender, male students declared to buy more eco-friendly clothes than female students, and since more AAU male students revealed to have higher level of education than female AAU students (see section 4.1 Q.5), this finding is supported by literature discovery presented in section 1.3.2 that those consumers who have higher education tend to be concerned about environmental issue. While more female students prefer to shop in second-hand stores compared to male students (see section 4.2, Q.16), this discovery can be explained by the literature finding presented in section 1.2.3, that female gender is the most "…socially conscious consumers" (Webster, 1975, as cited in Kaufman et al., 2012, pp. 59-60). Consequently, instead of buying new clothing items female shop in second-hand stores, which revealed their decision to consume in a sustainable way, as well as supports the above presented point made by Webster (1975, as cited in Kaufman et al., 2012).

Next, such sustainable practice as minimalism, is actively used by female students and International students than by male students or Danish students (see section 4.2, Q.16). While, the other sustainable practice as to redesign is the most rarely used practice by International students and female students compared to Danish students and male students who would never even consider applying it in practice (see section 4.2, Q.16, 17,18).

Furthermore, donation as a sustainable clothing practice has a minor difference in use among AAU students, meaning it is used quite often. Talking about such sustainable clothing practice as to throwaway, it is used more by male students and International students than by female students or Danish students. This finding does not resonate literature discovery that due to the great number of garments that were dumped, it became a "trend of throwaway…" (Birtwistle & Moore, 2007, p. 211, see section 2.1.2.2). However, AAU students indeed shop more via fast fashion manufacturers, like H&M (see section 4.1, Q.12), due to the clothing items availability and affordable price that encourage consumers to purchase variety of garments often and use those only few times (Birtwistle & Moore, 2007). Yet the finding from the survey data revealed that AAU students shopping tendencies to buy garments via fast fashion manufacturers did not result in increasing throwaway practice. In addition, Danish students and female students are often participating in such sustainable activity as to reuse an old piece of garment compared to International students and male students who rarely consider that option. Finally, more female students and International students are participating in such sustainable activity as to give away clothing items than it does Danish students and male students.

5.2 Findings of the Sub-question 2

The findings of the second sub-question present AAU students personal and demographic information (see section 1.3.2).

5.2.1 Personal and Demographic information

The statistical results revealed that the age category was positively associated with the overall intention to purchase environmentally friendly clothes. As most of the survey participants are interested in buying environmentally friendly clothes, as well as they are concerned about the environmental issues caused by clothing consumption (see section 4.3, Q.13, Q.19). These findings are supported by Generation Y characteristics and generational cohort theory (Jackson et al., 2011, see sections 3.3.2, 2.2.1), which pointed out that this segment is not only consumption oriented, but also is environmentally conscious (Hwang et al., 2015; Parment, 2013; Jackson, et al., 2011; Hill et al., 2012). However, international students concerned more about the environmental issues caused by clothing consumption and expressed more interest in buying environmentally friendly

items compared to Danish students. This finding is rather unexpected since Denmark considered to be the world's most environmentally friendly country, therefore unforeseen findings from the survey results were completely different from the expected (Shirley A., 2016, see section 1.3.2).

As to income category, the results showed that female students are better financially equipped than male students (see section 4.1, Q.6). Also, with a higher income female students are more interested to purchase environmentally friendly items and spend more money for clothes than male students. These findings resonate with the literature presented in section 1.3.2, which explains that female consumers like to shop more often and spend much more money compared to male consumers (Oh et al., 2004 and Lehto et al., 2004, as cited in Jackson et al., 2011, p. 3). Moreover, they support Webster (1975) and Knauer (1971) statements that those individuals who are better financially equipped also concern about the environmental issues (Kaufman et al., 2012, see section 1.3.2).

Next, the education category of the survey revealed that more male students possess higher degree of education who think that environmental issues are unimportant during the purchase of clothing items compared to female students with lower degree of education who think it is important to consider environmental issues when buying clothing items (see section 4.1, Q.5). Hence, these findings revealed that male students with higher level of education are not concerned about the environmental issues during a purchase of clothing items compared to female students with lower level of education who concerned about environmental issues when they buy clothing items. Which is why these results are not supporting Chan's (1999) point of view that consumers who has higher level of education are more concerned about environmental issues than those who have lower level of education (in Chan & Wong, 2012, see section 1.3.2).

The results regarding gender category revealed that both female and male students buy clothes by themselves, however female students tend to buy more quantities of clothing items in a month, as well as spent more money compared to male students (see section 4.1, Q.10, Q.11). Thus, this finding revealed that female shop more than male, which does not support literature findings stating that "…men are shopping almost as much as women…" (Jackson's et al., 2011.

p. 1). In addition, more female students stated that they are interested in buying environmentally friendly items compared to male students (see section 4.3, Q.13). This finding support Webster's (1975) claimed that female gender is the most "…socially conscious consumers" (as cited in Kaufman et al., 2012, pp. 59-60).

Finally, nationality as a category has revealed that even though Danish students possess higher degree of education, they are less interested in buying environmentally friendly clothes compared to international students, who express more interest in sustainable garments, though have a lower degree of education. In addition, Danish students are better financially equipped, they tend to buy cheaper clothing items but in larger quantities compared to international students, who are lower on income, though they buy more expensive garments, however in less quantities. These findings reject literature findings presented in section 1.3.2 which stated that those individuals who have a high income and high level of education are more concerned about sustainable issues and thus possess environmental conscious behavior toward the clothing consumption (Kaufman et al., 2012; Chan & Wong, 2012).

5.3 Findings of the Sub-question 3

Finally, findings of the third sub-question (see section 1.3.3) revealed whether AAU student's decision making process toward the purchase of sustainable clothing was influenced by the impact of identified significant factors, such as knowledge, price, eco-label and trust (see section 2.1.3).

5.3.1 Knowledge

Most of AAU students declared to be concerned about the environmental issues caused by clothing consumption. However, it is of little importance for them to apply that concern in practice when they purchase clothing items. These findings point out that AAU students lack environmental knowledge, thus fail to purchase in a sustainable manner (see section 2.1.3.1).

Danish vs. international

As for Danish students, they claimed to have less concern toward environmental issues cause by clothing consumption, therefore are not thinking about it when buying garments. By contrast, International students stated to be concerned about environmental issues cause by clothing consumption, yet it is important only to half of them to think about those issues during the purchase of clothing items. These findings revealed that even though AAU students might correctly identify what sustainability concept stands for and in relation to clothing consumption (see section 4.2), however they fail to apply it in practice due to a lack of knowledge concerned environmental consequences caused by the apparel production, which in its term results in unsustainable clothing consumption (see section 2.1.3.1).

Gender

Female students expressed not only their concern about the environmental issues caused by clothing consumption, but they also think about those issues during the purchase of clothing items. In contrast, male students neither concern nor think about environmental issues caused by clothing consumption when they buy clothes. However, both gender types have a low response rate to the scope of sustainable material from which environmental clothing can be made (see section 4.3, Q.14). This finding revealed that respondents have lack of knowledge of the possible scope of sustainable garments, which in its term negatively influence their decision-making process toward the purchase of environmentally friendly garments (see section 2.1.3.1).

Consequently, the findings of the knowledge factor revealed that AAU students lack knowledge about the environmental consequences caused by apparel industry, as well as are unfamiliar with the scope of possible types of sustainable material, which resulted in unsustainable purchase behavior. Hence, the above presented findings confirm Hypothesis 1: *Consumers profound knowledge about environmental issues has a positive impact on their decision to purchase sustainable clothing* (see section 2.1.3.1)

5.3.2 Price

A high percentage of AAU students, by both gender: female and male, and nationality: Danish and international, stated that price is either very important or important for them when it

comes to make a purchase decision toward clothing items. Also, they are willing to pay more for environmentally friendly clothes. This discovery contradicts literature findings that a high price for sustainable clothing items is perceived as a barrier and therefore has a negative impact on consumers purchase decision (see section 2.1.3.2). In fact, AAU students perceive a high price of sustainable clothing item positively because they are willing to buy an expensive piece of garment made in environmentally friendly way. Thus, the above presented findings deny Hypothesis #2 (see section 2.1.3.2).

5.3.3 Eco-label and Trust

Many AAU students are not paying attention to a washing label inside the clothing items, therefore information stored on it has no influence on their purchasing decision. This finding point out to the fact that AAU students' knowledge of sustainable characteristics of goods is limited, thus fails to have an impact toward sustainable purchase decision (see sections 2.1.3.1 and 5.3.1). Also, the findings disclosed that eco-labels are of little importance to AAU students when it comes to purchasing clothing items. However, such features as chemicals, child labor, sweatshops and poor working conditions are important for AAU students, when they are present on eco-labels as an information guide for consumers as a proof that a garment was made in a sustainable way. These findings revealed that AAU students are concerned about environmental issues and working conditions as a general knowledge of sustainability matter (see sections 2.1.1 -2.1.2 and 5.1.1-5.1.2). Though, since they lack knowledge of sustainable clothing consumption, it results in unsustainable consumption choices, like not paying attention to the information presented on eco-labels (see section 2.1.3.1). Consequently, an example of a well-known EU Ecolabel in Europe was not recognized by AAU students, which is why they could not describe what it stands for, also considered it as of little importance (European Commission, 2017, Henninger, 2015).

Danish vs. international

Neither Danish nor International students look at the washing label inside the clothing items, which is why information stored on the label has no influence toward their purchase decision. Nevertheless, it is important for International students when environmental labels present on clothing items when they buy them. These findings made the researcher wonder how would

they know if any eco-label is present on a clothing item when AAU students are not looking at eco-labels presented on garments in general. This is something that came out of blue, but it can be explained by generation cohort theory because target audience was specifically selected within the Generation Y segment, which suggests that the survey respondents are environmentally conscious, thus are "…socially concerned and aware of many global issues…" (Hill & Lee, 2012, p. 478, see section 1.3.2). The other unexpected finding is that environmental label is of little importance for Danish respondents. Which is rather odd since Denmark has a high focus on environmental issues caused by apparel industry, the example is that clothing companies incorporate eco-label program for the reason to raise awareness about such an important aspect as sustainability in clothing consumption and production (Jørgensen & Jensen, 2012, see section 1.3.2). Thus, the fact that Danish students could recognized EU Ecolabel does not surprise at all, however they lack knowledge of what it stands for and consider it of little importance when they shop. While International students could neither recognize nor describe an EU Ecolabel, though declared it to be important issue when they shop. These findings revealed that even though AAU students are concerned about environment issues, they have trouble finding connection to the way how to consume in a sustainable manner (see section 2.1.3.1). For instance, their interest in eco-labels features has no influence on purchasing decision because none of the sample individuals are looking at the information presented on a label inside clothing items, as well as they lack knowledge about characteristics a sustainable label stand for or types of the sustainable material used for constructing a piece of garment (see section 2.1.3.1).

Gender

Female students look at the washing label inside the clothing items and the provided information on it has an influence toward their purchase decision. Compared to male students who neither look nor they consider information on it to be the reason to reject a piece of clothing item from buying. Thus, environmental labels are important for female students and are of little importance for male students. The EU Ecolabel presented as an example in this research study unfortunately was not recognized by many female and male respondents. However, this label is important for female students when they shop compared to male students for whom it is unimportant.

Trust

The findings revealed that many AAU students, by both gender: female and male, as well as within the Danish and International category, stated that they trust information stored behind any eco-label image presented on clothing items. At the same time, eco-label has a little of influence on their decision to purchase clothing items, since the findings revealed that neither Danish nor International students pay attention to information provided by eco-label and their concern about environment issues does not make a difference in their sustainable purchase decision. The reason is that students does not possess knowledge (see section 2.1.3.1) of the purpose a sustainable label stands for, as well as they cannot differentiate types of environmentally friendly material from non-environmental material used for manufacturing a piece of clothing. Thus, AAU students' judgments to purchase sustainable products are not in favor to buy environmentally friendly garments and the fact that many of them trust eco-labels image presented on clothing items does not influence their decision to purchase those items. Consequently, the findings presented above deny H3: *Eco-labels have a positive impact on consumer purchase decision only when an individual trust the sustainable claims made by a product manufacturer.*

6. Conclusion

The results of the research study provide with theoretical and practical contribution to understanding AAU students sustainable purchase decisions toward the clothing consumption. This study shows that young consumers understand sustainability concept in general, though they lack knowledge in relation to environmental aspects caused by apparel industry, therefore fail to consume in a sustainable manner. Particularly, AAU students' perception of the sustainable consumption concept is incomplete in understanding of its value due to a lack of knowledge toward its meaning and further actions, hence they fail to apply it during the decision to purchase in a sustainable manner. For instance, they are concerned about environmental problems caused by apparel industry, however are not considering environmental concerns while buying clothing items. Therefore, this research study findings support Young, Hwang, McDonald, & Oates (2009) statement that it is problematic for students to find connections between buying apparel products

and environmental problems, because their general knowledge of the sustainable consumption issues is not valuable unless it is accompanied by a solid understanding of its intended meaning.

Nevertheless, AAU students participate in sustainable clothing practices that are aimed to help to restore the damage caused by apparel industry and consumption. For instance, their pro-environmental behavior is revealed in participating in such practices as saving water and energy, donation and recycle clothing items. However, such sustainable practice as to redesign clothing item for its further use is the least favorable, thus is rarely used by only some of the study participants. As to gender, male students purchase more eco-friendly garments, though they also throwaway more clothing items compared to female students who would rather reuse old garments and choose to purchase clothes in second-hand stores. In addition, Danish students purchase eco-friendly clothing items, as well as consider reusing an old garment for its' further use instead of throwing it away. However, International students participate more in giving away garments or throwing them away.

As to demographic information, it was found that age category is positively associated with the overall AAU students' decision to purchase environmentally friendly clothes. Since, the target audience represent characteristics of the Generation Y segment (see section 3.3.2) and is supported by generational cohort theory (Jackson et al., 2011), which suggests that they have similar purchasing behavior. As an example, AAU students shop often and buy many clothing items. However, unforeseen differences were spotted in AAU students nationality category. Particularly the findings from the survey revealed that Danish students are less interested in buying sustainable clothing items than International students, which is unexpected since sustainability issues within the apparel production and consumption are in the center of attraction in Denmark (see section 1.3.2). Yet, Danish students purchase more environmentally friendly clothing items compared to International students, which supports literature findings (see section 1.3.2). This rather contradicting discovery can be explained by the generational cohort theory (see section 2.2), specifically in relation to the chosen Generation Y segment (see section 3.3.2), which suggests that Danish students were more exposed to environmental information and sustainable tendencies

within clothing consumption, therefore they act in a sustainable manner subconsciously compared to International students.

The research study analysis revealed that such factor as price has a significant influence on AAU students' decision to purchase sustainable clothing items, which is why it has a positive impact on their purchase decision. Whereas, knowledge as a factor has a negative influence on AAU students' decision toward sustainable purchase of clothing items due to a lack of knowledge about sustainable clothing consumption, therefore has a significant impact on their purchasing behavior. As well as, such factor as eco-label was negatively perceived by AAU students, though a trust factor was positively perceived by them. However, neither of those two factors, eco-label and trust, have an impact on AAU students, hence they are not significant in their decision to purchase sustainable clothing items.

Overall, this research study sought to provide AAU students current understanding of the sustainability and sustainable consumption concepts toward the purchase of environmentally friendly clothing items. As well as it provides with a further insight to the literature on young consumer segment within the Generation Y cohort, because their understanding of sustainability issues is vital due to the size and characteristics of that segment. Moreover, considering the findings of the sustainable aspects and the clothing consumption, as well as a choice of the target audience, this research could be useful for both scholars and managers. The research could further explore sustainability issues by focusing on one nationality within the same generation to investigate the way how to educate young consumers in a way that their understanding of a sustainability issues would correspond actions in relation to clothing consumption behavior.

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8. Appendix

8.1 Research Onion image

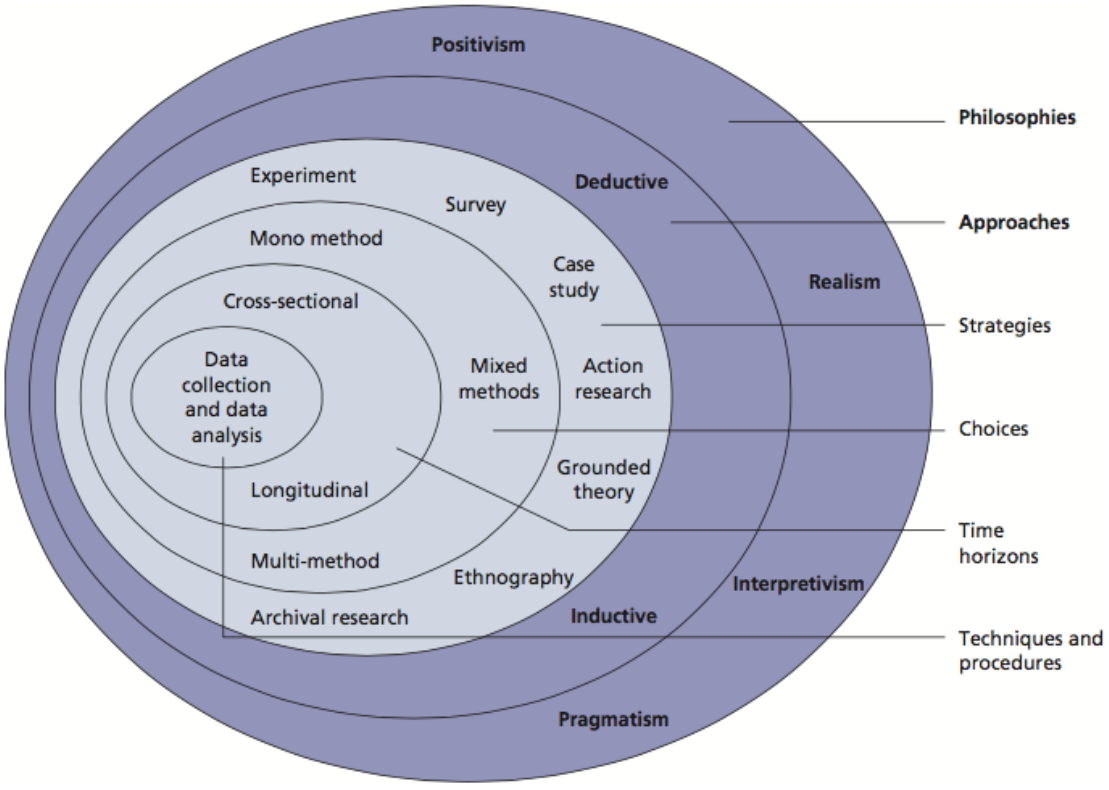


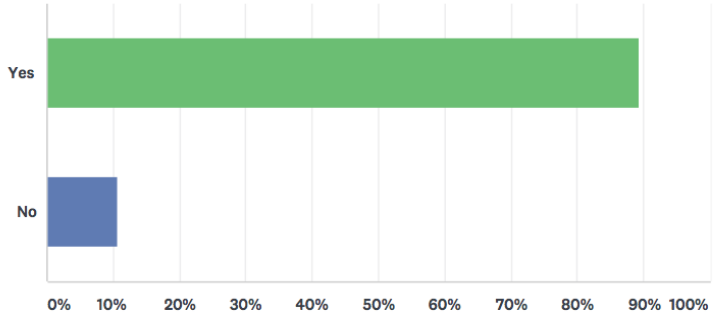
Figure 3: 'Research Onion' model by Saunders et al., (2009, p. 108).

8.2 Survey (general)

CCG. Master Thesis research. SurveyMonkey

Q1 Are you a student at Aalborg University?

Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.39%	59
No	10.61%	7
TOTAL		66

Q2 In what year were you born? (enter 4-digit birth year; for example, 1980)

Answered: 52 Skipped: 14

Q2 In what year were you born? (enter 4-digit birth year; for example, 1980)

Answered: 52 Skipped: 14

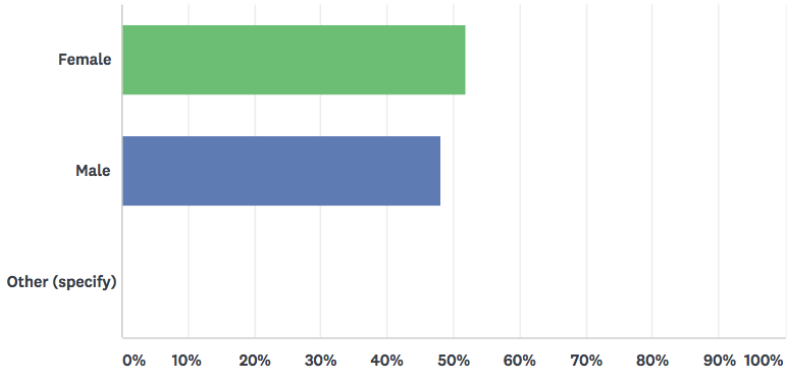
#	RESPONSES	DATE
1	1989	4/15/2018 9:37 PM
2	1986	4/15/2018 3:52 PM
3	1993	4/15/2018 3:25 PM
4	1993	4/15/2018 3:01 PM
5	1993	4/15/2018 12:30 PM
6	1989	4/15/2018 9:20 AM
7	1992	4/14/2018 8:42 PM
8	1993	4/12/2018 10:19 PM
9	1989	4/12/2018 2:56 PM
10	1986	4/12/2018 2:37 PM
11	1989	4/11/2018 9:56 PM
12	1989	4/11/2018 8:38 PM
13	1988	4/11/2018 8:32 AM
14	1985	4/10/2018 8:45 PM
15	1980	4/10/2018 6:36 PM
16	1993	4/10/2018 4:50 PM
17	1989	4/10/2018 4:27 PM
18	1991	4/10/2018 3:47 PM
19	1989	4/10/2018 3:30 PM
20	1988	4/10/2018 2:54 PM
21	1989	4/10/2018 2:15 PM
22	1991	4/10/2018 2:09 PM
23	1992	4/10/2018 2:06 PM
24	1985	4/10/2018 2:02 PM
25	1982	4/10/2018 1:44 PM
26	1980	4/10/2018 12:53 PM
27	1988	4/9/2018 11:30 AM
28	1989	4/8/2018 10:02 PM
29	1990	4/6/2018 4:22 PM
30	1992	4/6/2018 11:30 AM
31	1992	4/5/2018 1:24 PM
32	1992	4/5/2018 11:16 AM
33	1988	4/5/2018 12:03 AM
34	1989	4/4/2018 12:33 PM

CCG. Master Thesis research. SurveyMonkey

35	1991	4/4/2018 12:01 PM
36	1993	4/4/2018 11:54 AM
37	1992	4/4/2018 10:52 AM
38	1994	4/4/2018 10:47 AM
39	1993	4/3/2018 7:41 PM
40	1985	4/3/2018 3:40 PM
41	1995	4/3/2018 11:52 AM
42	1993	4/3/2018 9:08 AM
43	1992	4/2/2018 11:57 PM
44	1992	4/2/2018 11:42 PM
45	1996	4/2/2018 11:41 PM
46	1988	4/2/2018 11:11 PM
47	1992	4/2/2018 11:00 PM
48	1993	4/2/2018 10:34 PM
49	1994	4/2/2018 10:07 PM
50	1993	4/2/2018 10:06 PM
51	1983	4/2/2018 9:35 PM
52	1987	4/2/2018 9:20 PM

Q3 What is your gender?

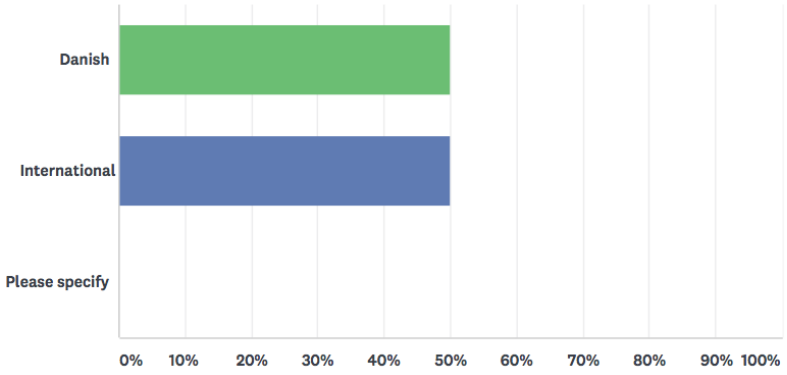
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Female	51.92%	27
Male	48.08%	25
Other (specify)	0.00%	0
TOTAL		52

Q4 Please state your Nationality?

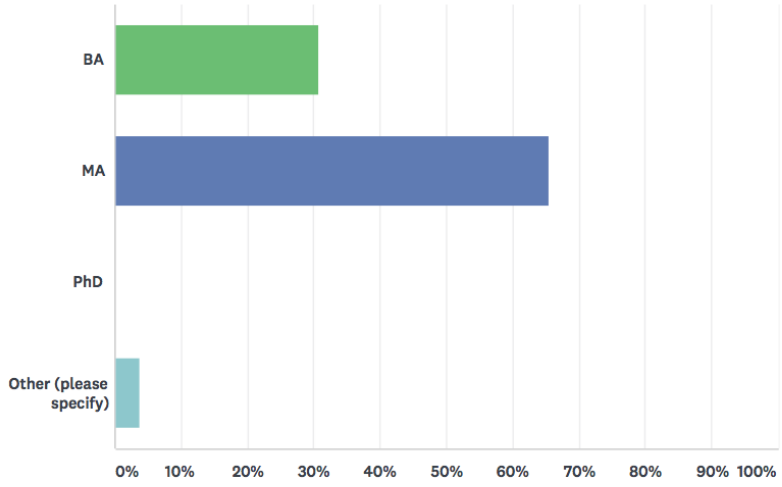
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Danish	50.00%	26
International	50.00%	26
Please specify	0.00%	0
TOTAL		52

Q5 Education?

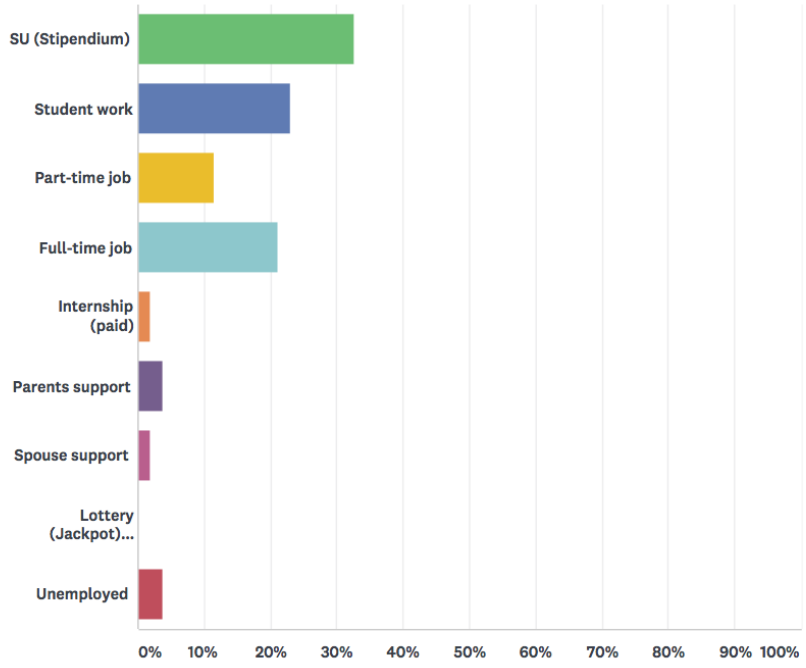
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
BA	30.77%	16
MA	65.38%	34
PhD	0.00%	0
Other (please specify)	3.85%	2
TOTAL		52

Q6 Select the answer which best describes your financial status:

Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
SU (Stipendium)	32.69%	17
Student work	23.08%	12
Part-time job	11.54%	6
Full-time job	21.15%	11
Internship (paid)	1.92%	1
Parents support	3.85%	2
Spouse support	1.92%	1
Lottery (Jackpot) winner	0.00%	0
Unemployed	3.85%	2
TOTAL		52

Q7 In your words, how do you understand the term - Sustainability?

Answered: 52 Skipped: 14

Q7 In your words, how do you understand the term - Sustainability?

Answered: 52 Skipped: 14

#	RESPONSES	DATE
1	Is to use natural resources with no harm to it.	4/15/2018 9:37 PM
2	Sustainability is thinking about future without making harm to it.	4/15/2018 3:52 PM
3	It can be described as human actions and thoughts in favor for the environment of the future	4/15/2018 3:25 PM
4	Keeping our environment healthy and untouched, not destroying it.	4/15/2018 3:01 PM
5	To not harm the Earth. Using resources which grow fast and can easily be grown again instead of once that we cannot re-create like oil.	4/15/2018 12:30 PM
6	the ability of using resources without havin the risk of depleting them in the long run.	4/15/2018 9:20 AM
7	To be able to provide for myself. To take care of myself on a stable level. That includes everything - living conditions, food, etc.	4/14/2018 8:42 PM
8	I understand it as something, which is good for the environment and durable.	4/12/2018 10:19 PM
9	Act in a way that mainatain environmental stability not distrys it	4/12/2018 2:56 PM
10	To live the way that saves environment and nature and not destrus it	4/12/2018 2:37 PM
11	To live up to the expectations of saving the environment	4/11/2018 9:56 PM
12	The ability to provide enough food and water, shelter, and other necessities without harming the nature, thus affecting future generation growth.	4/11/2018 8:38 PM
13	Stable Development and growth	4/11/2018 8:32 AM
14	Something that is able to be maintained and wont be detrimental in the long run.	4/10/2018 8:45 PM
15	Something is sustainable when it is using a minimum of ressources	4/10/2018 6:36 PM
16	Self-sufficient for a significant period of time	4/10/2018 4:50 PM
17	That something does not tear of resources.	4/10/2018 4:27 PM
18	The ability to be maintained at a certain level	4/10/2018 3:47 PM
19	Innovation and future.	4/10/2018 3:30 PM
20	Maintaining natural resources	4/10/2018 2:54 PM
21	Using things/products the production of which does not take a major toll on the environment.	4/10/2018 2:15 PM
22	Being able to keep something at some stable level	4/10/2018 2:09 PM
23	Something that a person care about in favor to the environment	4/10/2018 2:06 PM
24	"Evergreen" -long life cycle.-recircle	4/10/2018 2:02 PM
25	Not to exhaust natural resources	4/10/2018 1:44 PM
26	Organic	4/10/2018 12:53 PM
27	To act in favor to environment	4/9/2018 11:30 AM
28	Not to damage the environment	4/8/2018 10:02 PM
29	Environmental friendly	4/6/2018 4:22 PM
30	to act economically	4/6/2018 11:30 AM
31	It means taking care of our planet - so reduce waste and unnecessary consumption, eg. buying things we do not need or which does not last for a long time.	4/5/2018 1:24 PM
32	Organic	4/5/2018 11:16 AM

33	Sustainable is an adjective which refers to a certain quality an object or service has, and gives an idea of how much that object or service impacts the environment, for example during production or transportation. The more the sustainable, the less the impact.	4/5/2018 12:03 AM
34	A notion relating to the ability to make/produce something that is not affecting other parts of the value chain negatively.	4/4/2018 12:33 PM
35	Not using more than is sustainable for the environment	4/4/2018 12:01 PM
36	A concept of products and productions that are not harmful to the earth	4/4/2018 11:54 AM
37	Actions done in the present that take into consideration what effects it can have in the future	4/4/2018 10:52 AM
38	Something that has no negative impact on the environment.	4/4/2018 10:47 AM
39	Eco products, less polution	4/3/2018 7:41 PM
40	Sustainability is to care about the environment, life cycle of the product, its something made to last longer.	4/3/2018 3:40 PM
41	In general terms the attribute of lasting long-term or being bio degradable.	4/3/2018 11:52 AM
42	Living (on an individual level) or producing (companies) in a way that does not harm the earth and environment. That means, using resources responsibly. For example, a paper production company using only as much trees as can grow again in a certain time span. On a personal level, I would include saving electricity/water, buying second-hand items, or food from local sources.	4/3/2018 9:08 AM
43	Long-lasting, minimal negative impact on the environment, long-term investment	4/2/2018 11:57 PM
44	something positive and lasting option	4/2/2018 11:42 PM
45	Resistance, nature, eco, fre ressources	4/2/2018 11:41 PM
46	recycle, reuse, and so on	4/2/2018 11:11 PM
47	Activities aimed at sustaining life and the planet long term	4/2/2018 11:00 PM
48	everything that mantain longer time	4/2/2018 10:34 PM
49	Something that is sustainable for the environment, means that it does nothing to deteriorate the current environmental state, but tries to improve it.	4/2/2018 10:07 PM
50	the way of living so we preserve environment for future generations	4/2/2018 10:06 PM
51	when you produce something you do not destroy nature but put back what you take	4/2/2018 9:35 PM
52	Acting toward the more conscious way of thinking and using environmental resources.	4/2/2018 9:20 PM

Q8 How do you understand the concept of - Sustainable Consumption? Please describe it in your own words.

Answered: 52 Skipped: 14

Q8 How do you understand the concept of - Sustainable Consumption? Please describe it in your own words.

Answered: 52 Skipped: 14

#	RESPONSES	DATE
1	To consume with no harm to environment.	4/15/2018 9:37 PM
2	Is to think about what you consume and in how many quantities.	4/15/2018 3:52 PM
3	It is to consume thoughtfully, not more or less.	4/15/2018 3:25 PM
4	Consume only products that are necessary and from biodegradable materials. Minimise all the waste possible.	4/15/2018 3:01 PM
5	To buy goods that come from natural sources like cotton.	4/15/2018 12:30 PM
6	a consumption level that minimizes the risks of depletion or harming the environment.	4/15/2018 9:20 AM
7	To use products with no or minimum negative effect on the environment	4/14/2018 8:42 PM
8	This, I understand when you are buying clothes which may have been used before or if you buy food which is durable for a long time.	4/12/2018 10:19 PM
9	Consume services/goods for a need in limitted way.	4/12/2018 2:56 PM
10	To consume only when its needed and to support environmental concerns while doing it	4/12/2018 2:37 PM
11	To think what to consume and in how many quantities	4/11/2018 9:56 PM
12	How much a person can consume in order for nature to grow continuously.	4/11/2018 8:38 PM
13	Not overusing sources and exploating only needed products to maintain healthy existence	4/11/2018 8:32 AM
14	A rate of consumption that does not exceed the capacity to regenerate.	4/10/2018 8:45 PM
15	If you buy something which is produced with a minimum of damage to the nature	4/10/2018 6:36 PM
16	Consuming or using products or goods that have qualities of lasting for a long (longer than common) period of time.	4/10/2018 4:50 PM
17	i understand it as buying used things, cloths, etc. Or focusing on buying local and ecological things.	4/10/2018 4:27 PM
18	It is the use of products which have a minimal impact on the environment	4/10/2018 3:47 PM
19	Smart way of Selling.	4/10/2018 3:30 PM
20	Not having a major negative impact on environment	4/10/2018 2:54 PM
21	Consuming goods/products/services that do not deplete the planet's resources, and can be reused/repurposed.	4/10/2018 2:15 PM
22	Consumption of something at the reasonable level so it doesn't create harm or inconvenience to anything or anyone	4/10/2018 2:09 PM
23	It is to consume less	4/10/2018 2:06 PM
24	The " thinking-in" in all processes, -produce, -buy -use -reuse.	4/10/2018 2:02 PM
25	To weight purchase necessity, production safety, resources utilization, recycling	4/10/2018 1:44 PM
26	Organic products. Produkter er lavet af materialer, hvor der har været fokus på at belaste miljøet mindst mulig	4/10/2018 12:53 PM
27	To buy less products and more ecologicall.	4/9/2018 11:30 AM
28	To buy less and throw less.	4/8/2018 10:02 PM
29	Using products or services that have positive impact on the environment	4/6/2018 4:22 PM

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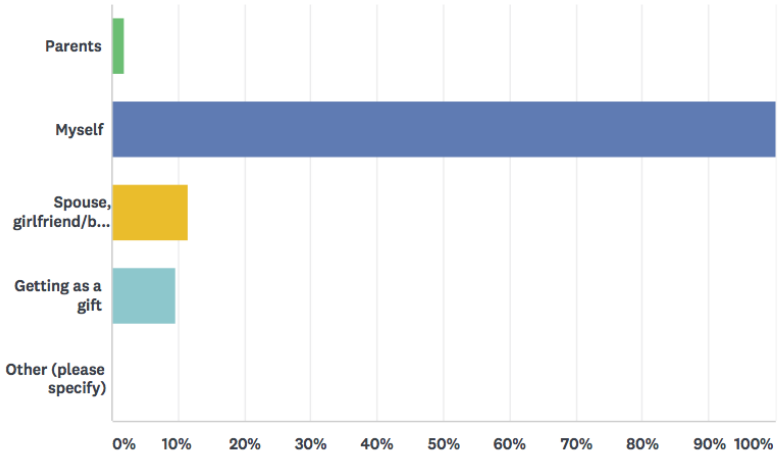
30	- only buy what you really need - not to waste ressources - use little plastic	4/6/2018 11:30 AM
31	Buying second hand clothes or buying sustainable textiles.	4/5/2018 1:24 PM
32	Recycling	4/5/2018 11:16 AM
33	A sustainable consumption puts in first place all those daily choices that cause the least impact for the environment. Chosing not to have a car, for example.	4/5/2018 12:03 AM
34	The ability to consume products with the leats amount of negavtive effects on the rest of the value chain and environment. Ideally something that can be consumed without any negavtive effect economically, socially or environmentally.	4/4/2018 12:33 PM
35	Not buying more than i need. And choose products which is sustainable	4/4/2018 12:01 PM
36	Basing your purchases and consumption on sustainability like Co2 in the production and toxins created in production	4/4/2018 11:54 AM
37	the act to consume with a smaller impact on the planet/environment, which allows the population to continue to consume in this way	4/4/2018 10:52 AM
38	Buying consumer goods that doesn't have a negative impact on the environment.	4/4/2018 10:47 AM
39	to buy less and more eco clothes	4/3/2018 7:41 PM
40	It is do purchase things that are second hand, that I really need and recycle.	4/3/2018 3:40 PM
41	In terms of consumption, the purchase and consumption of things that either last long-term, are recycled or bio-degradable after use.	4/3/2018 11:52 AM
42	Buying food that grows locally, and buying it when it is in season. Not buying a lot of new items, but second-hand. Recycling waste, saving water/electricity, not cleaning with harsh chemicals.	4/3/2018 9:08 AM
43	Less materialistic, more responsible consumerism, other values	4/2/2018 11:57 PM
44	reasonable habits that gad no effekt on the environment	4/2/2018 11:42 PM
45	Helps in terms of clima, ressource depletion. Little waste, renewable, cycles	4/2/2018 11:41 PM
46	consume with the purpose of basic living.	4/2/2018 11:11 PM
47	Focused on the long term not short term benefits	4/2/2018 11:00 PM
48	everything that is consumed sustainably	4/2/2018 10:34 PM
49	Buying items that are good for the environment.	4/2/2018 10:07 PM
50	to buy with planet and people in mind	4/2/2018 10:06 PM
51	customer choices products that does not destroy nature	4/2/2018 9:35 PM
52	Buying clothes that are sustainable. To buy clothes only when it is needed and try to repair it or donate when it is no longer wanted by me.	4/2/2018 9:20 PM

Q9 Who buys your clothes?

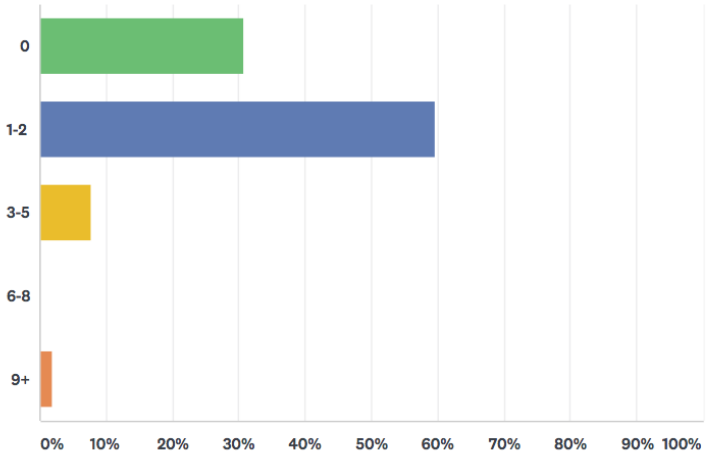
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Parents	1.92%	1
Myself	100.00%	52
Spouse, girlfriend/boyfriend	11.54%	6
Getting as a gift	9.62%	5
Other (please specify)	0.00%	0
Total Respondents: 52		

Q10 How many clothing items do you approximately buy in a month?

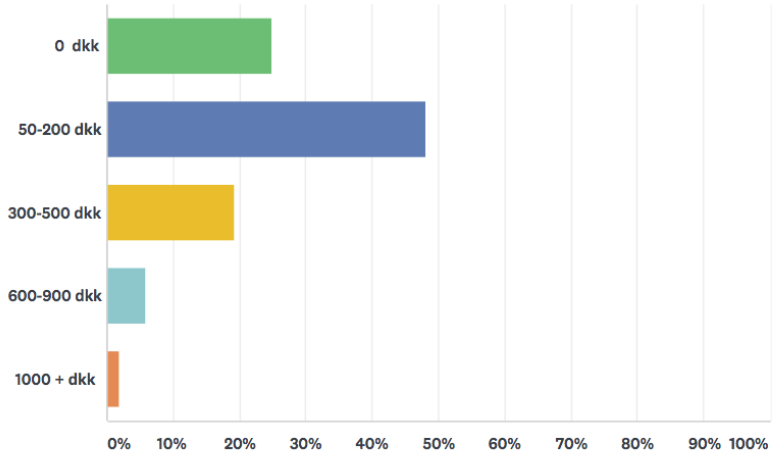
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
0	30.77%	16
1-2	59.62%	31
3-5	7.69%	4
6-8	0.00%	0
9+	1.92%	1
TOTAL		52

Q11 How much money (in DKK) do you spent on buying clothes in a typical month?

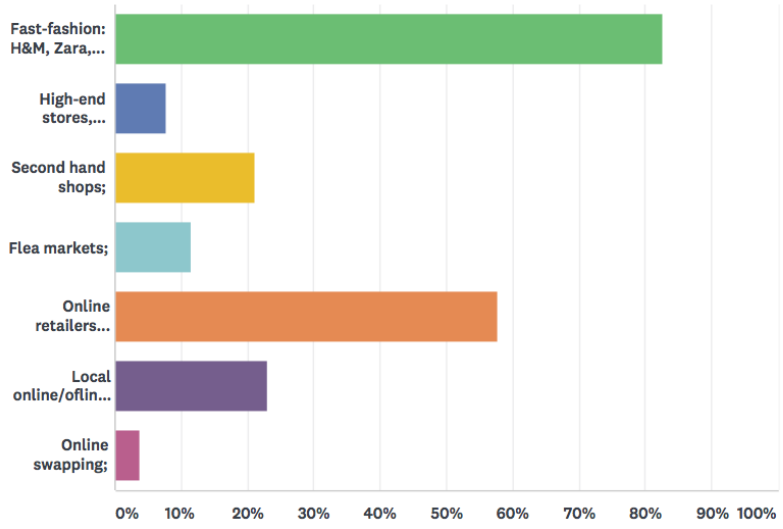
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
0 dkk	25.00%	13
50-200 dkk	48.08%	25
300-500 dkk	19.23%	10
600-900 dkk	5.77%	3
1000 + dkk	1.92%	1
TOTAL		52

Q12 Where do you usually shop?

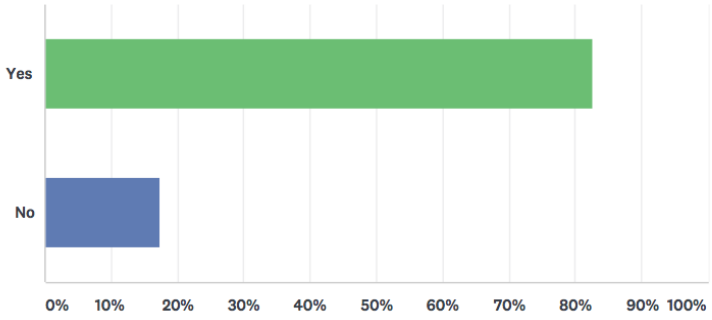
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Fast-fashion: H&M, Zara, etc.;	82.69%	43
High-end stores, boutiques;	7.69%	4
Second hand shops;	21.15%	11
Flea markets;	11.54%	6
Online retailers (Asos, Zalando, etc.,)	57.69%	30
Local online/ofline shops;	23.08%	12
Online swapping;	3.85%	2
Total Respondents: 52		

Q13 Are you interested in buying environmentally friendly clothes?

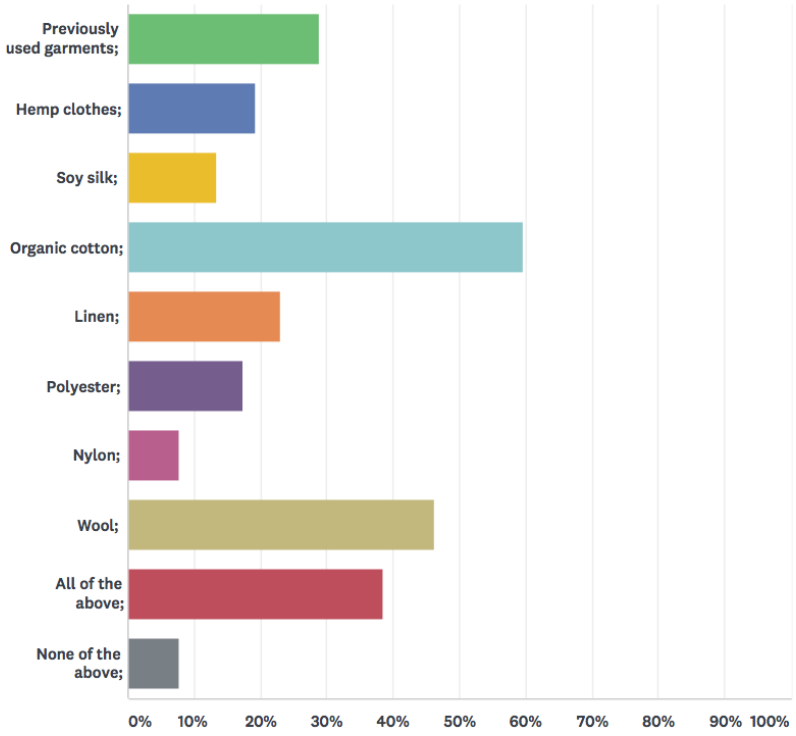
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	82.69%	43
No	17.31%	9
TOTAL		52

Q14 Do you consider buying clothes, which are made of...

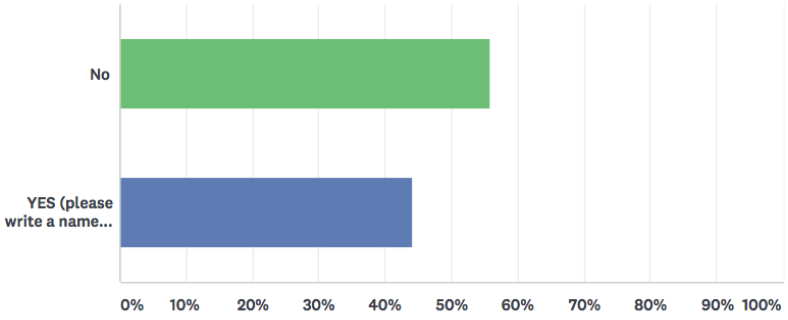
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Previously used garments;	28.85%	15
Hemp clothes;	19.23%	10
Soy silk;	13.46%	7
Organic cotton;	59.62%	31
Linen;	23.08%	12
Polyester;	17.31%	9
Nylon;	7.69%	4
Wool;	46.15%	24
All of the above;	38.46%	20
None of the above;	7.69%	4
Total Respondents: 52		

Q15 Do you know clothing companies that produce environmentally friendly clothes?

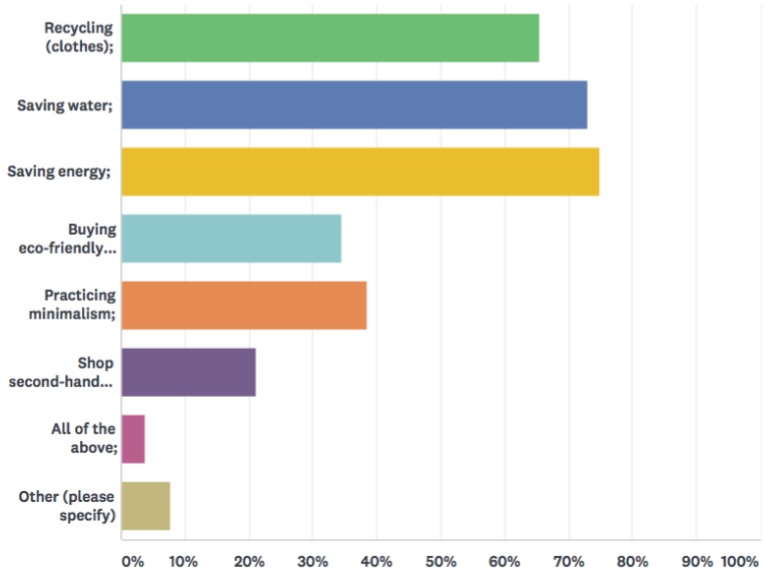
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
No	55.77%	29
YES (please write a name of such company (s))	44.23%	23
TOTAL		52

Q16 Please mark practicies related to sustainable lifestyle which you participate in:

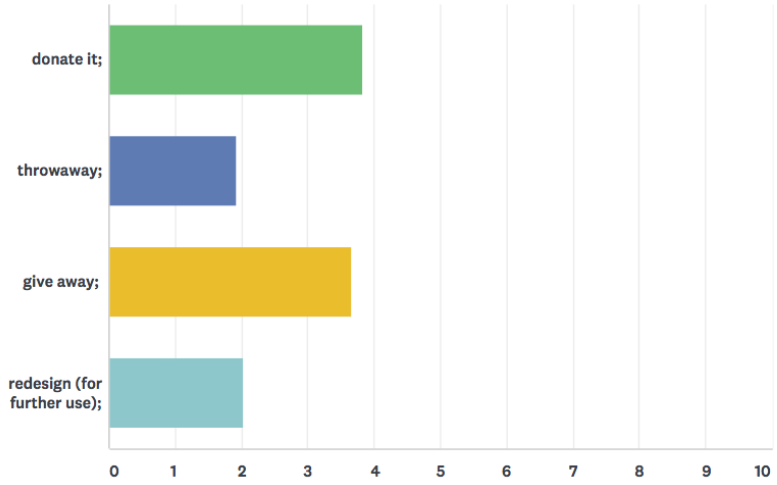
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Recycling (clothes);	65.38%	34
Saving water;	73.08%	38
Saving energy;	75.00%	39
Buying eco-friendly clothes;	34.62%	18
Practicing minimalism;	38.46%	20
Shop second-hand (online/off line);	21.15%	11
All of the above;	3.85%	2
Other (please specify)	7.69%	4
Total Respondents: 52		

Q17 If you no longer want a new piece of your clothes, would you consider to ...

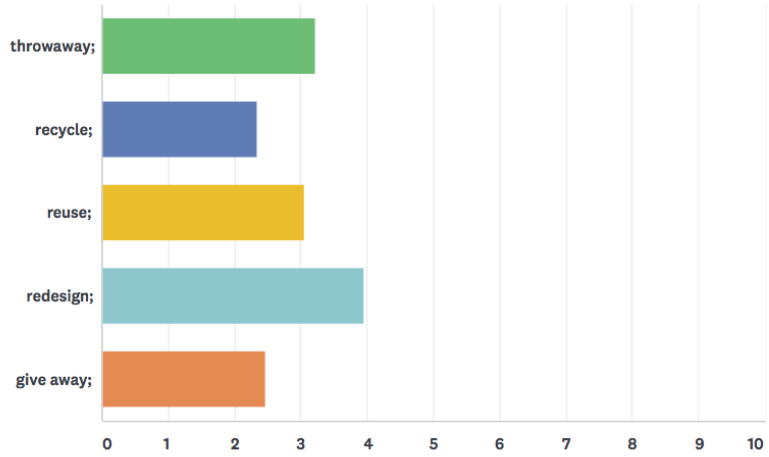
Answered: 52 Skipped: 14



	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
donate it;	3.85% 2	3.85% 2	30.77% 16	28.85% 15	32.69% 17	52	3.83
throwaway;	36.00% 18	38.00% 19	24.00% 12	2.00% 1	0.00% 0	50	1.92
give away;	3.92% 2	1.96% 1	39.22% 20	33.33% 17	21.57% 11	51	3.67
redesign (for further use);	52.94% 27	11.76% 6	21.57% 11	7.84% 4	5.88% 3	51	2.02

Q18 Talking about an old piece of your clothes, would you consider to ...

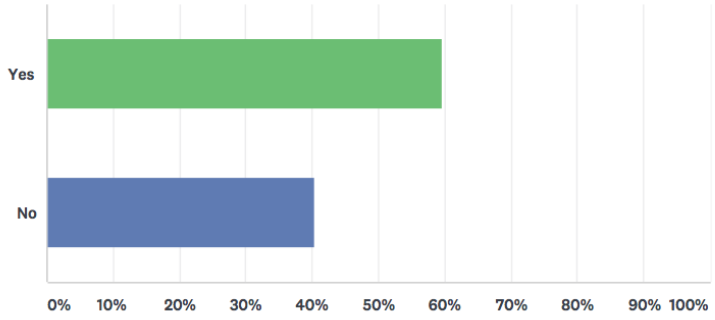
Answered: 52 Skipped: 14



	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
throwaway;	3.92% 2	23.53% 12	29.41% 15	33.33% 17	9.80% 5	51	3.22
recycle;	20.00% 10	44.00% 22	24.00% 12	6.00% 3	6.00% 3	50	2.34
reuse;	9.80% 5	19.61% 10	33.33% 17	29.41% 15	7.84% 4	51	3.06
redesign;	7.84% 4	5.88% 3	13.73% 7	27.45% 14	45.10% 23	51	3.96
give away;	19.23% 10	26.92% 14	44.23% 23	7.69% 4	1.92% 1	52	2.46

Q19 Are you concerned about the environmental issues caused by clothing consumption?

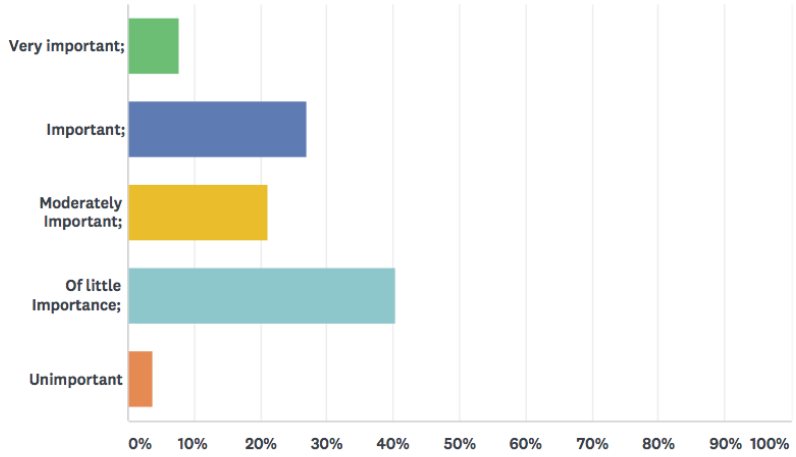
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	59.62%	31
No	40.38%	21
TOTAL		52

Q20 How important is it for you to think about environmental issues when buying clothing?

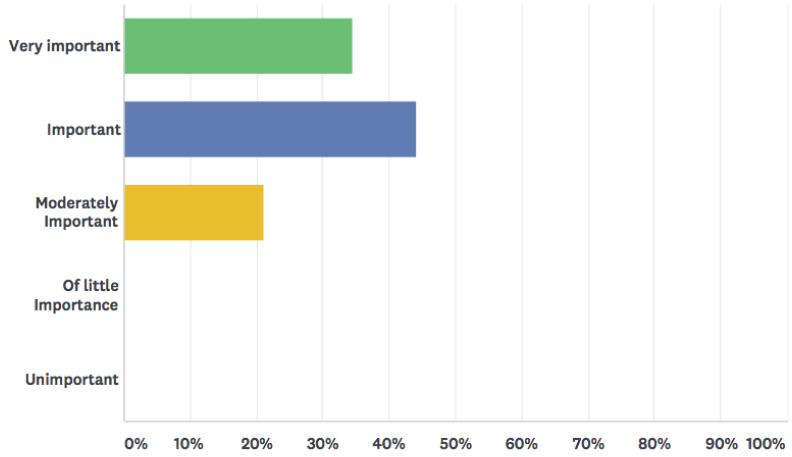
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Very important;	7.69%	4
Important;	26.92%	14
Moderately Important;	21.15%	11
Of little Importance;	40.38%	21
Unimportant	3.85%	2
TOTAL		52

Q21 When you shop for clothes, how important PRICE is in your decision to buy it?

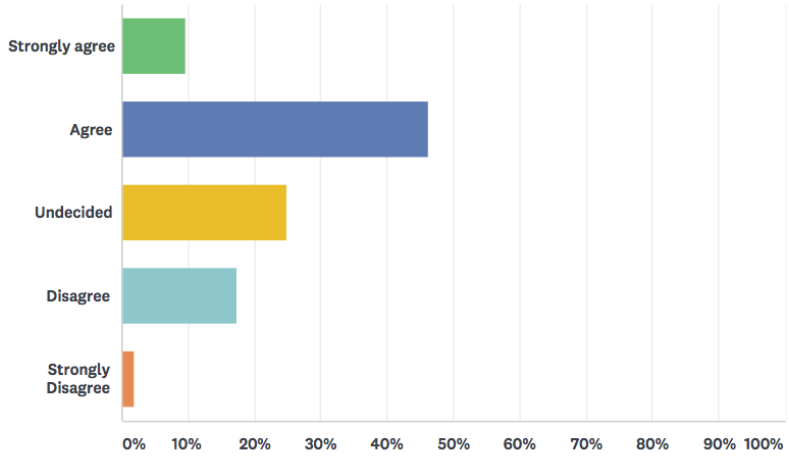
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Very important	34.62%	18
Important	44.23%	23
Moderately Important	21.15%	11
Of little Importance	0.00%	0
Unimportant	0.00%	0
TOTAL		52

Q22 Do you consider paying more for enironmentally friendly clothing?

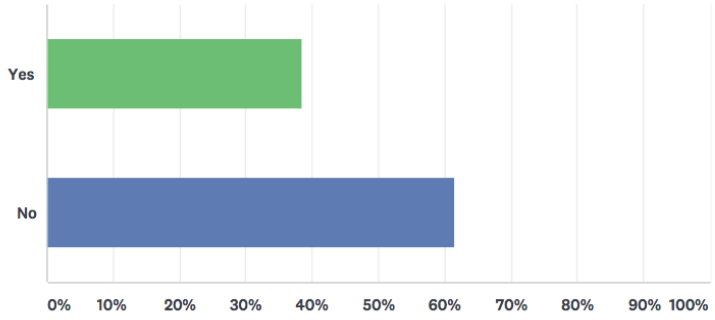
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Strongly agree	9.62%	5
Agree	46.15%	24
Undecided	25.00%	13
Disagree	17.31%	9
Strongly Disagree	1.92%	1
TOTAL		52

Q23 Do you look at the washing label inside the clothes before you buy them?

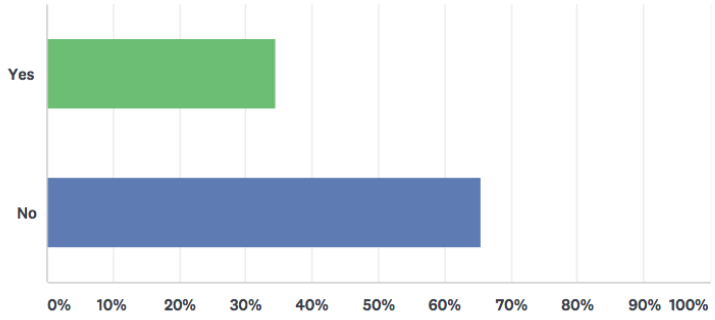
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	38.46%	20
No	61.54%	32
TOTAL		52

Q24 Do you consider information on the washing label to be the reason to reject it from buying?

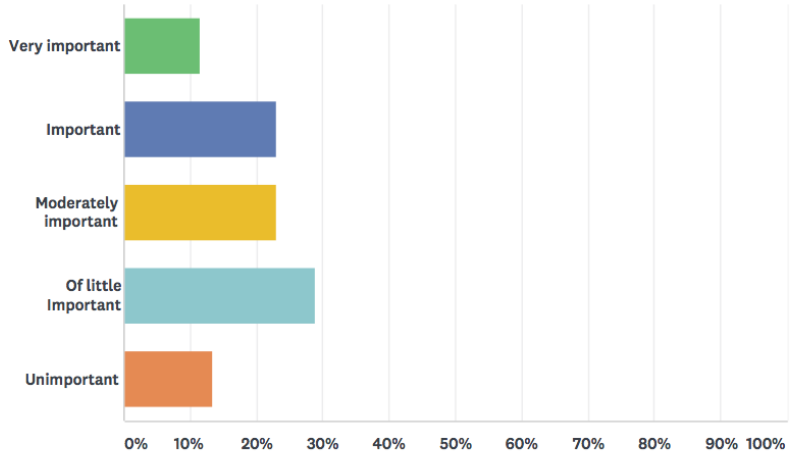
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	34.62%	18
No	65.38%	34
TOTAL		52

Q25 When you buy clothes, how important are environmental labels on them?

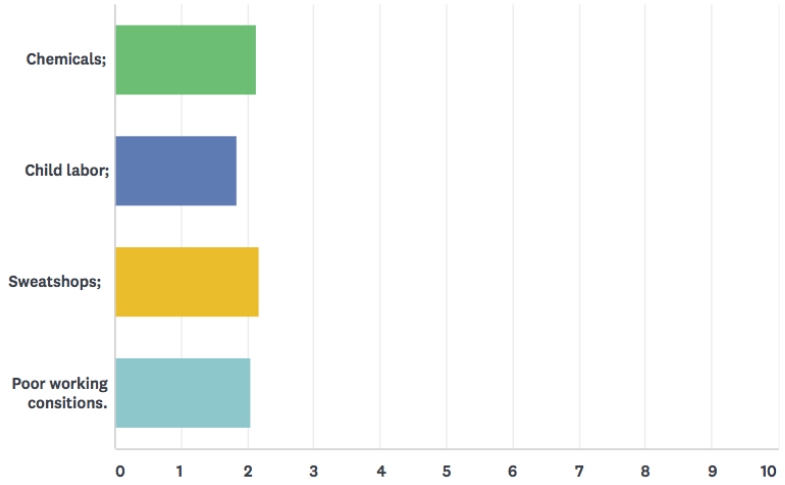
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Very important	11.54%	6
Important	23.08%	12
Moderately important	23.08%	12
Of little Important	28.85%	15
Unimportant	13.46%	7
TOTAL		52

Q26 When it comes to eco-labels, how important are the following features:

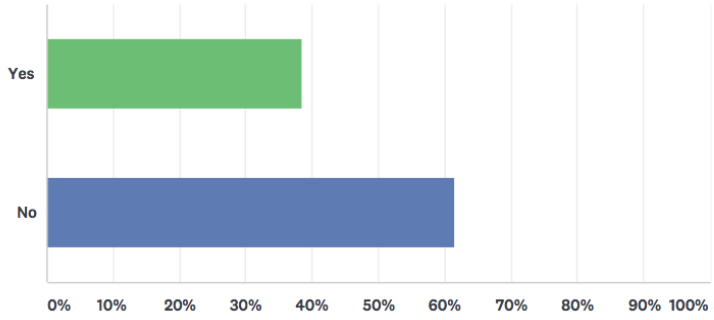
Answered: 52 Skipped: 14



	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Chemicals;	32.69% 17	38.46% 20	13.46% 7	13.46% 7	1.92% 1	52	2.13
Child labor;	46.15% 24	36.54% 19	5.77% 3	9.62% 5	1.92% 1	52	1.85
Sweatshops;	26.92% 14	44.23% 23	15.38% 8	11.54% 6	1.92% 1	52	2.17
Poor working consitions.	32.69% 17	42.31% 22	15.38% 8	7.69% 4	1.92% 1	52	2.04

Q27 Do you recognize the above presented label?

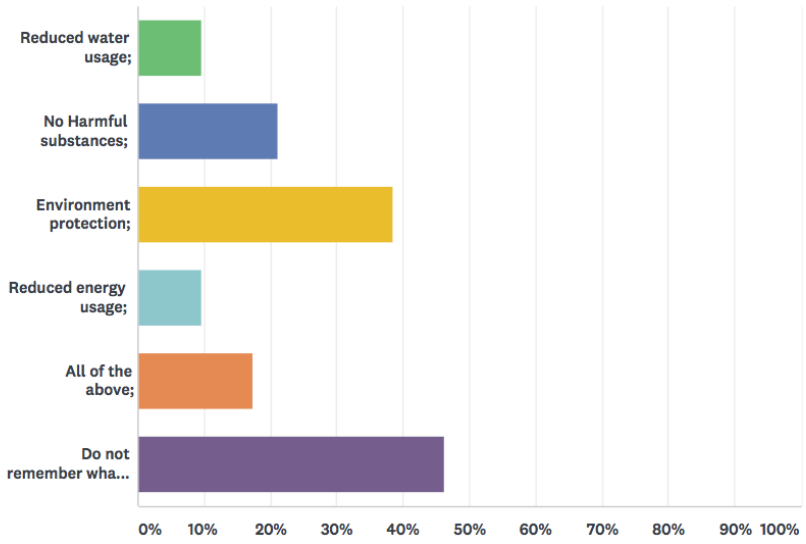
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	38.46%	20
No	61.54%	32
TOTAL		52

Q28 Select feature(s) that describe the main purpose of the above presented EU EcoLabel:

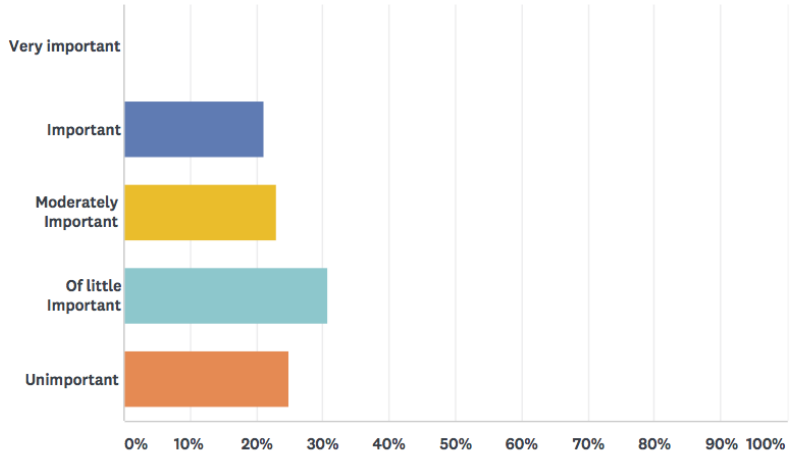
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Reduced water usage;	9.62%	5
No Harmful substances;	21.15%	11
Environment protection;	38.46%	20
Reduced energy usage;	9.62%	5
All of the above;	17.31%	9
Do not remember what it means exactly.	46.15%	24
Total Respondents: 52		

Q29 To what importance you consider this label when you shop?

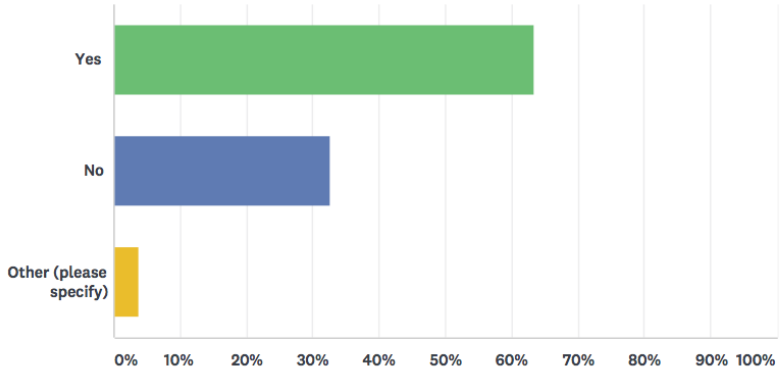
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Very important	0.00%	0
Important	21.15%	11
Moderately Important	23.08%	12
Of little Important	30.77%	16
Unimportant	25.00%	13
TOTAL		52

Q30 Do you trust information stored behind any eco-label image presented on clothing items?

Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	63.46%	33
No	32.69%	17
Other (please specify)	3.85%	2
TOTAL		52

8.3 Survey (Male vs. Female)

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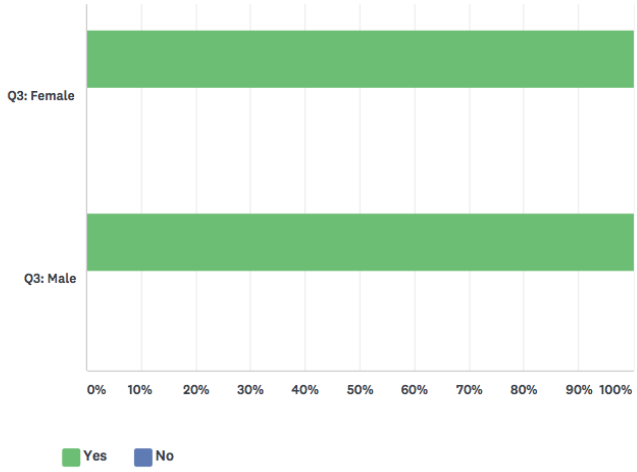
Q1 Are you a student at Aalborg University?

Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q3: Female	100.00% 27	0.00% 0	51.92% 27
Q3: Male	100.00% 25	0.00% 0	48.08% 25
Total Respondents	52	0	52

	OTHER (PLEASE SPECIFY)	TOTAL
Q3: Female	0	0
Q3: Male	0	0

Q2 In what year were you born? (enter 4-digit birth year; for example, 1980)

Answered: 52 Skipped: 0

	IN WHAT YEAR WERE YOU BORN? (ENTER 4-DIGIT BIRTH YEAR; FOR EXAMPLE, 1980)		TOTAL
Q3: Female		100.00% 27	51.92% 27
Q3: Male		100.00% 25	48.08% 25
Total Respondents	52		52

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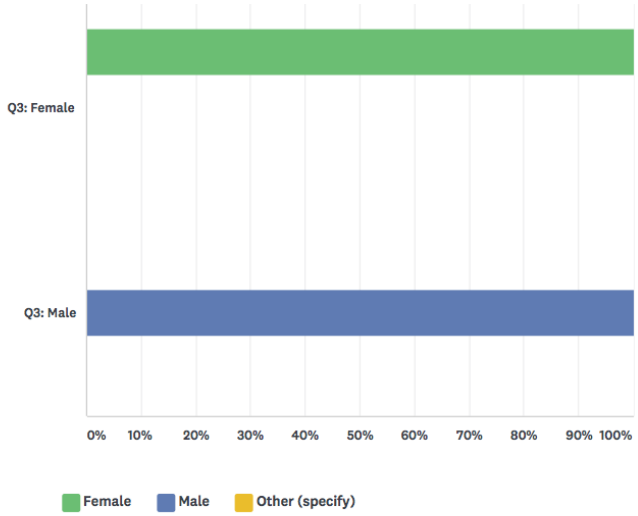
Q3 What is your gender?

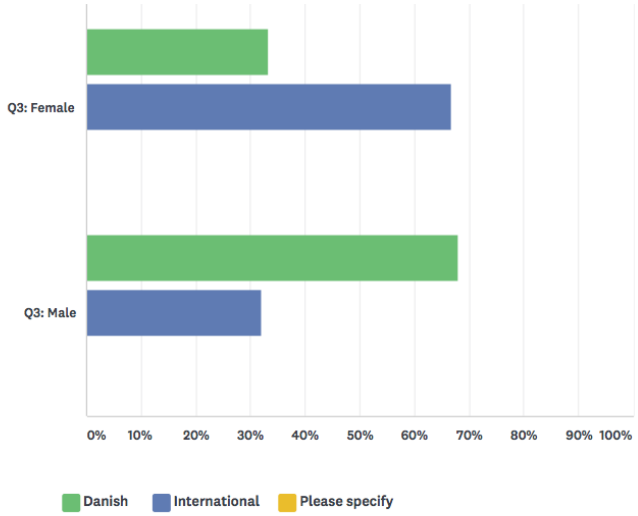
Answered: 52 Skipped: 0



	FEMALE	MALE	OTHER (SPECIFY)	TOTAL
Q3: Female	100.00% 27	0.00% 0	0.00% 0	51.92% 27
Q3: Male	0.00% 0	100.00% 25	0.00% 0	48.08% 25
Total Respondents	27	25	0	52

Q4 Please state your Nationality?

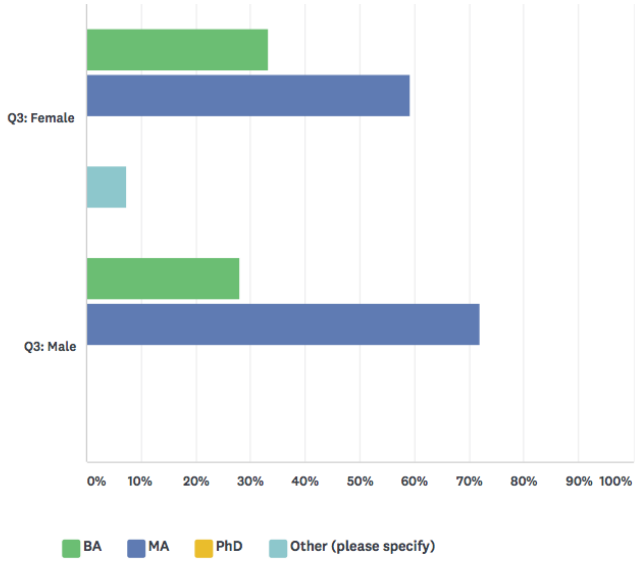
Answered: 52 Skipped: 0



	DANISH	INTERNATIONAL	PLEASE SPECIFY	TOTAL
Q3: Female	33.33% 9	66.67% 18	0.00% 0	51.92% 27
Q3: Male	68.00% 17	32.00% 8	0.00% 0	48.08% 25
Total Respondents	26	26	0	52

Q5 Education?

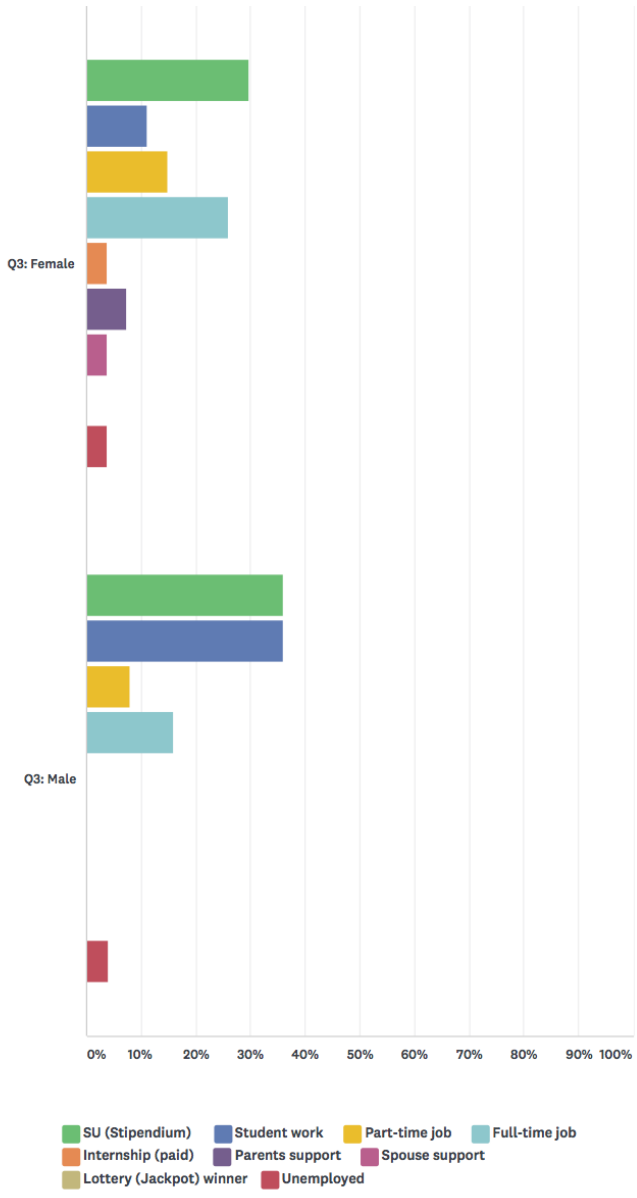
Answered: 52 Skipped: 0



	BA	MA	PHD	OTHER (PLEASE SPECIFY)	TOTAL
Q3: Female	33.33% 9	59.26% 16	0.00% 0	7.41% 2	51.92% 27
Q3: Male	28.00% 7	72.00% 18	0.00% 0	0.00% 0	48.08% 25
Total Respondents	16	34	0	2	52

Q6 Select the answer which best describes your financial status:

Answered: 52 Skipped: 0



	SU (STIPENDIUM)	STUDENT WORK	PART-TIME JOB	FULL-TIME JOB	INTERNSHIP (PAID)	PARENTS SUPPORT	SPOUSE SUPPORT	LOTTERY (JACKPOT) WINNER	UNEMPLOYED	TOTAL
Q3: Female	29.63% 8	11.11% 3	14.81% 4	25.93% 7	3.70% 1	7.41% 2	3.70% 1	0.00% 0	3.70% 1	51.92% 27

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Q3: Male	36.00% 9	36.00% 9	8.00% 2	16.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.00% 1	48.08% 25
Total Respondents	17	12	6	11	1	2	1	0	2	52

Q7 In your words, how do you understand the term - Sustainability?

Answered: 52 Skipped: 0

	IN YOUR WORDS, HOW DO YOU UNDERSTAND THE TERM - SUSTAINABILITY?		TOTAL
Q3: Female		100.00% 27	51.92% 27
Q3: Male		100.00% 25	48.08% 25
Total Respondents	52		52

Q8 How do you understand the concept of - Sustainable Consumption? Please describe it in your own words.

Answered: 52 Skipped: 0

	HOW DO YOU UNDERSTAND THE CONCEPT OF - SUSTAINABLE CONSUMPTION? PLEASE DESCRIBE IT IN YOUR OWN WORDS.	TOTAL
Q3: Female	100.00% 27	51.92% 27
Q3: Male	100.00% 25	48.08% 25
Total Respondents	52	52

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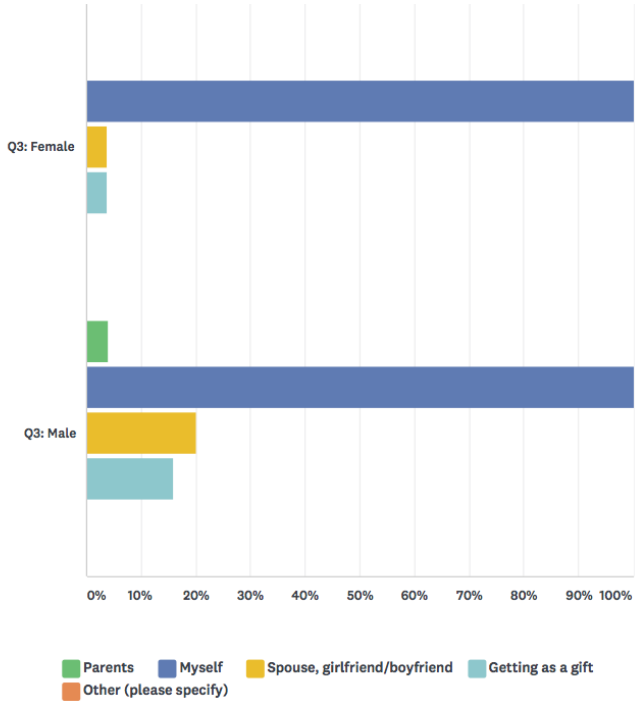
Q9 Who buys your clothes?

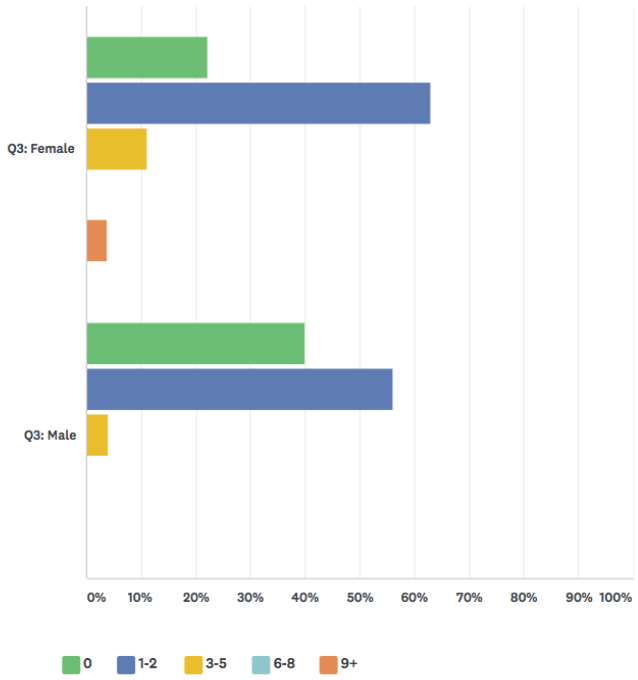
Answered: 52 Skipped: 0



	PARENTS	MYSELF	SPOUSE, GIRLFRIEND/BOYFRIEND	GETTING AS A GIFT	OTHER (PLEASE SPECIFY)	TOTAL
Q3: Female	0.00% 0	100.00% 27	3.70% 1	3.70% 1	0.00% 0	55.77% 29
Q3: Male	4.00% 1	100.00% 25	20.00% 5	16.00% 4	0.00% 0	67.31% 35
Total Respondents	1	52	6	5	0	52

Q10 How many clothing items do you approximately buy in a month?

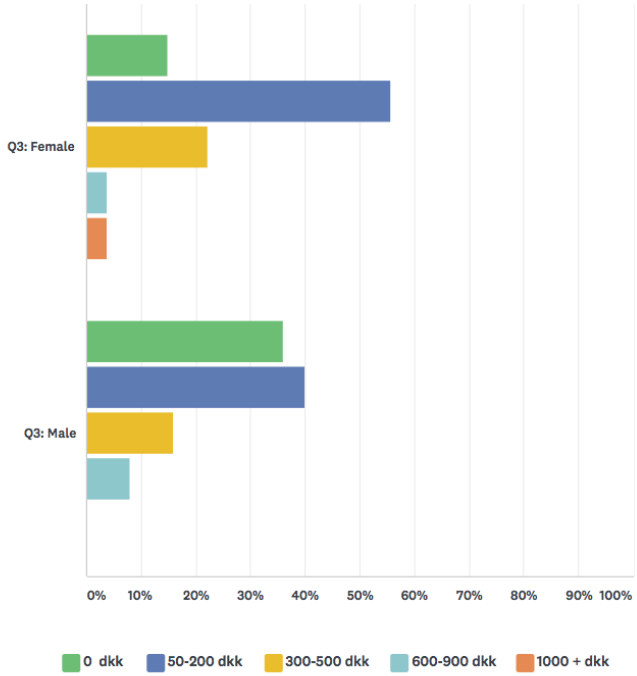
Answered: 52 Skipped: 0



	0	1-2	3-5	6-8	9+	TOTAL
Q3: Female	22.22% 6	62.96% 17	11.11% 3	0.00% 0	3.70% 1	51.92% 27
Q3: Male	40.00% 10	56.00% 14	4.00% 1	0.00% 0	0.00% 0	48.08% 25
Total Respondents	16	31	4	0	1	52

Q11 How much money (in DKK) do you spent on buying clothes in a typical month?

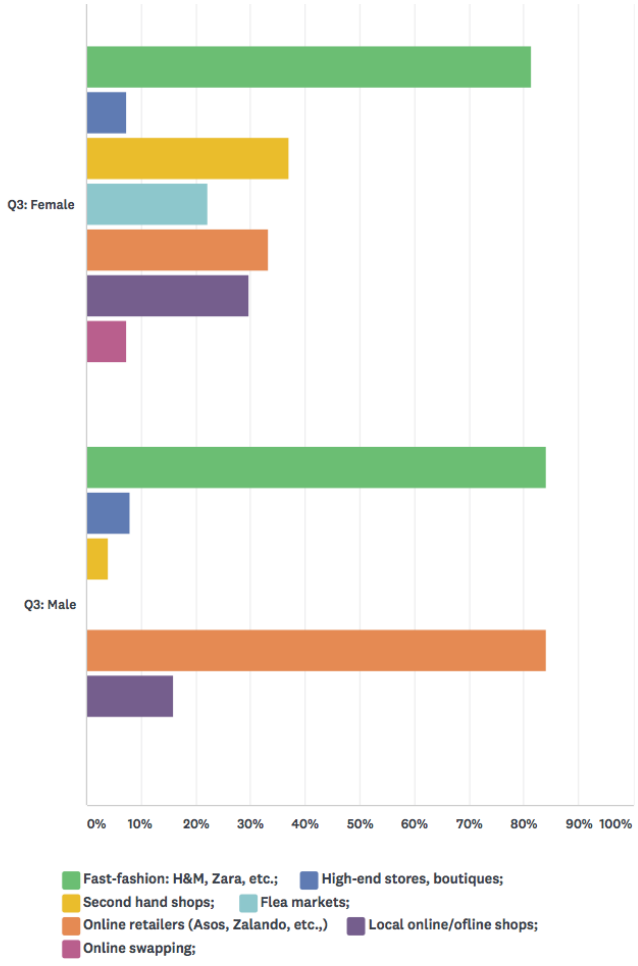
Answered: 52 Skipped: 0



	0 DKK	50-200 DKK	300-500 DKK	600-900 DKK	1000 + DKK	TOTAL
Q3: Female	14.81% 4	55.56% 15	22.22% 6	3.70% 1	3.70% 1	51.92% 27
Q3: Male	36.00% 9	40.00% 10	16.00% 4	8.00% 2	0.00% 0	48.08% 25
Total Respondents	13	25	10	3	1	52

Q12 Where do you usually shop?

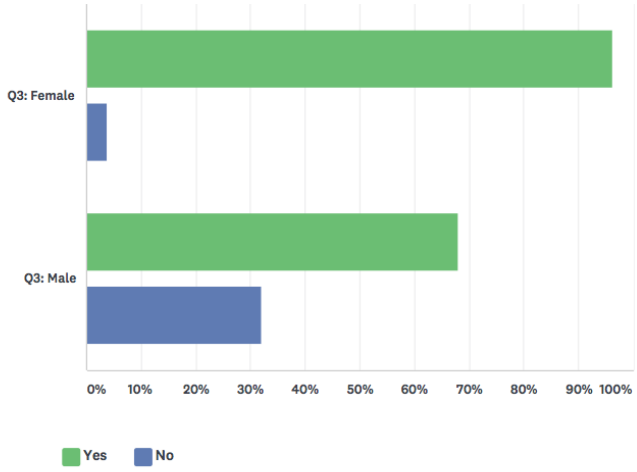
Answered: 52 Skipped: 0



	FAST-FASHION: H&M, ZARA, ETC.;	HIGH-END STORES, BOUTIQUES;	SECOND HAND SHOPS;	FLEA MARKETS;	ONLINE RETAILERS (ASOS, ZALANDO, ETC.,)	LOCAL ONLINE/OFLINE SHOPS;	ONLINE SWAPPING;	TOTAL
Q3: Female	81.48% 22	7.41% 2	37.04% 10	22.22% 6	33.33% 9	29.63% 8	7.41% 2	113.46% 59
Q3: Male	84.00% 21	8.00% 2	4.00% 1	0.00% 0	84.00% 21	16.00% 4	0.00% 0	94.23% 49
Total Respondents	43	4	11	6	30	12	2	52

Q13 Are you interested in buying environmentally friendly clothes?

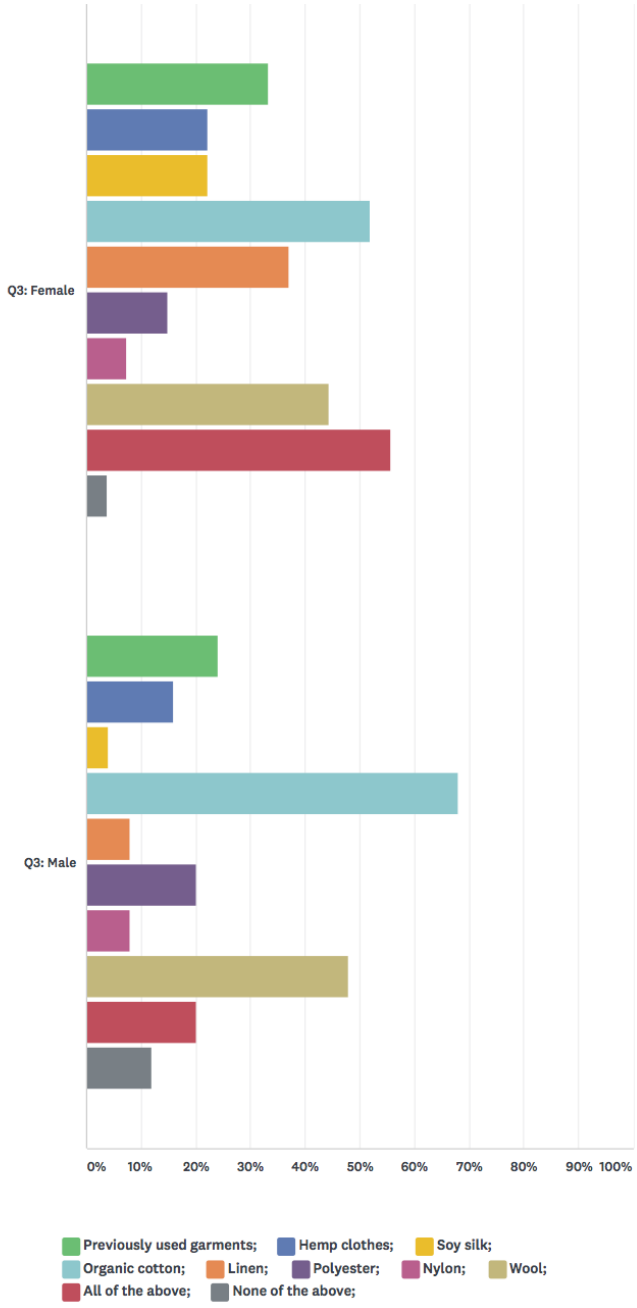
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q3: Female	96.30% 26	3.70% 1	51.92% 27
Q3: Male	68.00% 17	32.00% 8	48.08% 25
Total Respondents	43	9	52

Q14 Do you consider buying clothes, which are made of...

Answered: 52 Skipped: 0



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	PREVIOUSLY USED GARMENTS;	HEMP CLOTHES;	SOY SILK;	ORGANIC COTTON;	LINEN;	POLYESTER;	NYLON;	WOOL;	ALL OF THE ABOVE;	NONE OF THE ABOVE;	TOTAL
Q3: Female	33.33% 9	22.22% 6	22.22% 6	51.85% 14	37.04% 10	14.81% 4	7.41% 2	44.44% 12	55.56% 15	3.70% 1	151.92% 79
Q3: Male	24.00% 6	16.00% 4	4.00% 1	68.00% 17	8.00% 2	20.00% 5	8.00% 2	48.00% 12	20.00% 5	12.00% 3	109.62% 57
Total Respondents	15	10	7	31	12	9	4	24	20	4	52

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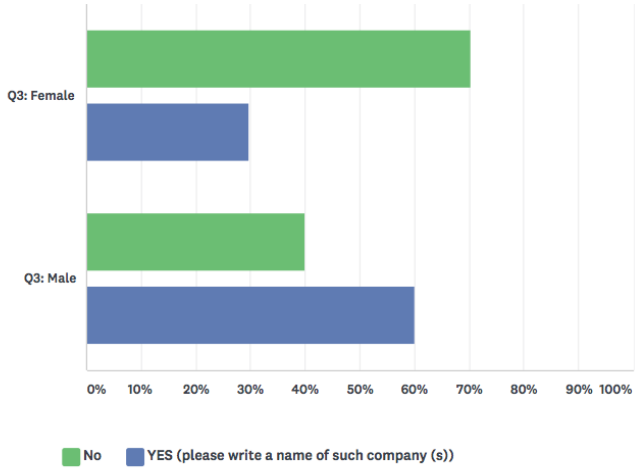
Q15 Do you know clothing companies that produce environmentally friendly clothes?

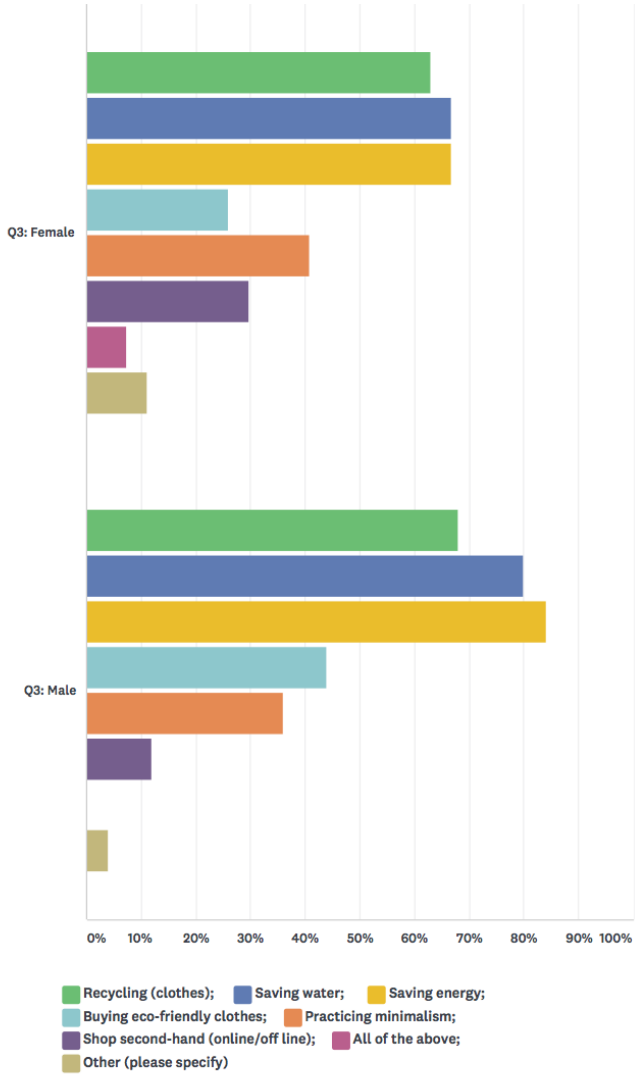
Answered: 52 Skipped: 0



	NO	YES (PLEASE WRITE A NAME OF SUCH COMPANY (S))	TOTAL
Q3: Female	70.37% 19	29.63% 8	51.92% 27
Q3: Male	40.00% 10	60.00% 15	48.08% 25
Total Respondents	29	23	52

Q16 Please mark practicies related to sustainable lifestyle which you participate in:

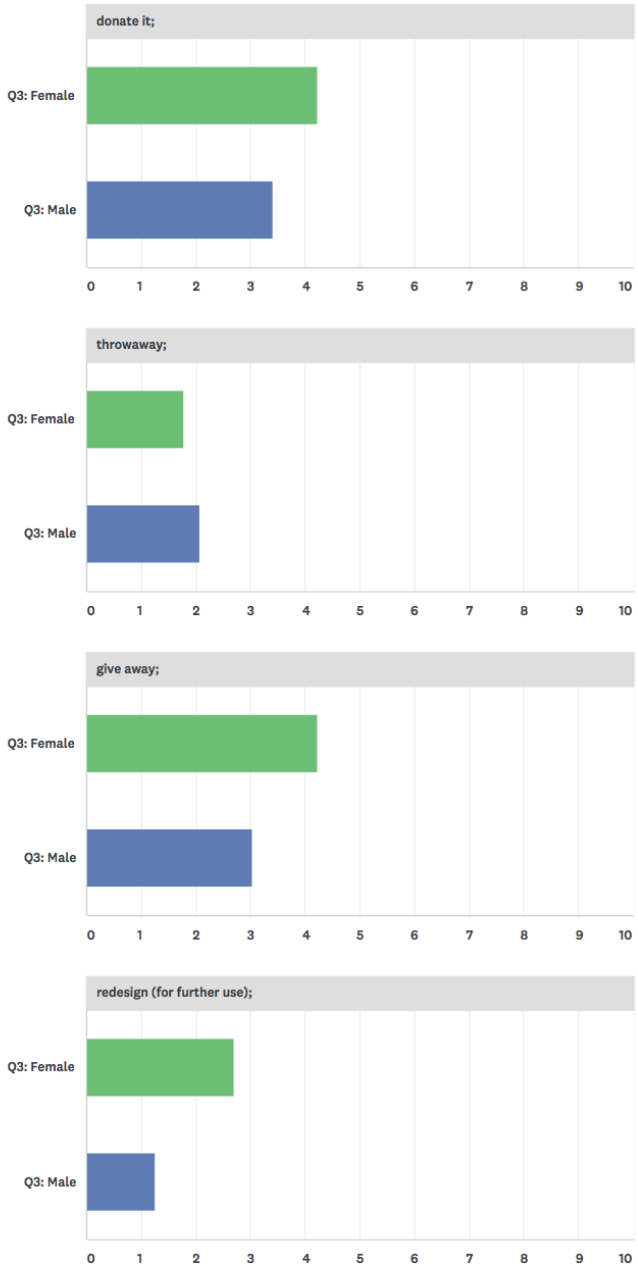
Answered: 52 Skipped: 0



	RECYCLING (CLOTHES);	SAVING WATER;	SAVING ENERGY;	BUYING ECO-FRIENDLY CLOTHES;	PRACTICING MINIMALISM;	SHOP SECOND-HAND (ONLINE/OFF LINE);	ALL OF THE ABOVE;	OTHER (PLEASE SPECIFY)	TOTAL
Q3: Female	62.96% 17	66.67% 18	66.67% 18	25.93% 7	40.74% 11	29.63% 8	7.41% 2	11.11% 3	161.54% 84
Q3: Male	68.00% 17	80.00% 20	84.00% 21	44.00% 11	36.00% 9	12.00% 3	0.00% 0	4.00% 1	157.69% 82
Total Respondents	34	38	39	18	20	11	2	4	52

Q17 If you no longer want a new piece of your clothes, would you consider to ...

Answered: 52 Skipped: 0



CCG. Master Thesis research. SurveyMonkey

donate it;

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q3: Female	0.00% 0	7.41% 2	14.81% 4	25.93% 7	51.85% 14	51.92% 27	4.22
Q3: Male	8.00% 2	0.00% 0	48.00% 12	32.00% 8	12.00% 3	48.08% 25	3.40

throwaway;

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q3: Female	46.15% 12	30.77% 8	23.08% 6	0.00% 0	0.00% 0	50.00% 26	1.77
Q3: Male	25.00% 6	45.83% 11	25.00% 6	4.17% 1	0.00% 0	46.15% 24	2.08

give away;

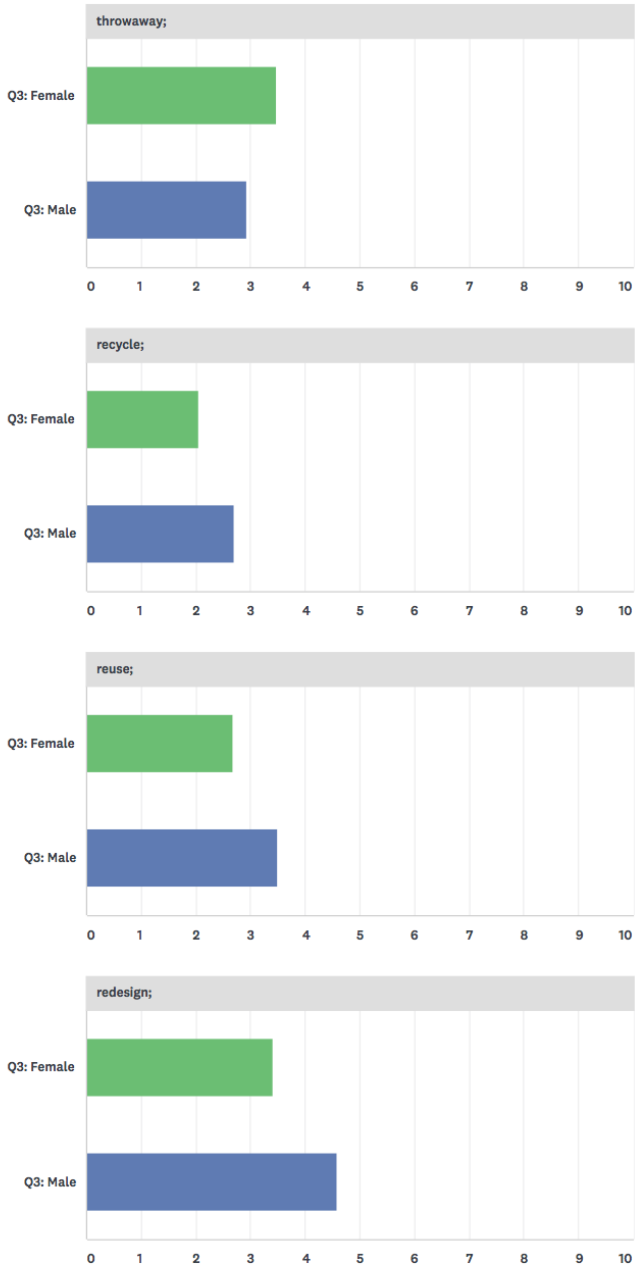
	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q3: Female	0.00% 0	0.00% 0	18.52% 5	40.74% 11	40.74% 11	51.92% 27	4.22
Q3: Male	8.33% 2	4.17% 1	62.50% 15	25.00% 6	0.00% 0	46.15% 24	3.04

redesign (for further use);

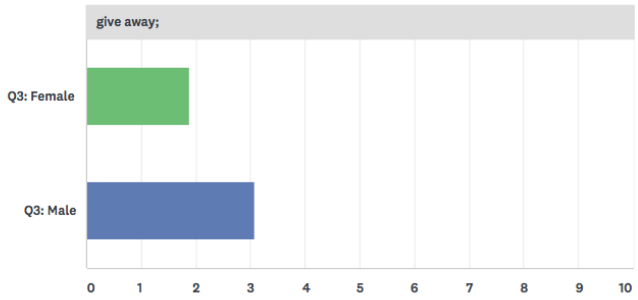
	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q3: Female	25.93% 7	14.81% 4	33.33% 9	14.81% 4	11.11% 3	51.92% 27	2.70
Q3: Male	83.33% 20	8.33% 2	8.33% 2	0.00% 0	0.00% 0	46.15% 24	1.25

Q18 Talking about an old piece of your clothes, would you consider to ...

Answered: 52 Skipped: 0



CCG. Master Thesis research. SurveyMonkey



throwaway;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q3: Female	3.70% 1	14.81% 4	25.93% 7	40.74% 11	14.81% 4	51.92% 27	3.48
Q3: Male	4.17% 1	33.33% 8	33.33% 8	25.00% 6	4.17% 1	46.15% 24	2.92

recycle;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q3: Female	29.63% 8	44.44% 12	22.22% 6	0.00% 0	3.70% 1	51.92% 27	2.04
Q3: Male	8.70% 2	43.48% 10	26.09% 6	13.04% 3	8.70% 2	44.23% 23	2.70

reuse;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q3: Female	18.52% 5	29.63% 8	25.93% 7	18.52% 5	7.41% 2	51.92% 27	2.67
Q3: Male	0.00% 0	8.33% 2	41.67% 10	41.67% 10	8.33% 2	46.15% 24	3.50

redesign;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q3: Female	14.81% 4	11.11% 3	22.22% 6	22.22% 6	29.63% 8	51.92% 27	3.41
Q3: Male	0.00% 0	0.00% 0	4.17% 1	33.33% 8	62.50% 15	46.15% 24	4.58

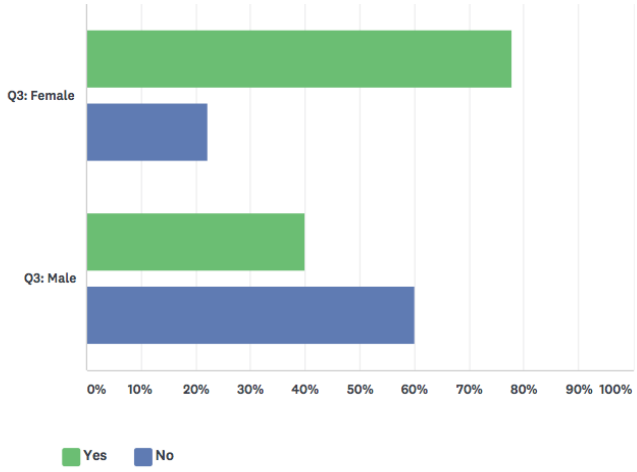
give away;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q3: Female	33.33% 9	44.44% 12	22.22% 6	0.00% 0	0.00% 0	51.92% 27	1.89
Q3: Male	4.00% 1	8.00% 2	68.00% 17	16.00% 4	4.00% 1	48.08% 25	3.08

CCG. Master Thesis research. SurveyMonkey

Q19 Are you concerned about the environmental issues caused by clothing consumption?

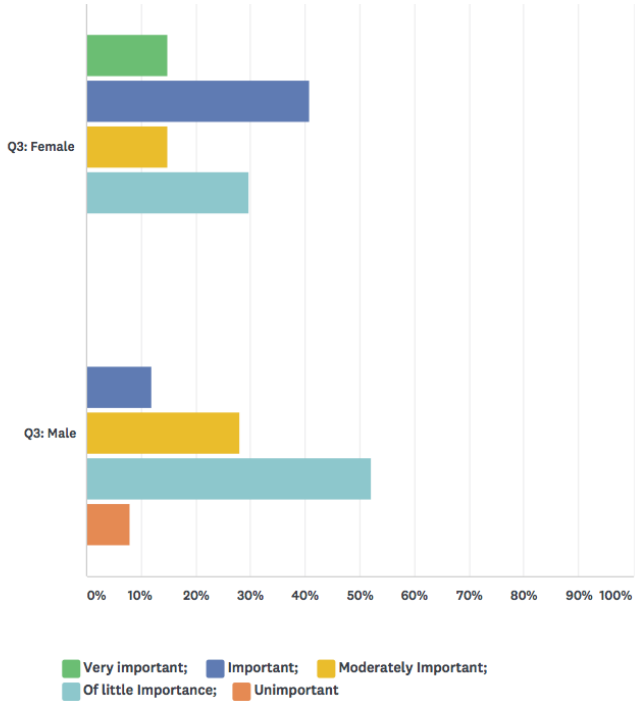
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q3: Female	77.78% 21	22.22% 6	51.92% 27
Q3: Male	40.00% 10	60.00% 15	48.08% 25
Total Respondents	31	21	52

Q20 How important is it for you to think about environmental issues when buying clothing?

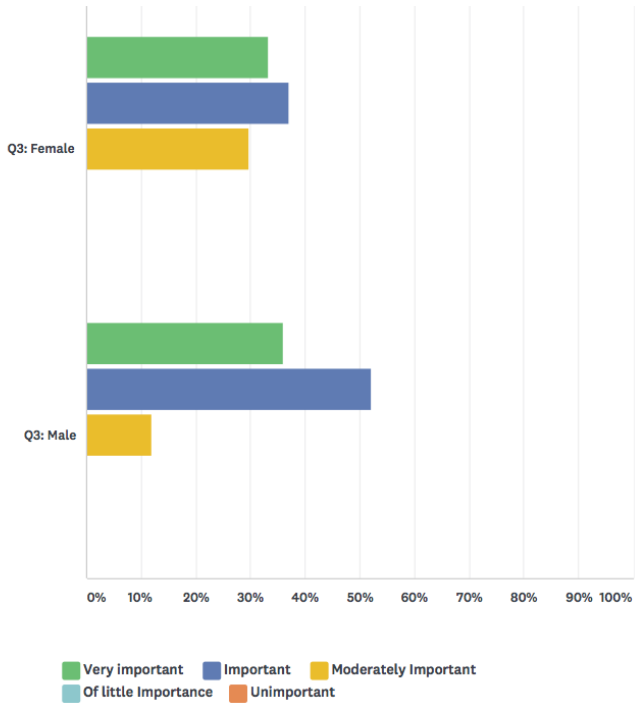
Answered: 52 Skipped: 0



	VERY IMPORTANT;	IMPORTANT;	MODERATELY IMPORTANT;	OF LITTLE IMPORTANCE;	UNIMPORTANT	TOTAL
Q3: Female	14.81% 4	40.74% 11	14.81% 4	29.63% 8	0.00% 0	51.92% 27
Q3: Male	0.00% 0	12.00% 3	28.00% 7	52.00% 13	8.00% 2	48.08% 25
Total Respondents	4	14	11	21	2	52

Q21 When you shop for clothes, how important PRICE is in your decision to buy it?

Answered: 52 Skipped: 0

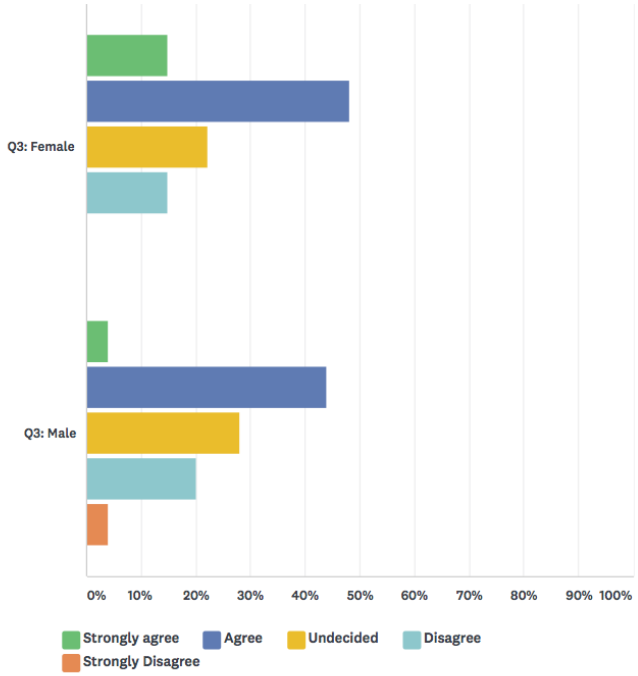


	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL
Q3: Female	33.33% 9	37.04% 10	29.63% 8	0.00% 0	0.00% 0	51.92% 27
Q3: Male	36.00% 9	52.00% 13	12.00% 3	0.00% 0	0.00% 0	48.08% 25
Total Respondents	18	23	11	0	0	52

CCG. Master Thesis research. SurveyMonkey

Q22 Do you consider paying more for enironmentally friendly clothing?

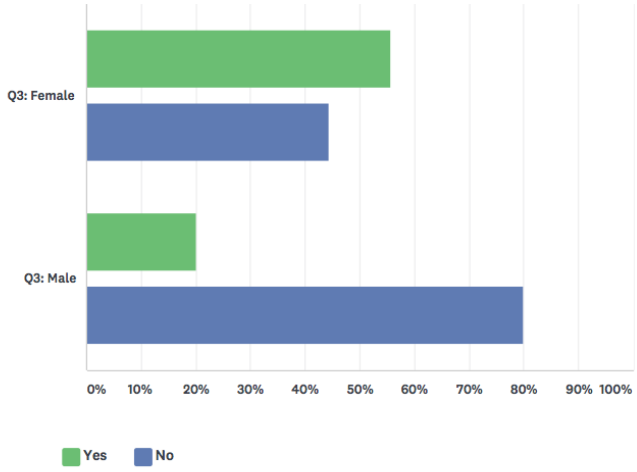
Answered: 52 Skipped: 0



	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE	TOTAL
Q3: Female	14.81% 4	48.15% 13	22.22% 6	14.81% 4	0.00% 0	51.92% 27
Q3: Male	4.00% 1	44.00% 11	28.00% 7	20.00% 5	4.00% 1	48.08% 25
Total Respondents	5	24	13	9	1	52

Q23 Do you look at the washing label inside the clothes before you buy them?

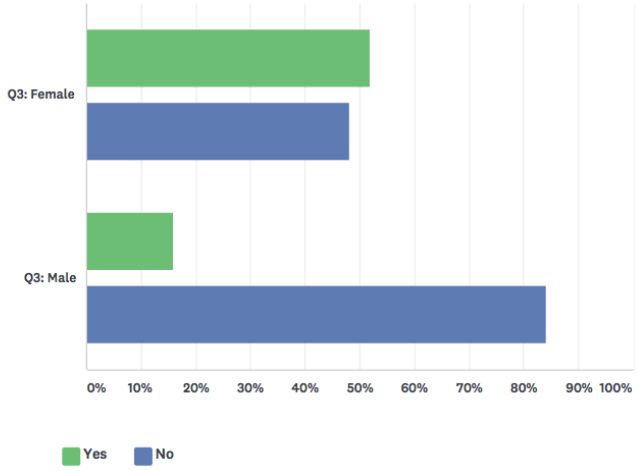
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q3: Female	55.56% 15	44.44% 12	51.92% 27
Q3: Male	20.00% 5	80.00% 20	48.08% 25
Total Respondents	20	32	52

Q24 Do you consider information on the washing label to be the reason to reject it from buying?

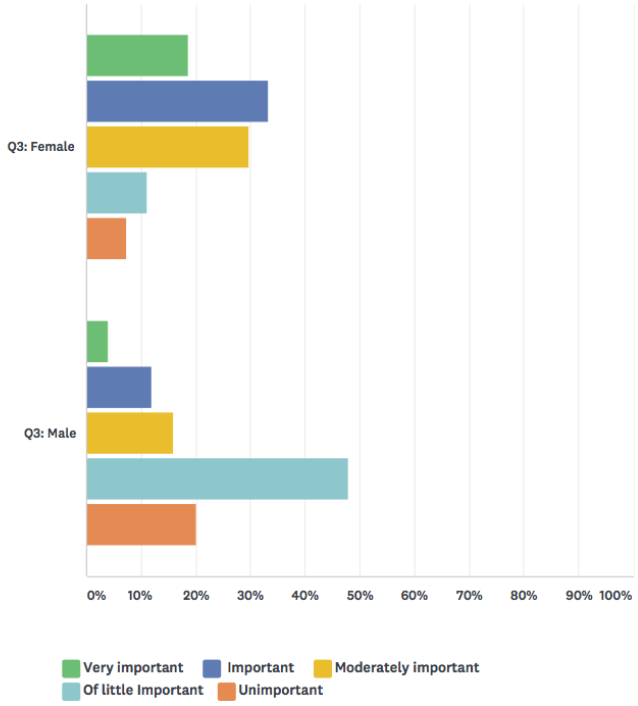
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q3: Female	51.85% 14	48.15% 13	51.92% 27
Q3: Male	16.00% 4	84.00% 21	48.08% 25
Total Respondents	18	34	52

Q25 When you buy clothes, how important are environmental labels on them?

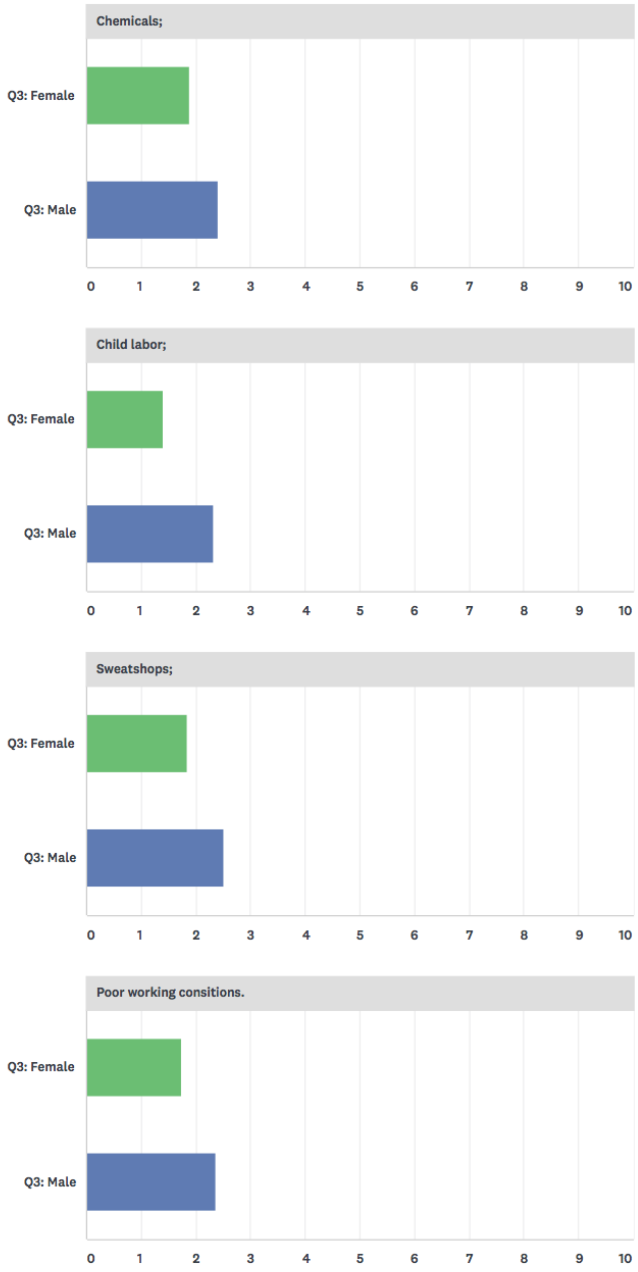
Answered: 52 Skipped: 0



	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANT	UNIMPORTANT	TOTAL
Q3: Female	18.52% 5	33.33% 9	29.63% 8	11.11% 3	7.41% 2	51.92% 27
Q3: Male	4.00% 1	12.00% 3	16.00% 4	48.00% 12	20.00% 5	48.08% 25
Total Respondents	6	12	12	15	7	52

Q26 When it comes to eco-labels, how important are the following features:

Answered: 52 Skipped: 0



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Chemicals;

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q3: Female	48.15% 13	25.93% 7	14.81% 4	11.11% 3	0.00% 0	51.92% 27	1.89
Q3: Male	16.00% 4	52.00% 13	12.00% 3	16.00% 4	4.00% 1	48.08% 25	2.40

Child labor;

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q3: Female	74.07% 20	18.52% 5	0.00% 0	7.41% 2	0.00% 0	51.92% 27	1.41
Q3: Male	16.00% 4	56.00% 14	12.00% 3	12.00% 3	4.00% 1	48.08% 25	2.32

Sweatshops;

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q3: Female	44.44% 12	37.04% 10	7.41% 2	11.11% 3	0.00% 0	51.92% 27	1.85
Q3: Male	8.00% 2	52.00% 13	24.00% 6	12.00% 3	4.00% 1	48.08% 25	2.52

Poor working consitions.

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q3: Female	48.15% 13	37.04% 10	7.41% 2	7.41% 2	0.00% 0	51.92% 27	1.74
Q3: Male	16.00% 4	48.00% 12	24.00% 6	8.00% 2	4.00% 1	48.08% 25	2.36

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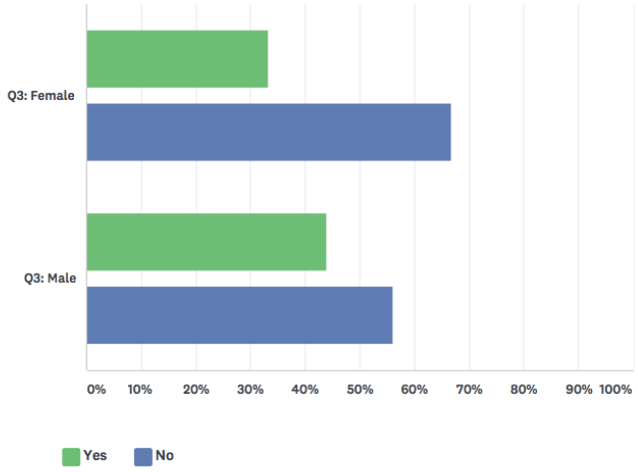
Q27 Do you recognize the above presented label?

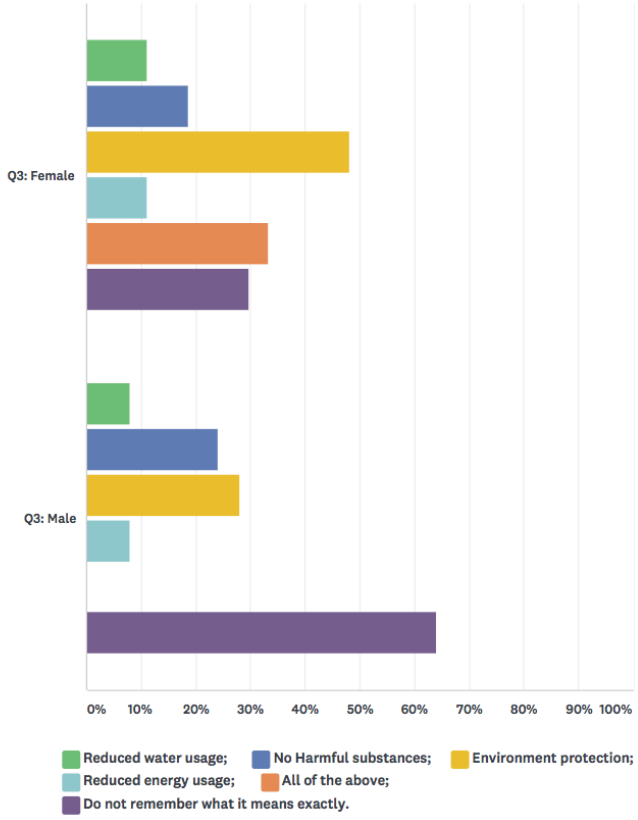
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q3: Female	33.33% 9	66.67% 18	51.92% 27
Q3: Male	44.00% 11	56.00% 14	48.08% 25
Total Respondents	20	32	52

Q28 Select feature(s) that describe the main purpose of the above presented EU EcoLabel:

Answered: 52 Skipped: 0



	REDUCED WATER USAGE;	NO HARMFUL SUBSTANCES;	ENVIRONMENT PROTECTION;	REDUCED ENERGY USAGE;	ALL OF THE ABOVE;	DO NOT REMEMBER WHAT IT MEANS EXACTLY.	TOTAL
Q3: Female	11.11% 3	18.52% 5	48.15% 13	11.11% 3	33.33% 9	29.63% 8	78.85% 41
Q3: Male	8.00% 2	24.00% 6	28.00% 7	8.00% 2	0.00% 0	64.00% 16	63.46% 33
Total Respondents	5	11	20	5	9	24	52

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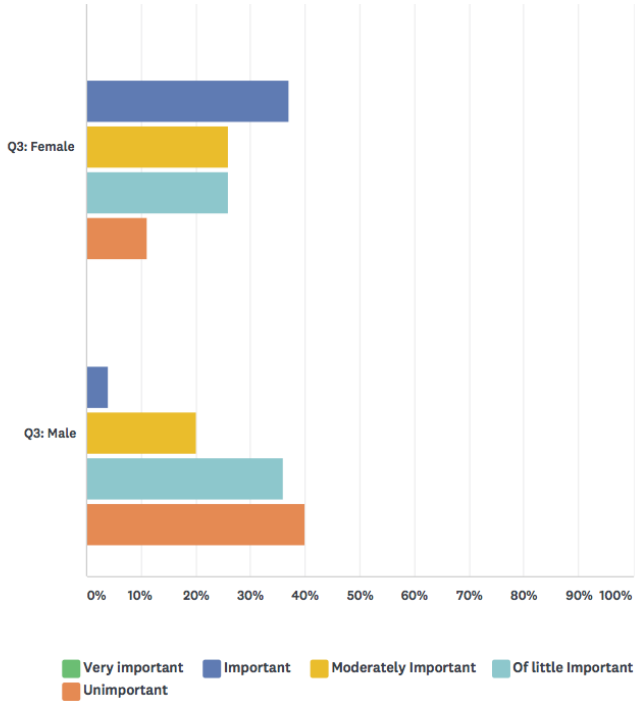
Q29 To what importance you consider this label when you shop?

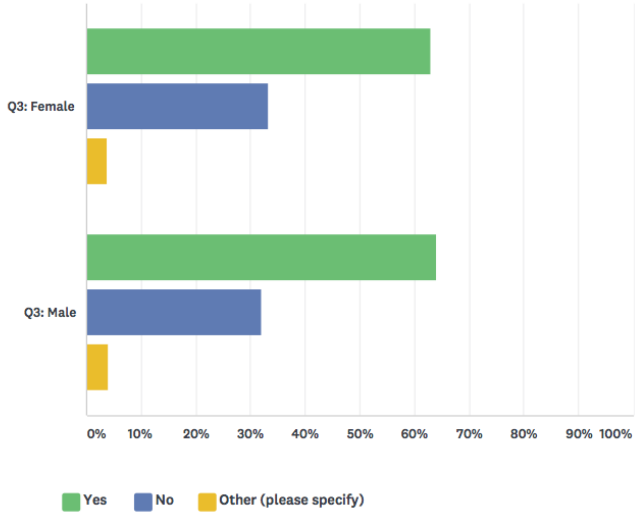
Answered: 52 Skipped: 0



	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANT	UNIMPORTANT	TOTAL
Q3: Female	0.00% 0	37.04% 10	25.93% 7	25.93% 7	11.11% 3	51.92% 27
Q3: Male	0.00% 0	4.00% 1	20.00% 5	36.00% 9	40.00% 10	48.08% 25
Total Respondents	0	11	12	16	13	52

Q30 Do you trust information stored behind any eco-label image presented on clothing items?

Answered: 52 Skipped: 0



	YES	NO	OTHER (PLEASE SPECIFY)	TOTAL
Q3: Female	62.96% 17	33.33% 9	3.70% 1	51.92% 27
Q3: Male	64.00% 16	32.00% 8	4.00% 1	48.08% 25
Total Respondents	33	17	2	52

8.4 Survey (Danish vs. International)

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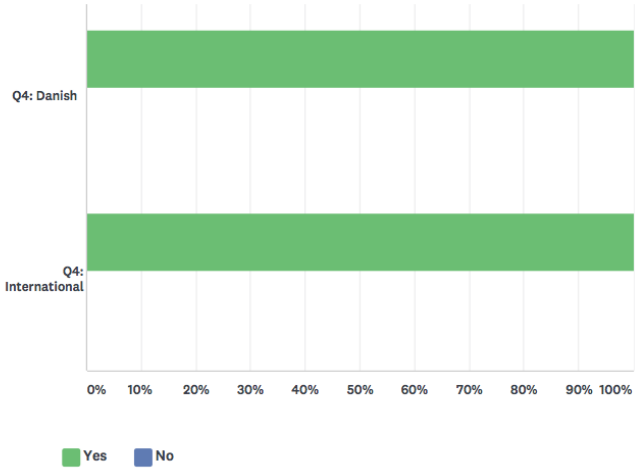
Q1 Are you a student at Aalborg University?

Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q4: Danish	100.00% 26	0.00% 0	50.00% 26
Q4: International	100.00% 26	0.00% 0	50.00% 26
Total Respondents	52	0	52

	OTHER (PLEASE SPECIFY)	TOTAL
Q4: Danish	0	0
Q4: International	0	0

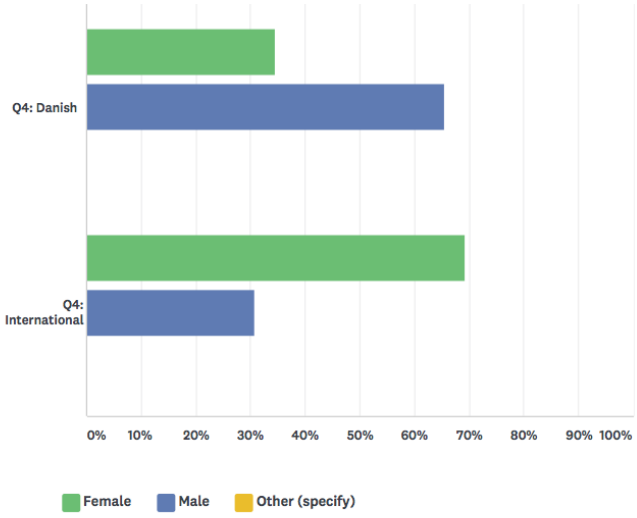
Q2 In what year were you born? (enter 4-digit birth year; for example, 1980)

Answered: 52 Skipped: 0

	IN WHAT YEAR WERE YOU BORN? (ENTER 4-DIGIT BIRTH YEAR; FOR EXAMPLE, 1980)		TOTAL
Q4: Danish		100.00% 26	50.00% 26
Q4: International		100.00% 26	50.00% 26
Total Respondents	52		52

Q3 What is your gender?

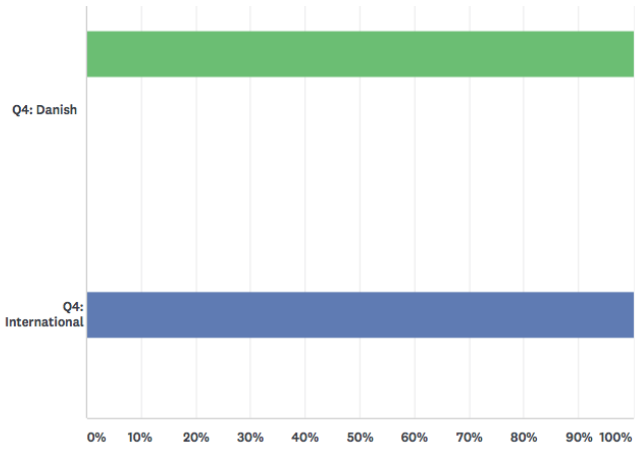
Answered: 52 Skipped: 0



	FEMALE	MALE	OTHER (SPECIFY)	TOTAL
Q4: Danish	34.62% 9	65.38% 17	0.00% 0	50.00% 26
Q4: International	69.23% 18	30.77% 8	0.00% 0	50.00% 26
Total Respondents	27	25	0	52

Q4 Please state your Nationality?

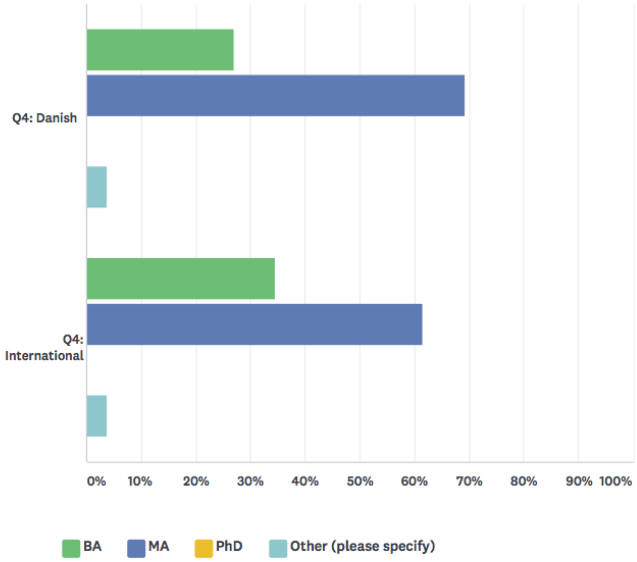
Answered: 52 Skipped: 0



	DANISH	INTERNATIONAL	PLEASE SPECIFY	TOTAL
Q4: Danish	100.00% 26	0.00% 0	0.00% 0	50.00% 26
Q4: International	0.00% 0	100.00% 26	0.00% 0	50.00% 26
Total Respondents	26	26	0	52

Q5 Education?

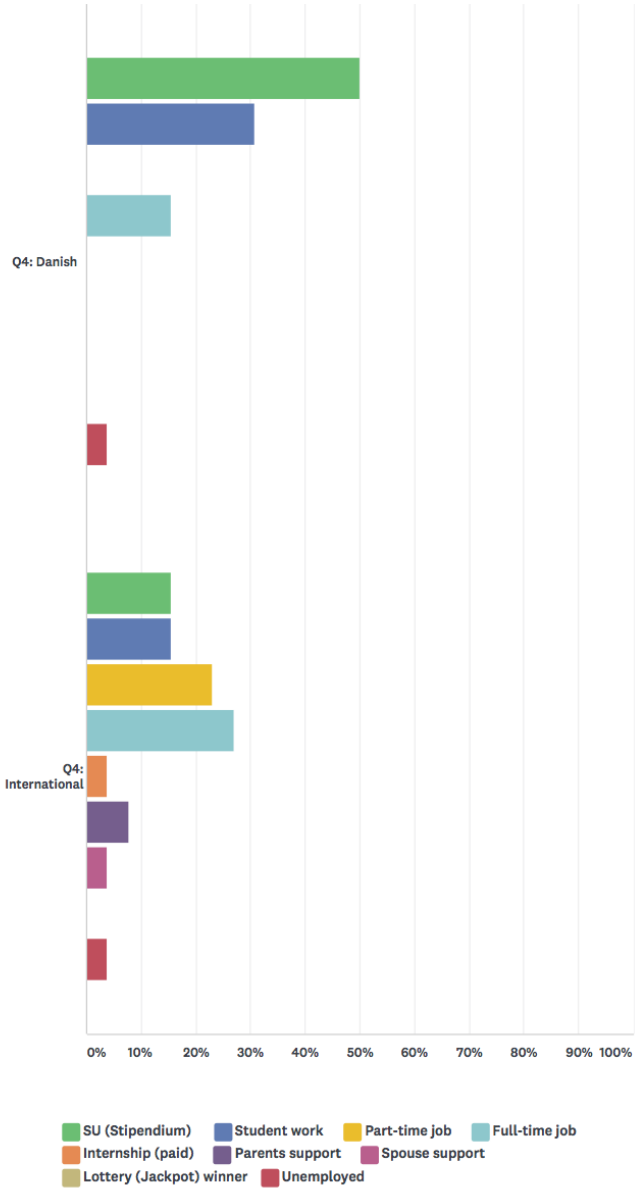
Answered: 52 Skipped: 0



	BA	MA	PHD	OTHER (PLEASE SPECIFY)	TOTAL
Q4: Danish	26.92% 7	69.23% 18	0.00% 0	3.85% 1	50.00% 26
Q4: International	34.62% 9	61.54% 16	0.00% 0	3.85% 1	50.00% 26
Total Respondents	16	34	0	2	52

Q6 Select the answer which best describes your financial status:

Answered: 52 Skipped: 0



	SU (STIPENDIUM)	STUDENT WORK	PART-TIME JOB	FULL-TIME JOB	INTERNSHIP (PAID)	PARENTS SUPPORT	SPOUSE SUPPORT	LOTTERY (JACKPOT) WINNER	UNEMPLOYED	TOTAL
Q4: Danish	50.00% 13	30.77% 8	0.00% 0	15.38% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.85% 1	50.00% 26

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Q4: International	15.38% 4	15.38% 4	23.08% 6	26.92% 7	3.85% 1	7.69% 2	3.85% 1	0.00% 0	3.85% 1	50.00% 26
Total Respondents	17	12	6	11	1	2	1	0	2	52

Q7 In your words, how do you understand the term - Sustainability?

Answered: 52 Skipped: 0

	IN YOUR WORDS, HOW DO YOU UNDERSTAND THE TERM - SUSTAINABILITY?		TOTAL
Q4: Danish		100.00% 26	50.00% 26
Q4: International		100.00% 26	50.00% 26
Total Respondents	52		52

Q8 How do you understand the concept of - Sustainable Consumption? Please describe it in your own words.

Answered: 52 Skipped: 0

	HOW DO YOU UNDERSTAND THE CONCEPT OF - SUSTAINABLE CONSUMPTION? PLEASE DESCRIBE IT IN YOUR OWN WORDS.	TOTAL
Q4: Danish	100.00% 26	50.00% 26
Q4: International	100.00% 26	50.00% 26
Total Respondents	52	52

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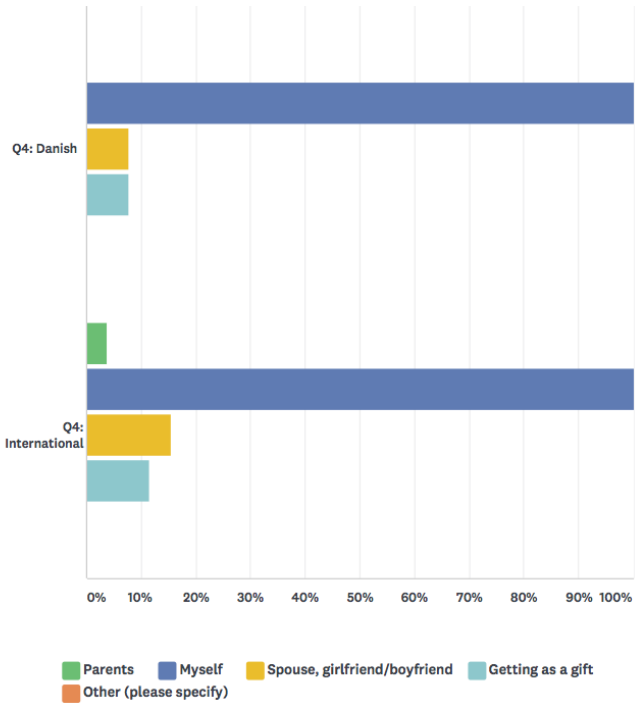
Q9 Who buys your clothes?

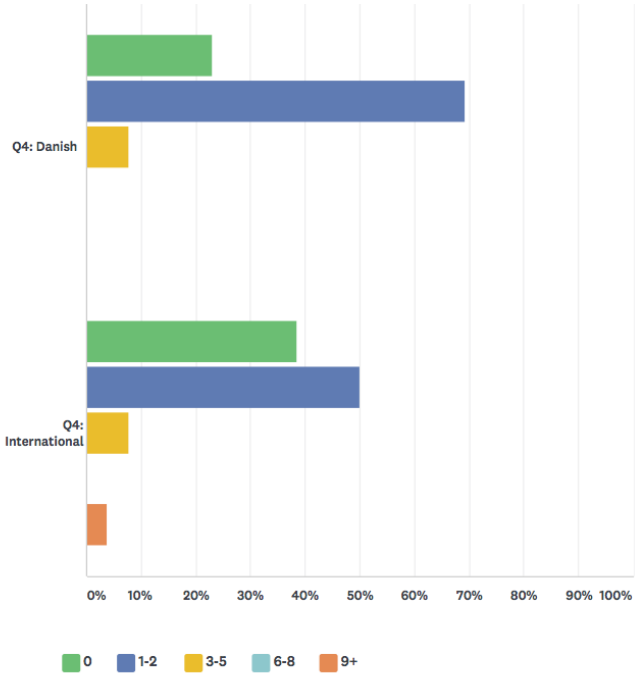
Answered: 52 Skipped: 0



	PARENTS	MYSELF	SPOUSE, GIRLFRIEND/BOYFRIEND	GETTING AS A GIFT	OTHER (PLEASE SPECIFY)	TOTAL
Q4: Danish	0.00% 0	100.00% 26	7.69% 2	7.69% 2	0.00% 0	57.69% 30
Q4: International	3.85% 1	100.00% 26	15.38% 4	11.54% 3	0.00% 0	65.38% 34
Total Respondents	1	52	6	5	0	52

Q10 How many clothing items do you approximately buy in a month?

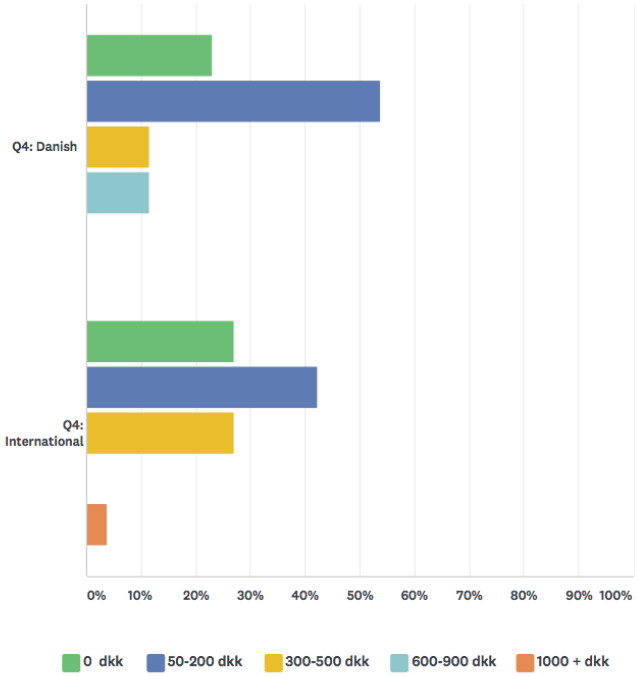
Answered: 52 Skipped: 0



	0	1-2	3-5	6-8	9+	TOTAL
Q4: Danish	23.08% 6	69.23% 18	7.69% 2	0.00% 0	0.00% 0	50.00% 26
Q4: International	38.46% 10	50.00% 13	7.69% 2	0.00% 0	3.85% 1	50.00% 26
Total Respondents	16	31	4	0	1	52

Q11 How much money (in DKK) do you spent on buying clothes in a typical month?

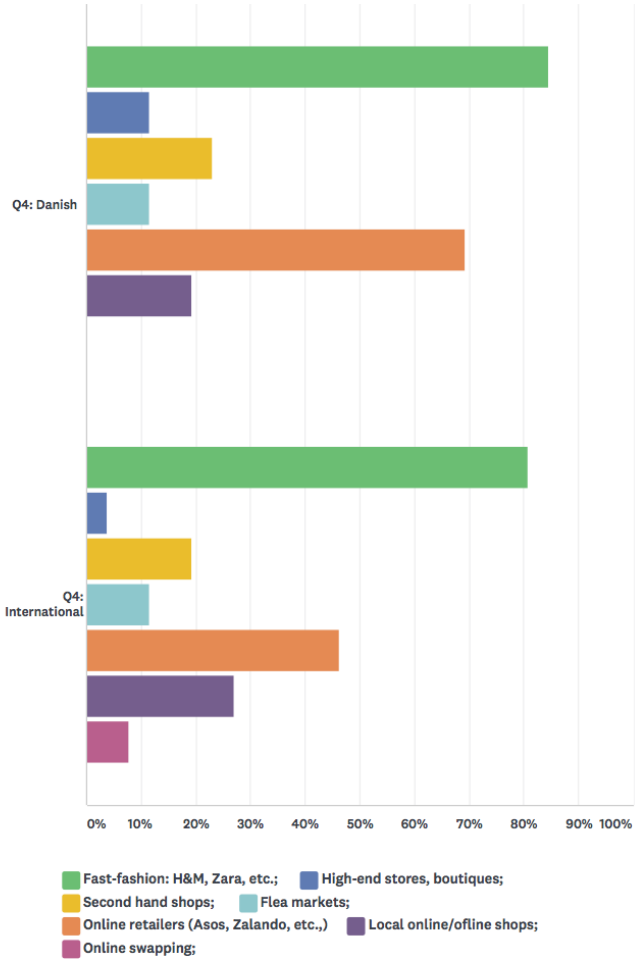
Answered: 52 Skipped: 0



	0 DKK	50-200 DKK	300-500 DKK	600-900 DKK	1000 + DKK	TOTAL
Q4: Danish	23.08% 6	53.85% 14	11.54% 3	11.54% 3	0.00% 0	50.00% 26
Q4: International	26.92% 7	42.31% 11	26.92% 7	0.00% 0	3.85% 1	50.00% 26
Total Respondents	13	25	10	3	1	52

Q12 Where do you usually shop?

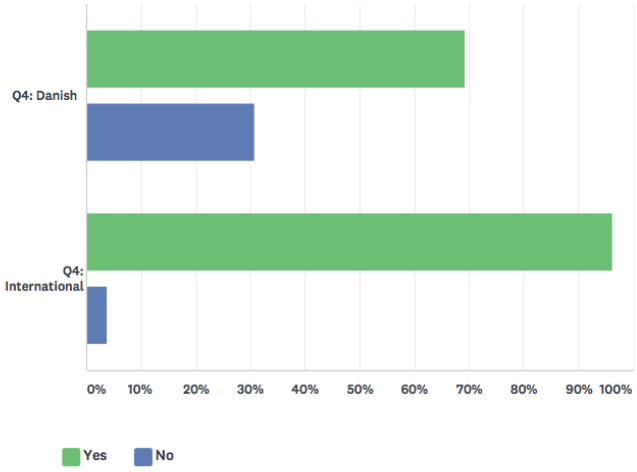
Answered: 52 Skipped: 0



	FAST-FASHION: H&M, ZARA, ETC.;	HIGH-END STORES, BOUTIQUES;	SECOND HAND SHOPS;	FLEA MARKETS;	ONLINE RETAILERS (ASOS, ZALANDO, ETC.,)	LOCAL ONLINE/OFLINE SHOPS;	ONLINE SWAPPING;	TOTAL
Q4: Danish	84.62% 22	11.54% 3	23.08% 6	11.54% 3	69.23% 18	19.23% 5	0.00% 0	109.62% 57
Q4: International	80.77% 21	3.85% 1	19.23% 5	11.54% 3	46.15% 12	26.92% 7	7.69% 2	98.08% 51
Total Respondents	43	4	11	6	30	12	2	52

Q13 Are you interested in buying environmentally friendly clothes?

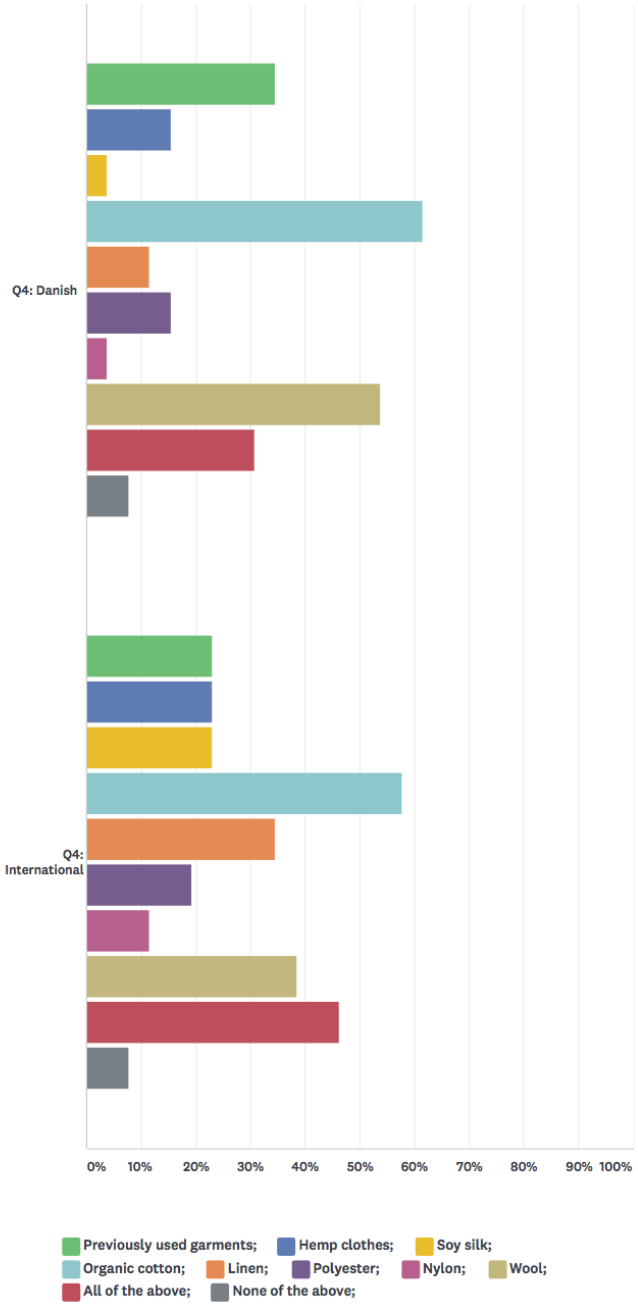
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q4: Danish	69.23% 18	30.77% 8	50.00% 26
Q4: International	96.15% 25	3.85% 1	50.00% 26
Total Respondents	43	9	52

Q14 Do you consider buying clothes, which are made of...

Answered: 52 Skipped: 0



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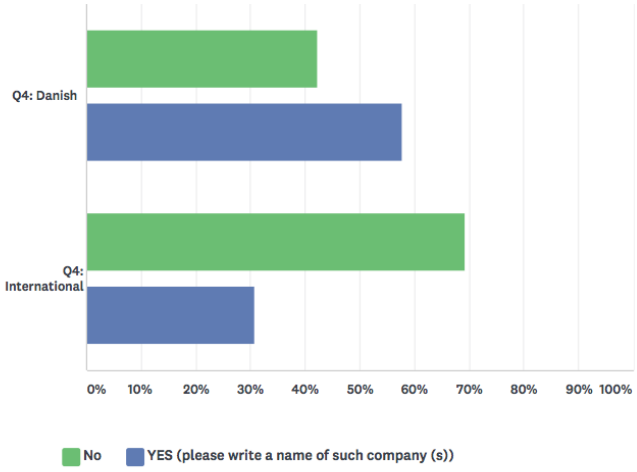
	PREVIOUSLY USED GARMENTS;	HEMP CLOTHES;	SOY SILK;	ORGANIC COTTON;	LINEN;	POLYESTER;	NYLON;	WOOL;	ALL OF THE ABOVE;	NONE OF THE ABOVE;	TOTAL
Q4: Danish	34.62% 9	15.38% 4	3.85% 1	61.54% 16	11.54% 3	15.38% 4	3.85% 1	53.85% 14	30.77% 8	7.69% 2	119.23% 62
Q4: International	23.08% 6	23.08% 6	23.08% 6	57.69% 15	34.62% 9	19.23% 5	11.54% 3	38.46% 10	46.15% 12	7.69% 2	142.31% 74
Total Respondents	15	10	7	31	12	9	4	24	20	4	52

Q15 Do you know clothing companies that produce environmentally friendly clothes?

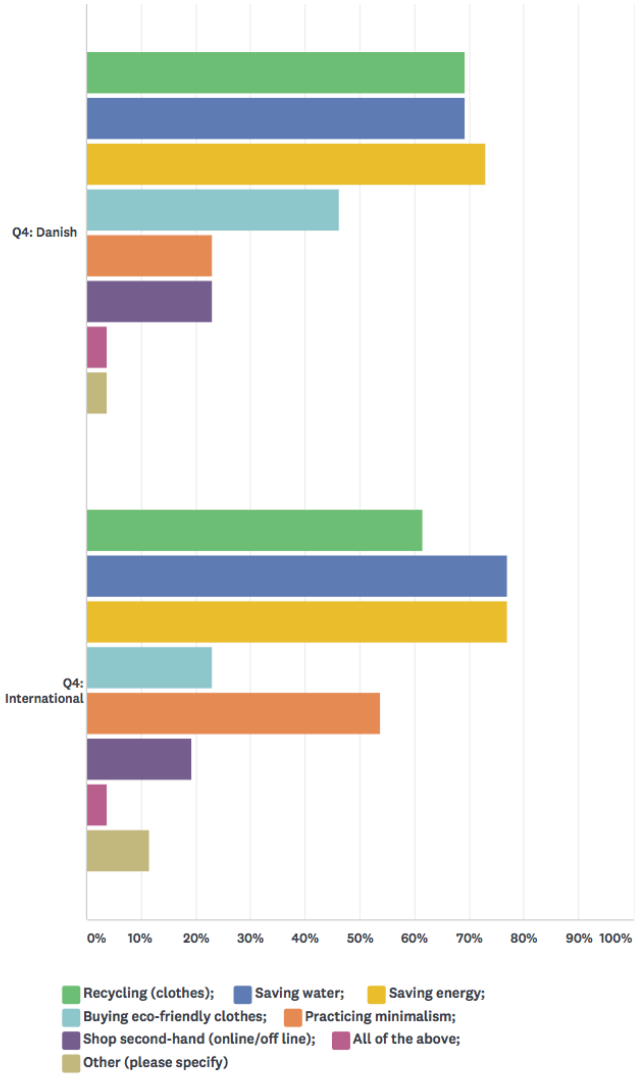
Answered: 52 Skipped: 0



	NO	YES (PLEASE WRITE A NAME OF SUCH COMPANY (S))	TOTAL
Q4: Danish	42.31% 11	57.69% 15	50.00% 26
Q4: International	69.23% 18	30.77% 8	50.00% 26
Total Respondents	29	23	52

Q16 Please mark practicies related to sustainable lifestyle which you participate in:

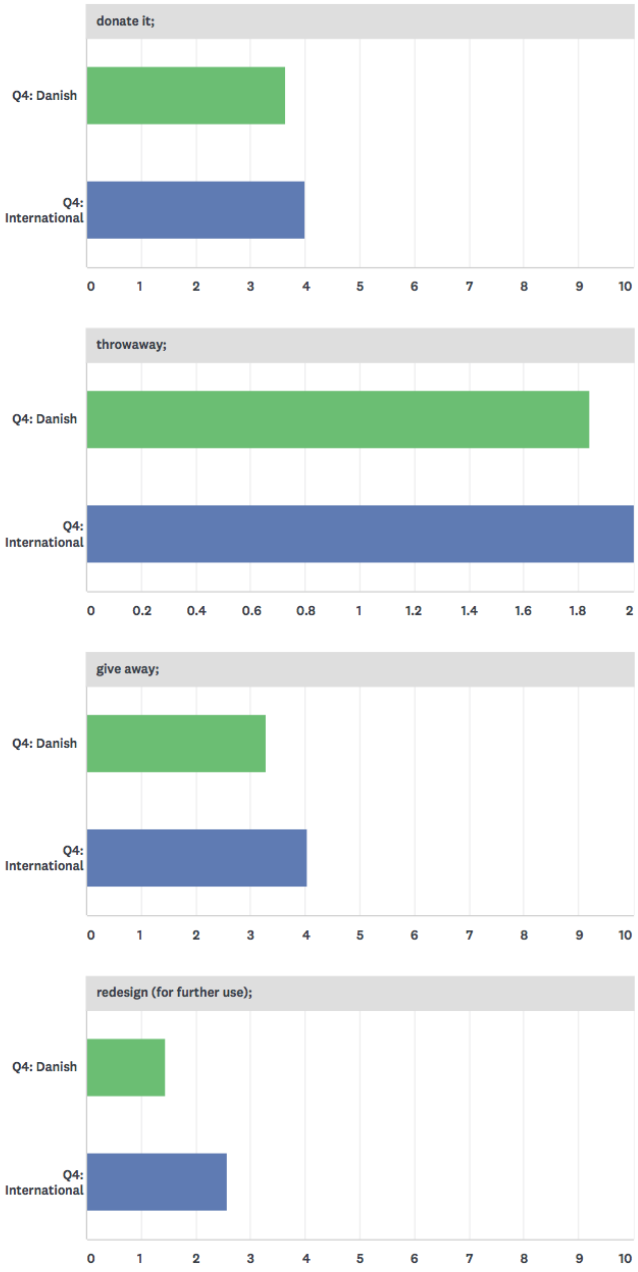
Answered: 52 Skipped: 0



	RECYCLING (CLOTHES);	SAVING WATER;	SAVING ENERGY;	BUYING ECO-FRIENDLY CLOTHES;	PRACTICING MINIMALISM;	SHOP SECOND-HAND (ONLINE/OFF LINE);	ALL OF THE ABOVE;	OTHER (PLEASE SPECIFY)	TOTAL
Q4: Danish	69.23% 18	69.23% 18	73.08% 19	46.15% 12	23.08% 6	23.08% 6	3.85% 1	3.85% 1	155.77% 81
Q4: International	61.54% 16	76.92% 20	76.92% 20	23.08% 6	53.85% 14	19.23% 5	3.85% 1	11.54% 3	163.46% 85
Total Respondents	34	38	39	18	20	11	2	4	52

Q17 If you no longer want a new piece of your clothes, would you consider to ...

Answered: 52 Skipped: 0



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donate it;

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q4: Danish	3.85% 1	7.69% 2	34.62% 9	26.92% 7	26.92% 7	50.00% 26	3.65
Q4: International	3.85% 1	0.00% 0	26.92% 7	30.77% 8	38.46% 10	50.00% 26	4.00

throwaway;

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q4: Danish	40.00% 10	36.00% 9	24.00% 6	0.00% 0	0.00% 0	48.08% 25	1.84
Q4: International	32.00% 8	40.00% 10	24.00% 6	4.00% 1	0.00% 0	48.08% 25	2.00

give away;

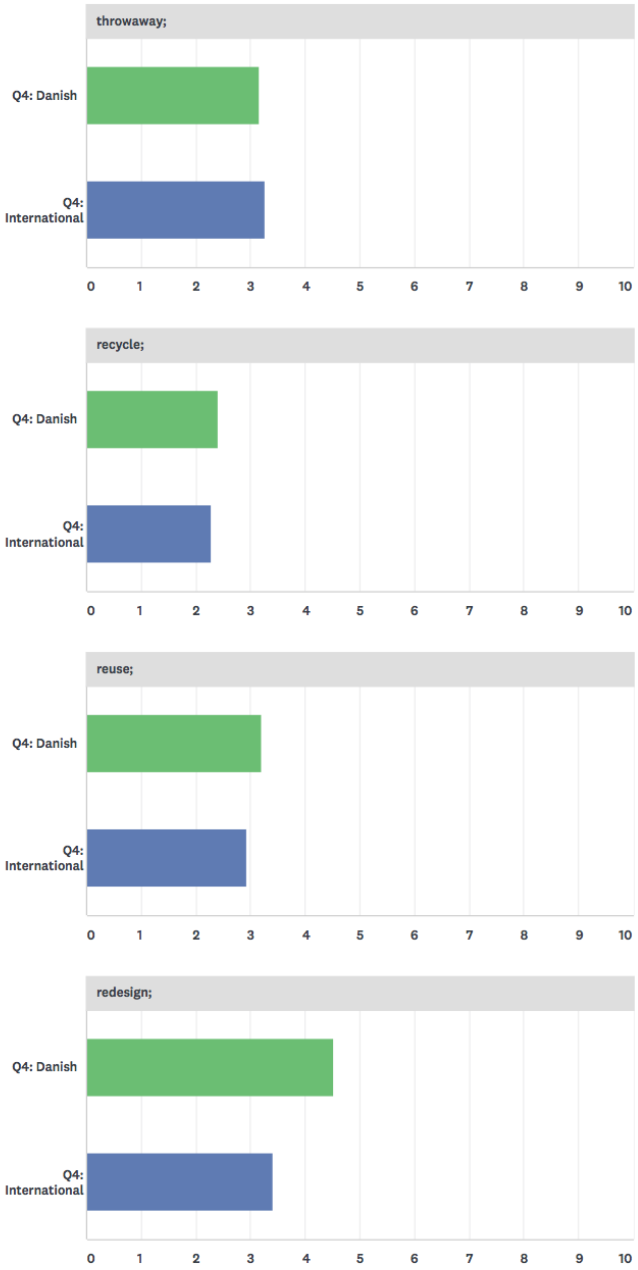
	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q4: Danish	8.00% 2	4.00% 1	48.00% 12	32.00% 8	8.00% 2	48.08% 25	3.28
Q4: International	0.00% 0	0.00% 0	30.77% 8	34.62% 9	34.62% 9	50.00% 26	4.04

redesign (for further use);

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS	TOTAL	WEIGHTED AVERAGE
Q4: Danish	72.00% 18	16.00% 4	8.00% 2	4.00% 1	0.00% 0	48.08% 25	1.44
Q4: International	34.62% 9	7.69% 2	34.62% 9	11.54% 3	11.54% 3	50.00% 26	2.58

Q18 Talking about an old piece of your clothes, would you consider to ...

Answered: 52 Skipped: 0



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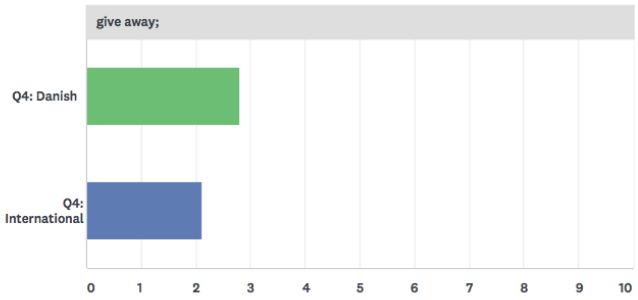


throwaway;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q4: Danish	0.00% 0	28.00% 7	32.00% 8	36.00% 9	4.00% 1	48.08% 25	3.16
Q4: International	7.69% 2	19.23% 5	26.92% 7	30.77% 8	15.38% 4	50.00% 26	3.27

recycle;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q4: Danish	4.00% 1	60.00% 15	28.00% 7	8.00% 2	0.00% 0	48.08% 25	2.40
Q4: International	36.00% 9	28.00% 7	20.00% 5	4.00% 1	12.00% 3	48.08% 25	2.28

reuse;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q4: Danish	0.00% 0	28.00% 7	28.00% 7	40.00% 10	4.00% 1	48.08% 25	3.20
Q4: International	19.23% 5	11.54% 3	38.46% 10	19.23% 5	11.54% 3	50.00% 26	2.92

redesign;

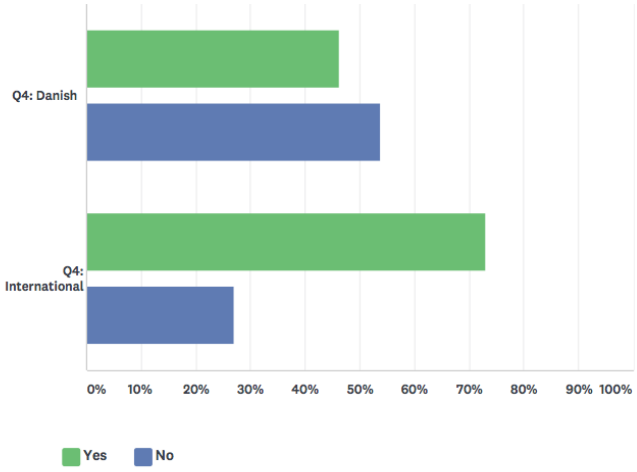
	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q4: Danish	0.00% 0	0.00% 0	8.00% 2	32.00% 8	60.00% 15	48.08% 25	4.52
Q4: International	15.38% 4	11.54% 3	19.23% 5	23.08% 6	30.77% 8	50.00% 26	3.42

give away;

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Q4: Danish	3.85% 1	26.92% 7	57.69% 15	7.69% 2	3.85% 1	50.00% 26	2.81
Q4: International	34.62% 9	26.92% 7	30.77% 8	7.69% 2	0.00% 0	50.00% 26	2.12

Q19 Are you concerned about the environmental issues caused by clothing consumption?

Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q4: Danish	46.15% 12	53.85% 14	50.00% 26
Q4: International	73.08% 19	26.92% 7	50.00% 26
Total Respondents	31	21	52

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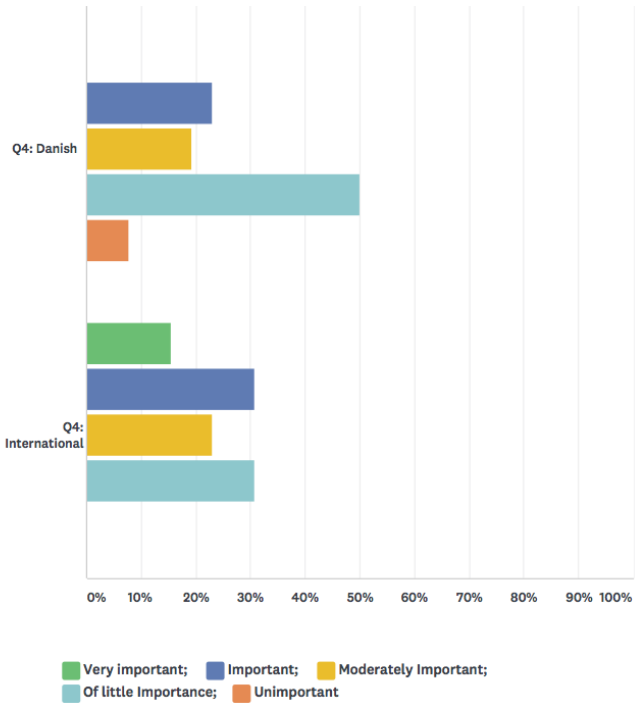
Q20 How important is it for you to think about environmental issues when buying clothing?

Answered: 52 Skipped: 0

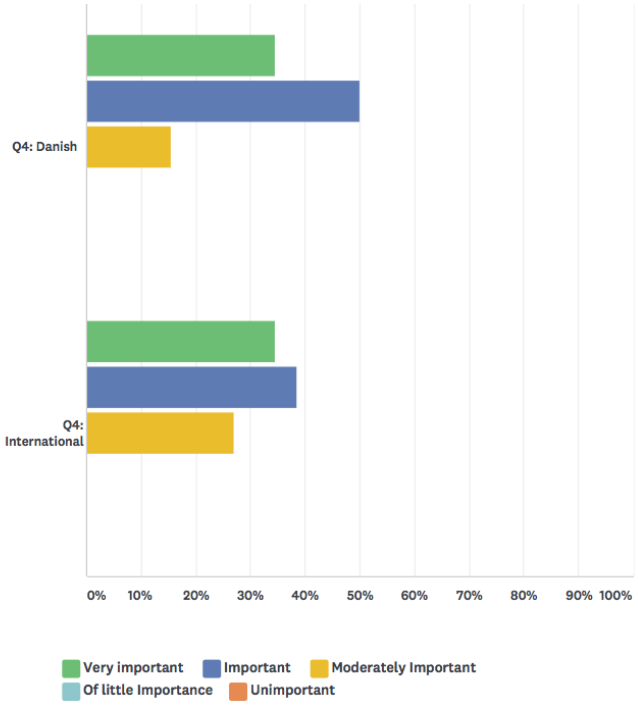


	VERY IMPORTANT;	IMPORTANT;	MODERATELY IMPORTANT;	OF LITTLE IMPORTANCE;	UNIMPORTANT	TOTAL
Q4: Danish	0.00% 0	23.08% 6	19.23% 5	50.00% 13	7.69% 2	50.00% 26
Q4: International	15.38% 4	30.77% 8	23.08% 6	30.77% 8	0.00% 0	50.00% 26
Total Respondents	4	14	11	21	2	52

CCG. Master Thesis research. SurveyMonkey

Q21 When you shop for clothes, how important PRICE is in your decision to buy it?

Answered: 52 Skipped: 0

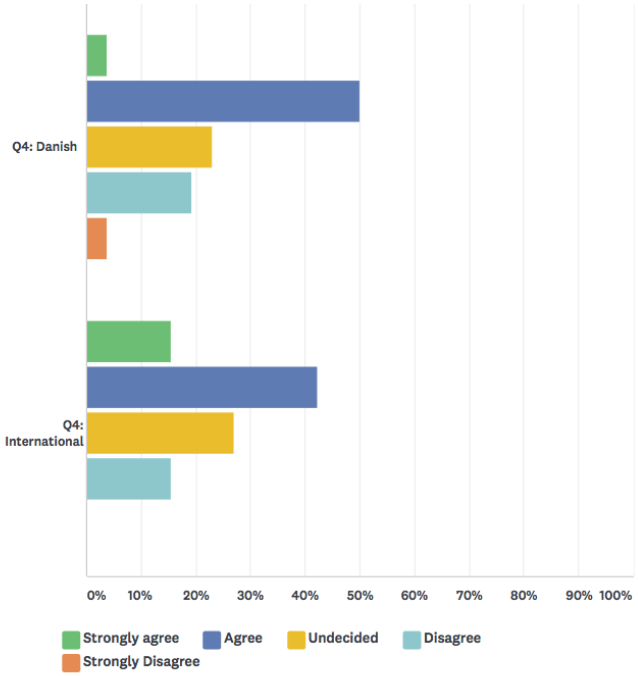


	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL
Q4: Danish	34.62% 9	50.00% 13	15.38% 4	0.00% 0	0.00% 0	50.00% 26
Q4: International	34.62% 9	38.46% 10	26.92% 7	0.00% 0	0.00% 0	50.00% 26
Total Respondents	18	23	11	0	0	52

CCG. Master Thesis research. SurveyMonkey

Q22 Do you consider paying more for enironmentally friendly clothing?

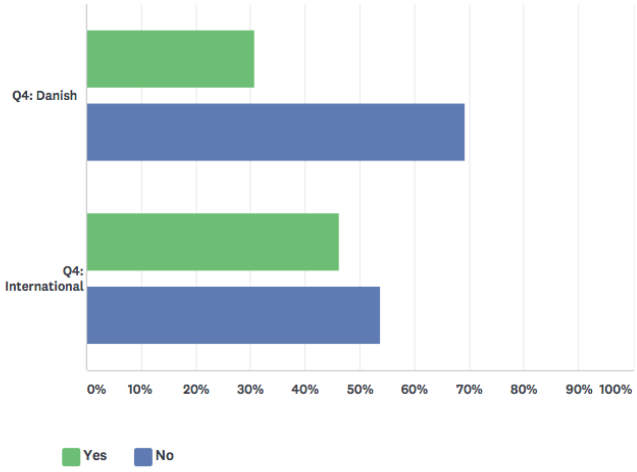
Answered: 52 Skipped: 0



	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE	TOTAL
Q4: Danish	3.85% 1	50.00% 13	23.08% 6	19.23% 5	3.85% 1	50.00% 26
Q4: International	15.38% 4	42.31% 11	26.92% 7	15.38% 4	0.00% 0	50.00% 26
Total Respondents	5	24	13	9	1	52

Q23 Do you look at the washing label inside the clothes before you buy them?

Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q4: Danish	30.77% 8	69.23% 18	50.00% 26
Q4: International	46.15% 12	53.85% 14	50.00% 26
Total Respondents	20	32	52

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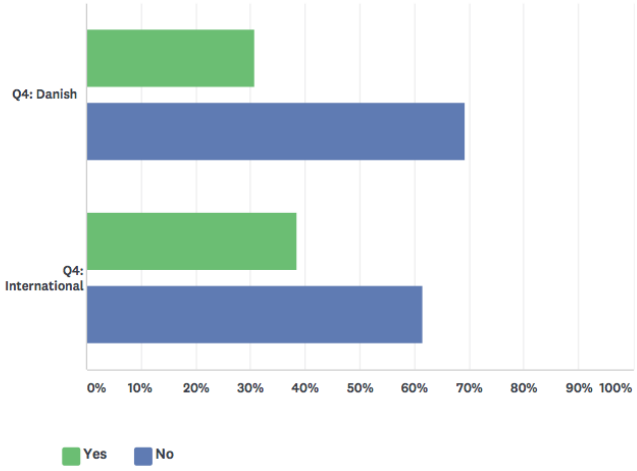
Q24 Do you consider information on the washing label to be the reason to reject it from buying?

Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q4: Danish	30.77% 8	69.23% 18	50.00% 26
Q4: International	38.46% 10	61.54% 16	50.00% 26
Total Respondents	18	34	52

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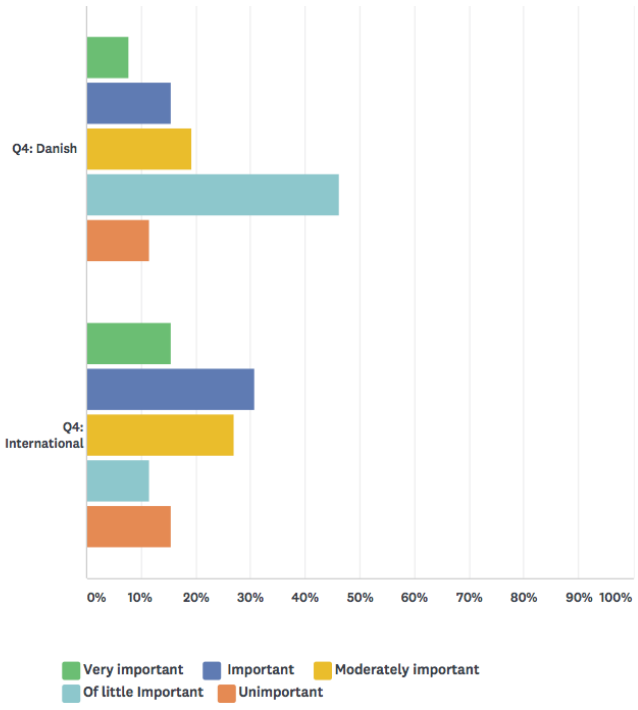
Q25 When you buy clothes, how important are environmental labels on them?

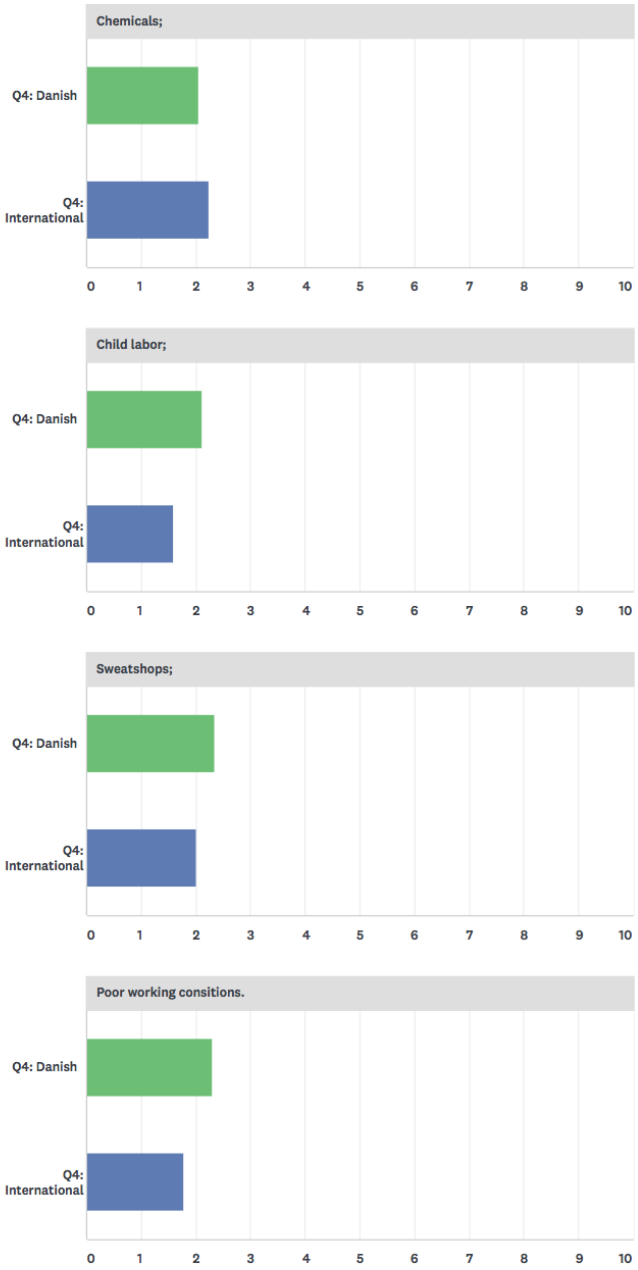
Answered: 52 Skipped: 0



	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANT	UNIMPORTANT	TOTAL
Q4: Danish	7.69% 2	15.38% 4	19.23% 5	46.15% 12	11.54% 3	50.00% 26
Q4: International	15.38% 4	30.77% 8	26.92% 7	11.54% 3	15.38% 4	50.00% 26
Total Respondents	6	12	12	15	7	52

Q26 When it comes to eco-labels, how important are the following features:

Answered: 52 Skipped: 0



Chemicals;

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q4: Danish	30.77% 8	46.15% 12	11.54% 3	11.54% 3	0.00% 0	50.00% 26	2.04
Q4: International	34.62% 9	30.77% 8	15.38% 4	15.38% 4	3.85% 1	50.00% 26	2.23

Child labor;

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q4: Danish	30.77% 8	42.31% 11	11.54% 3	15.38% 4	0.00% 0	50.00% 26	2.12
Q4: International	61.54% 16	30.77% 8	0.00% 0	3.85% 1	3.85% 1	50.00% 26	1.58

Sweatshops;

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q4: Danish	15.38% 4	50.00% 13	19.23% 5	15.38% 4	0.00% 0	50.00% 26	2.35
Q4: International	38.46% 10	38.46% 10	11.54% 3	7.69% 2	3.85% 1	50.00% 26	2.00

Poor working consitions.

	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANCE	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Q4: Danish	15.38% 4	50.00% 13	23.08% 6	11.54% 3	0.00% 0	50.00% 26	2.31
Q4: International	50.00% 13	34.62% 9	7.69% 2	3.85% 1	3.85% 1	50.00% 26	1.77

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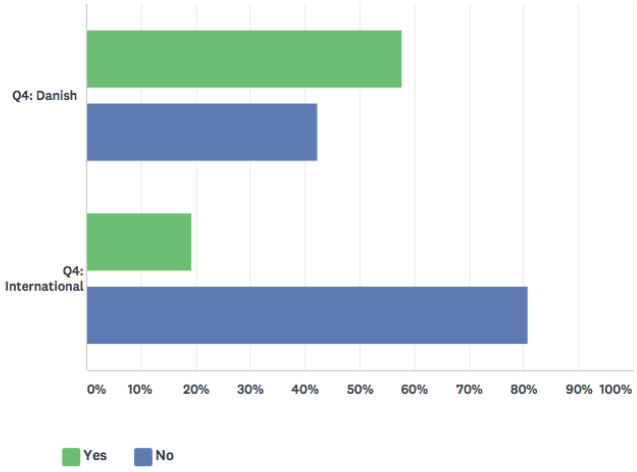
Q27 Do you recognize the above presented label?

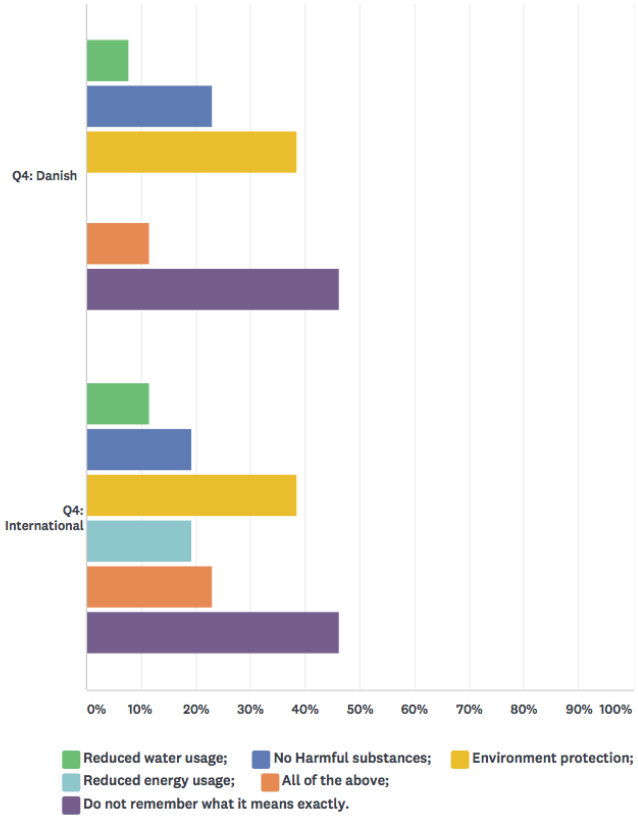
Answered: 52 Skipped: 0



	YES	NO	TOTAL
Q4: Danish	57.69% 15	42.31% 11	50.00% 26
Q4: International	19.23% 5	80.77% 21	50.00% 26
Total Respondents	20	32	52

Q28 Select feature(s) that describe the main purpose of the above presented EU EcoLabel:

Answered: 52 Skipped: 0

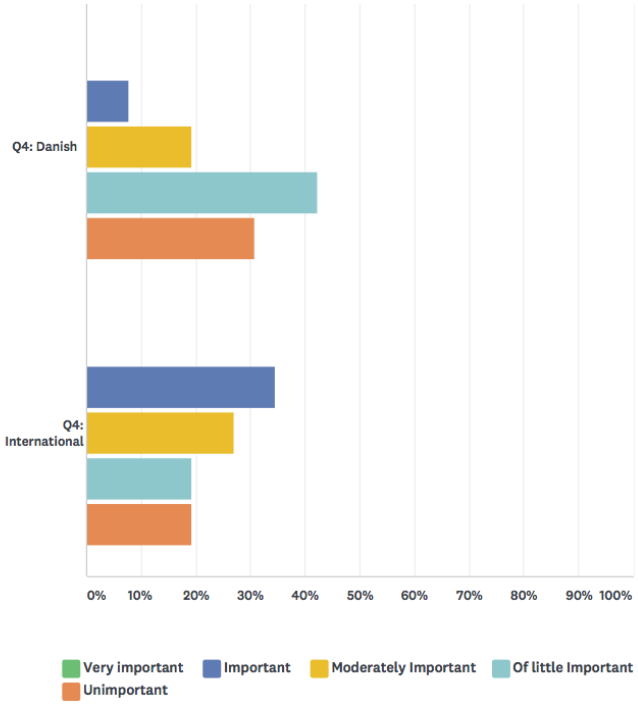


	REDUCED WATER USAGE;	NO HARMFUL SUBSTANCES;	ENVIRONMENT PROTECTION;	REDUCED ENERGY USAGE;	ALL OF THE ABOVE;	DO NOT REMEMBER WHAT IT MEANS EXACTLY.	TOTAL
Q4: Danish	7.69% 2	23.08% 6	38.46% 10	0.00% 0	11.54% 3	46.15% 12	63.46% 33
Q4: International	11.54% 3	19.23% 5	38.46% 10	19.23% 5	23.08% 6	46.15% 12	78.85% 41
Total Respondents	5	11	20	5	9	24	52

CCG. Master Thesis research. SurveyMonkey

Q29 To what importance you consider this label when you shop?

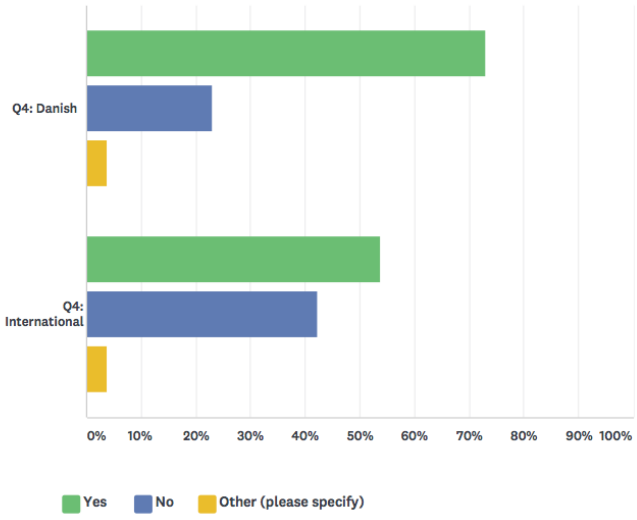
Answered: 52 Skipped: 0



	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	OF LITTLE IMPORTANT	UNIMPORTANT	TOTAL
Q4: Danish	0.00% 0	7.69% 2	19.23% 5	42.31% 11	30.77% 8	50.00% 26
Q4: International	0.00% 0	34.62% 9	26.92% 7	19.23% 5	19.23% 5	50.00% 26
Total Respondents	0	11	12	16	13	52

Q30 Do you trust information stored behind any eco-label image presented on clothing items?

Answered: 52 Skipped: 0



	YES	NO	OTHER (PLEASE SPECIFY)	TOTAL
Q4: Danish	73.08% 19	23.08% 6	3.85% 1	50.00% 26
Q4: International	53.85% 14	42.31% 11	3.85% 1	50.00% 26
Total Respondents	33	17	2	52