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The impact of psychological factors in the sustainable fashion decision making process: A quantitative research on Danish and German consumers.

International Marketing – Master Thesis
June 2019

Eileen Winterholt
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Supervisor: Andreea Bujac



AALBORG UNIVERSITY

Abstract

Purpose: The purpose of this research is to uncover if there is a difference between German and Danish consumers when it comes to the decision making process of sustainable clothes as well as which factors are of most importance within the process. A literature review is conducted in order to identify potential factors of direct importance on the decision making process. Secondly, empirical research is conducted in order to confirm these findings adapted to the Danish and German consumer. To support the research questions, three hypotheses are introduced. Lastly, based on the findings an outlook and implications are given.

Method: As the research method in this project is a quantitative approach of data collection, an online questionnaire, is used. The questionnaire was distributed to both Danish and German students. Overall 208 participants contributed to the research. Out of those, 111 are from Germany and 97 are from Denmark. The findings of this research are analyzed in SPSS where the comparison between the two countries in regards to the chosen factors are the main focus. The analysis is conducted using various statistical methods, such as an ANOVA test, cross tabs in combination with a chi-square test, as well as correlations of factors and linear regression in order to determine the influence of factors.

Findings: The literature review revealed three main influential factors on the sustainable decision making process: knowledge of sustainability issues, price variables and self-image. Those three factors are shown to have no to little influence on the need recognition phase of the decision making process. However, a significant relation between the factors themselves are proven. Further, the study proves the findings of other scholars and acknowledges the influence on the purchase intention of the three identified factors. Additionally, there are other factors which seem to also have an importance on the decision making process as the tested ones.

Table of Contents

Abstract	I
List of Figures	V
List of Tables.....	V
List of Abbreviations	VI
1 Introduction.....	1
1.1 Research Background.....	2
1.1.1 Fashion Consumption in the World	2
1.1.2 Environmental Perspective Towards Fashion	2
1.1.3 Consumer Perception of Fashion and Sustainability	4
1.1.4 EU Sustainability Efforts	4
1.1.5 Problem Statement.....	5
1.1.6 Chosen Target Group for this Study	7
1.1.7 Relevancy of the Topic	8
1.2 Structure of the Project	9
2 Methodology.....	11
2.1 Methodological Understanding.....	11
2.1.1 Theory of Science and Methodology	12
2.1.2 Ultimate Presumptions	12
2.1.3 Paradigm	13
2.1.4 Methodological View	13
2.1.5 Operative Paradigms.....	15
2.1.6 Research Design and Methods	16
2.2 Literature Review Methodology	17
2.2.1 Search Scope and Strategy	17
2.2.2 Search Criteria and Selection Procedure	18
2.3 Data Collection	21
2.3.1 Self-Completed Questionnaire	21
2.3.2 Development of the Questionnaire	23
2.3.3 Sampling.....	26
2.3.4 Method of Data Analysis	26
2.3.4.1 ANOVA Test.....	26
2.3.4.2 Crosstabs and Chi-Square Test.....	28
2.3.4.3 Correlation Test.....	28
2.3.4.4 Multiple Linear Regression.....	28
2.4 Validity and Reliability.....	29
3 Literature Review	31

3.1 Theoretical Background	31
3.1.1 Sustainable Fashion	31
3.1.1.1 Defining Sustainable Fashion	31
3.1.1.2 Triple Bottom Line.....	32
3.1.1.3 Fast Fashion vs Slow Fashion	33
3.1.2 Different Fashion Consumer Types.....	34
3.1.2.1 Fashion Changers and Fashion Followers.....	34
3.1.2.2 Fashion Theories.....	35
3.1.2.3 Individualism and Collectivism.....	35
3.1.3 Consumers Decision Making Process.....	36
3.1.3.1 Decisions	36
3.1.3.2 Levels of Consumer Decision Making	36
3.1.3.3 Decision Making Process	37
3.1.3.4 Influencing Factors of the Decision Making.....	40
3.1.3.5 Intention Behavior Gap.....	43
3.2 Article Review.....	45
3.2.1 Definitions of Concepts	46
3.2.2 Findings of the Reviewed Studies	48
4 Conceptual Framework	54
5 Analysis.....	58
5.1 Descriptive Statistics.....	58
5.2 Variables	59
5.2.1 Need Recognition and External Stimuli.....	61
5.2.2 Differences Between the two Sample Groups	62
5.3 Analysis of Hypotheses.....	65
6 Discussion	73
7 Conclusion and Outlook	79
7.1 Conclusion	79
7.2 Limitations.....	80
7.3 Further Research.....	82
7.4 Reflection	83
Bibliography.....	84
Appendix.....	95
Appendix 1: Questionnaire.....	95
Appendix 2: Descriptive Statistics	104
Appendix 3: Need Recognition	105
Appendix 4: External Stimuli	106
Appendix 5: Purchase Intention by Question.....	107
Appendix 6: Knowledge by Question.....	108

Appendix 7: Price by Question	109
Appendix 8: Self-Image by Question	110
Appendix 9: Test of Normality	111
Appendix 10: Test of Homogeneity of Variances & ANOVA	112
Appendix 11: Crosstab & Pearson Chi-Square - Need Recognition & Knowledge	113
Appendix 12: Crosstab & Pearson Chi-Square - Need Recognition & Price	114
Appendix 13: Crosstab & Pearson Chi-Square - Need Recognition & Self-Image	115
Appendix 14: Correlations	116
Appendix 15: Linear Regression	117
Appendix 16: Crosstab & Pearson Chi-Square External Stimuli	118
Appendix 17: Reliability Statistics (Cronbach's Alpha)	120
Appendix 18: Answers to open Question; Definition of Sustainability	121
Appendix 19: Answers to Need Recognition Option "Others"	138
Appendix 20: Answers to External Stimuli Option "Others"	139
Appendix 21: Literature Review	140

List of Figures

Figure 1: Structure of the Project (author's creation)	9
Figure 2: Theory of Science and Methodology (author's creation based on Arbnor & Bjerke, 2009, p.15)	11
Figure 3: RRIF Classification (Kuada, 2012, p.76, based on Burrell & Morgan, 1979)	14
Figure 4: Main Issues in the Modern Fashion Industry (Strähle & Müller, 2017 p.8)	33
Figure 5: Model of Consumer Decision Making (Schiffman, Kanuk & Hansen, 2012, p.69) ..	37
Figure 6: Prospect Theory (Eades et al., 2010, p.225)	41
Figure 7: Conceptual Framework (author's creation)	55

List of Tables

Table 1: Excerpt of Review Table (author's creation)	20
Table 2: Excerpt of Survey (author's creation)	25
Table 3: Triple Bottom Line (author's creation based on Strähle & Müller, 2017, p.10)	32
Table 4: Definitions of Sustainability (author's creation)	47
Table 5: Definitions of Fast Fashion (author's creation)	48
Table 6: Definitions of Green Fashion (author's creation)	48
Table 7: Description of the Participants (author's creation based on SPSS)	58
Table 8: Reliability (author's creation based on SPSS)	59
Table 9: Distribution and Mean Calculations of the Variables (author's creation)	60
Table 10: How do you recognize you are in the need to buy new fashion products? (author's creation based on SPSS)	61
Table 11: External Stimuli (author's creation based on SPSS)	62
Table 12: Mann-Whitney U Test Results (author's creation based on SPSS)	63
Table 13: Welch F Test Results (author's creation based on SPSS)	64
Table 14: H1 Chi-square Test - Need Recognition (author's creation based on SPSS)	66
Table 15: H1 Crosstabs - Need Recognition (author's creation based on SPSS)	67
Table 16: Correlation Between Factors (author's creation based on SPSS)	69
Table 17: Correlation of Purchase Intention and Identified Factors by Nationality (author's creation based on SPSS)	70
Table 18: Chi-squared Test - Factors of Importance (self-created based on SPSS)	71
Table 19: H1 Crosstab - Important Factors and Purchase Intention (author's creation based on SPSS)	72
Table 20: Rejection/Acceptance of Hypotheses (author's creation)	73

List of Abbreviations

AAU	–	Aalborg University
ANOVA	–	Analysis of Variance
AUB	–	Aalborg Universitetsbibliotek
EU	–	European Union
FISI	–	Functionalist, Interpretivist, Structuralist, Interactionist
REACH	–	Registration, Evaluation, Authorization and Restriction of Chemicals (European Union Regulation)
RRIF	–	Radical Humanist, Radical Structuralist, Interpretivist, Functionalist
SPSS	–	Statistical Package for the Social Sciences
UN	–	United Nations

1 Introduction

Environmental concerns and within this the term sustainability have gained attention in the last years, in politics as well as in society. Several companies have introduced the term into their daily business to become more environmental responsible. One of the pioneers when it comes to sustainability is the United Nations (UN) with its UN Sustainable Development Goals which aim is ending world poverty, protecting the planet as well as ensuring the prosperity until 2030 (United Nations, 2015). Writing the year 2019 there are eleven years left to fulfil these goals and the voices of environmental concerns seem to have never been louder than recently.

Nevertheless, environmental concerns are not randomly raised by society. There are numerous factors which have an influence on the environment. Talking about the textile industry it is known that it is one of the industries which is having the highest negative impact on the environment (Austgulen, 2015; Strähle & Müller, 2017). Consumers realize and understand the results of their actions on the environment. Hence, the demand for more environmentally friendly products is steadily increasing (Hancock, 2017). Moreover, accidents as in the production plant in Bangladesh in April of 2013, where 1127 people are killed (Kozlowski, Searcy & Bardecki, 2015; Strähle & Hauk, 2017) have raised awareness and shifted focus of consumers towards the fashion industry and its behavior concerning the environment and its employees. However, cost saving methods still have more impact on the decision making in large corporations. The changing consumer perceptions regarding socially responsible companies might lead to a change of mind and increase the production of environmentally friendly textile products (Harris, Roby & Dibb, 2016). Looking especially at millennials, these show a generally high interest in sustainable clothing, which accounts to 60% of this generation. However, only 30% actually state that they purchased sustainable fashion products in the past (Koelblin, 2018). This disconnection of consumers intention and the actual behavior indicates that various reasons must influence consumers and thus keep these from translating intentions or wishes into actions. When looking at a consumers decision making process it is indicated that a number of factors, external as well as internal, ultimately influence an individuals purchase decision (Schiffman, Kanuk & Hansen, 2012). In order to achieve the UNs sustainable development goals it is therefore inevitable that a larger number of consumers need to switch to environmentally friendly products. Therefore, it is crucial for lawmakers, scholars and corporations to understand how consumers are influenced in regards to sustainable purchase decisions in order to take action.

1.1 Research Background

Starting this project the research background is introduced, while explaining why the chosen topic is of importance. Therefore, the chapter starts with facts about the global fashion consumption, followed by facts regarding the environmental impact the fashion industry has on the planet. Furthermore the consumer perception of such problems is described, along with the explanation of the European Union's (EU) efforts to combat environmental problems. Ultimately, the aim of this chapter is to lead to the problem formulation of this thesis.

1.1.1 Fashion Consumption in the World

The fashion industry employs 60 - 75 million people (Solidarity Center, 2015) and generated in 2018 a global turnover of \$481B (Orendorff, 2018). On the one hand clothing is something necessary for the human being but on the other hand it can be seen as a luxury product and the process of purchasing might be an unique action for some consumers (Allwood et al., 2006). The purchasing of fashion products is most likely done because of an emotional rather than a rational need, especially in western societies, where there is almost a pressure to purchase. It is about fitting into the society and to fulfil one's needs (Cao et al., 2014). In the recent years the term "fast fashion" has been introduced. This term means that fashion in stores is changing multiple times a year. Results out of that are that deals in stores are found constantly. Within this an overconsumption of products is often generated which are supported by the fast fashion retailers (Morgan & Birtwistle, 2009). The consequences here are that a lot of clothes are never worn and are to be thrown away when they are still in good and wearable conditions (Cao et al., 2014).

With the introduction of the internet and digitalization, the retail market has also changed (Strähle, 2015). Especially the distribution channel has been marked by transformation, due to the online ordering option (Bruce, 2012; Daurer, Molitor & Spann, 2012), but also the information search and opportunity a user can receive, as well as the easier way to interact with a company (Scholl et al., 2013).

1.1.2 Environmental Perspective Towards Fashion

In terms of polluting the planet, the fashion industry is considered to be among the most damaging industries (Austgulen, 2015; Strähle & Müller, 2017). The production of clothing not only requires intense labor but vast natural resources, such as water or chemicals as well as electricity, leaving behind waste and air pollution (Strähle, 2017; Strähle & Müller, 2017). Furthermore, due to sourcing resources from a number of

geographical locations, assembling products in most Asian countries and sales on a global market, logistics and shipment causes higher transportation cost and drastically increase the carbon footprint (Strähle & Müller, 2017).

Overall, a number of various factors play a role in the high environmental cost of textile production whereas Allwood et al. (2006) state that:

“On average, to produce 1 kg of textile and clothing output, about 0.6 kg of oil equivalent primary energy, [...] about two kilograms of CO₂ equivalent [...] and 60 kg of water is used [...] and 45 kg of waste water [...] and one kilogram of solid waste arises” (Allwood et al., 2006, p. 16).

The manufacturing of clothing but especially the production of the raw material cotton is intensely dependent on vast amounts of *water* which are used during the process of growing. For example, Strähle & Hauk (2017) state that in some cases ten tons of water are needed to produce enough cotton which is used for one single pair of jeans. Therefore, the production of cotton accumulates for the highest consumption of water in the process of fashion production and is only exceeded by the water waste during the washing process of the usage phase in the product life cycle. The usage phase which is often forgotten in regards to sustainable clothing is also an important factor, due to too frequent laundering under suboptimal conditions. It has the largest overall negative impact on the environment (Fletcher, 2008; Harris, Roby & Dibb, 2016).

It is believed that mostly toxic *chemicals* are used in the process of cotton production, since this requires a number of additives such as insecticides and growth regulators (Muthu, 2014). Furthermore, these chemicals are mostly used in developing countries by farmers who lack essential trainings or understandings regarding dangers of such hazardous chemicals. Missing safety equipment only increases the risk of human and environmental harm (Strähle & Hauk, 2017).

As Muthu (2014) indicates, in the UK alone the fashion industry accounts for a combined *waste* of clothing and textiles of 2.35 million tons per year of which 74% or 1.8 million tons land in landfills and are therefore not reused in any sense. In comparison the USA produced 15.1 million tons per year of textile waste of which 12.8 million tons were not repurposed (Tan, 2016).

Due to the fashion industries global scale production of raw materials, assembly and actual sales take place in various locations all over the globe. Hence, each material and final product needs to be shipped to a number of locations before reaching its intended consumer. This logistics process has a huge environmental impact since planes, trucks and boats emit CO₂ and pollute the air during their respective journeys (Fernie & Sparks, 2018). Additionally, each element of this supply chain needs packaging whilst being shipped. Thus a vast amount of packaging is required to handle the amounts of shipped goods. Materials

used for packing often include laminated foils, aluminum foil or polyethylene (Strähle & Müller, 2017).

Increasing costs of *labor* in industrialized nations has forced the fashion and textile industry, to cut costs and to make use of the workforce in developing nations. However, besides lower costs the labor standards in these countries do not reflect the high standards in developed nations. Working conditions therefore pose a serious threat to employees, due to for example hazardous chemical use during production. Furthermore various cases are noted in which women are threatened or children are forced to work in factories (Strähle & Hauk, 2017).

1.1.3 Consumer Perception of Fashion and Sustainability

People are claiming that they are concerned about the environment and that they are interested in sustainable products, but their actual action when it comes to buying fashion products is not congruent with their interest (Johansson, 2010). It seems like purchasing sustainable food is more integrated in the daily life and also has an instant impact on their health. However, as long as there is no direct impact on a human it seems like it is not visible enough (Joergens, 2006).

Following this up, most of the consumers are aware that their constant overconsumption is controversial and counterproductive towards their beliefs and that it is creating an ongoing cycle which is harming the environment (Joy et al., 2012). Some studies found out, that there are consumers who are willing to pay more for “green” or “sweat-free” products (Gam et al., 2009; Kahn, 2009; Pookulangara, Shephard & Mestres, 2011). The question here is, why some consumers are willing to pay more, but their actions are not necessarily according to their intentions. These circumstances indicate an intention behavior gap or additional problems which are not known yet (Sheeran & Webb, 2016).

1.1.4 EU Sustainability Efforts

The problems mentioned above are of strong concern for member states of the EU as well as the UN. Therefore, in order to eliminate such harmful practices, the EU acted as a strong force when the UN developed its 2030 Agenda for Sustainable Development, which include 17 sustainable development goals. These include amongst others: abolition of poverty and hunger, guarantee of quality education and gender equality and actions towards climate change. While these goals aim to create a better and fairer world they include measures that specifically target concerns mentioned in this project, such as water usage, pollution and working conditions (European Commission, n.d.a).

Regarding questionable labor practices the EU and the UN implemented policies that intend to end modern slavery and child labor by 2025 (European Commission, n.d.c). Furthermore it is aimed to "achieve the environmentally sound management of chemicals and all wastes throughout their life cycle" (European Commission, n.d.b) which includes the reduction of waste release into the air, water and soil.

In 2018, under an extension of the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) regulation, the EU banned the intentional use of microplastics. At the same time the new legislation prohibits clothing manufacturers to use certain hazardous chemicals which have been found to impose health threats and cause diseases such as cancer in everyday clothing, textiles and footwear. These restrictions ban the production as well as the sale in the European market (European Commission, 2018). Since imported products are also included, this legislation limits the worldwide use of said chemicals, given the EU's large market size and global influence.

With the EU being the largest economy in the world as well as the most important trading partner for 80 countries worldwide (European Commission, 2019) its influence is undeniably large. Most importantly, the EU takes the leading role in tackling sustainability issues since other key players and developed nations, such as the USA, under its current government, reverse legislation that are meant to tackle climate change and increase sustainability efforts but rather focus on industrial development, migration and the domestic economy (Friedman, 2017). Therefore, since the EU takes a leading role in the global strive for a more sustainable economy, its regulations not only affect EU firms but also influences a worldwide market. Hence, the EU can be seen as a role model or pioneer within this field. Terms such as "fair labor" or "fair trade" are of high value within the European continent. Current developments such as the "Fridays for Future" movement of high school students all over Europe and the world are confirming that sustainability is gaining importance (Sengupta, 2019). After the EU election in May 2019 the green parties became the 4th strongest force in the EU parliament. The party gained 17 more seats in the parliament which account for an increase of 32,7% (Financial Times, 2019). Hence, this is a clear statement of the mood of the society that a change is asked for concerning green movements.

1.1.5 Problem Statement

The 21st century is challenging the world to think about the impact one has on the world and how to transform it into a better one for the current generation as well as for the future ones. The European countries seem to be pioneers when it comes to sustainability and environmental concerns. Those concerns are discussed on private levels, as well as on political levels. The interest of the planet and its human beings is a topic in the daily news as

well as in the daily conversations of people. The EU, for example, passed a directive in 1999, which came into effect in 2007, called Industrial Pollution Prevention and Control directive (European Parliament, 2010). The directives main goal is to prevent and control pollution during the production process, in order to protect the environment. Regarding the textile industry this means that the *“factories where preliminary processes of fibres and textile materials [such as washing, bleaching and mercerisation] together with dyeing are carried out”* (European Parliament, 2010) fall under this directive. This is to ensure that environmental standards are kept within the EU and pollution of the environment is limited (Atilgan, 2007). However, the directive only focuses on the production process within the EU and does not include products which are sold in the common market but produced outside the Union.

On the consumer side it is evident that European consumers are increasingly aware of sustainability issues and thus show growing demand for ethically produced and sustainable products. Regulations such as the aforementioned directive as well as growing retailer involvement to promote sustainable practices only increases the attractiveness of the European market in terms of environmentally friendly and sustainable clothing (CBI, 2019).

This project aims to help any company which wants to implement sustainability into their daily business or which has already implemented sustainable practices. Here, this thesis helps to understand the young academic generation, as what influences them when they are purchasing sustainable fashion. The findings can be used to develop or to rework the sustainable aspects a company is using.

The tool used consists of different relevant theories which are either supported or denied through a quantitative study. The theory is mainly focusing on different consumer types and their decision making process. Likewise, the literature identifies the most important influential factors, which are tested through the quantitative study. The gathered findings give information about consumers needs and problems regarding sustainable fashion and help companies make improvements in order to satisfy needs.

This master thesis focuses to answer the following research question:

Which impact do the psychological factors have on Danish and German consumers when it comes to their decision making process within the sustainable fashion sector?

In order to answer the main research question several sub-questions are raised. Those questions create the guideline of what is investigated and analyzed in different chapters of this thesis. This leads to final conclusions and hence to answer the main research question.

RQ 1: What are the psychological factors that impact the consumer decision making process?

RQ 2: What is the relationship between the identified psychological factors and sustainability?

These questions are raised widely in order to get a broad picture of aspects influencing purchase behavior regarding sustainable fashion. The first research question is answered based on the literature review. This is done in order to find out relevant aspects which help to establish a conceptual framework. In the later course of this project the studied research question focuses on German and Danish consumers.

RQ 3: Which of these factors influence the Danish and German students?

The third research question is to be answered by the empirical study of this thesis where German as well as Danish students are asked about their sense and their perceived influencing factors towards sustainable fashion. A difference may be raised between the participants of the two countries, but this is to be investigated.

RQ 4: How can fashion retailers and producers benefit from this knowledge?

This last research question combines the last chapter of this thesis, where the literature and the conducted analysis are compared and discussed. The aim is to point out suggestions and managerial implications in order to answer the last research question.

1.1.6 Chosen Target Group for this Study

As a target group for this study, university students from Denmark and Germany are chosen. The reason being that students generally show increased interest in sustainability issues, as pointed out by a German study, which has been held across all over Europe, found that students rate sustainability and environmental protection as more important than fighting financial crises or unemployment (Stallone, 2011).

Moreover, universities increasingly introduce new study programs which explicitly deal with sustainability issues or combine traditional programs with a sustainability aspect. Research increasingly focuses on sustainability issues and the UN sustainable development goals (Myklebust, 2019). Aalborg University, for example, offers several study programs which include "sustainable" or "environmental" in their titles (Aalborg University, 2019a). With universities focussing more on education in sustainability it is no wonder that students are more concerned about the environment than generations before. Furthermore, the current generation of students almost exclusively consists of people in the age of generation Y, also known as millennials. Definitions of whom to include in the term millennial vary depending on the author. In this project the definition of Jang et al. (2011), who define the group as everybody born between the 80s and late 90s, is used, which roughly matches Bolton et al. (2013) and other scholars such as Sheahan (2005), Hill and Lee (2012) or Abraham and

Harrington (2015). The millennial generation accounts as one of the largest generations in the EU (Eurostat, 2017) representing an enormous potential on the market. Various studies point out that this group shows interest in ecological friendly behavior (Hill & Lee, 2012) and green products (Lu, Bock & Joseph, 2013; Kanchanapibul et al., 2014), as they expect companies to appeal to their needs and have more profound missions such as being green and combating climate change (Williams & Page, 2011).

1.1.7 Relevancy of the Topic

While researching the topic and looking for scientific articles that are reviewed in the later part of this project it became evident that little to no research regarding sustainable fashion has been conducted within the Danish or German market. Only few scholars have investigated the ethical fashion industry in Germany (Joergens, 2006) or nordic/northern European standpoints on the raised issues (Niinimäki, 2009; Armstrong et al., 2015).

Given the fact that both researchers writing this project are of German descent but study in Denmark the interest is to include both nationalities in the current study.

Denmark, on one hand, is a nordic country with leading influence in the fashion industry in pushing the industry towards more sustainable practices (D'Souza et al., 2015). Whereas Germany is the most populous and largest economy inside the European market (Bajpai, 2019). Therefore, in both countries firms and citizens are directly affected by aforementioned EU regulations. Furthermore, Germany takes a leading role in the global fight to combat climate change and reduce emissions, with the goal to cut emissions by 95% until 2050 (Appunn & Wettengel, 2019). Denmark on the other hand is pushing climate issues likewise and aims for Copenhagen to be the first truly carbon-neutral capital in the world by 2025 (Taylor, 2018). Hence, for the sake of this study, both countries are chosen to be researched and thus fill a gap in existing research.

1.2 Structure of the Project

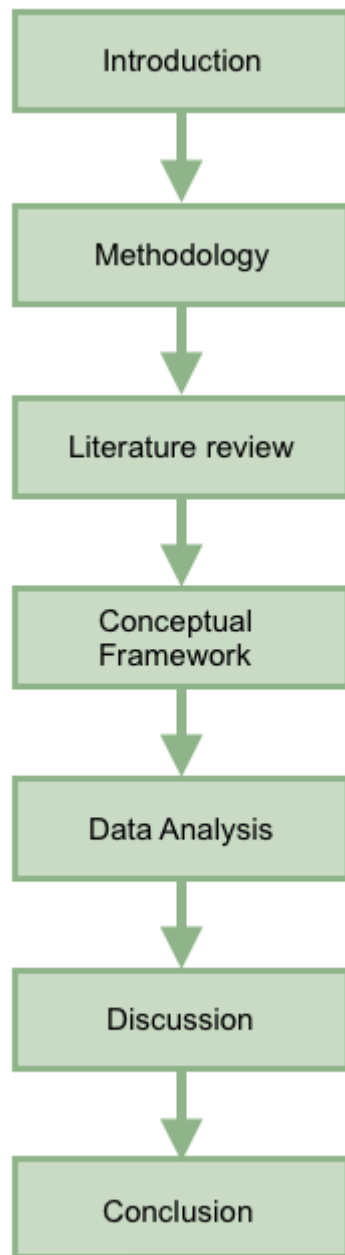


Figure 1: Structure of the Project (author's creation)

The above mentioned figure 1 shows the structure of this master thesis, which shall guide the researchers to understand and examine the perception of the generation Y towards sustainable fashion. The outcome is suppose to uncover key findings that can be adopted by the fashion industry.

There are seven main parts of this research, which starts with the just introduced *introduction* chapter. In this chapter the topic is named and the relevance of this topic is

presented. Furthermore, the research question, with its sub questions is introduced and explained.

The second part of this research is the *methodology* part in which the philosophy of science, the literature search approach and the method analysis is explained in order to argue for the chosen research approaches.

After this the *literature review* and its theoretical background is analyzed on how e.g. the decision making process is defined in the literature. Following this up the theoretical background is linked to the literature review which shows a broad picture of the current state of research in this topic. Different authors and different studies are consulted for this, in order to get an overall idea of the general perception of this topic.

Based on the gathered insights of the literature review a *conceptual framework* which includes the main areas of interest of this research is developed. This framework acts as a guideline for the following empirical research and each aspect is tested.

Afterwards, within the *data analysis* chapter the findings of the empirical research are examined. The findings of this empirical research are being grounded and presented.

After analyzing the collected data it is *discussed* whether these offer relevant results which either prove or disprove the aforementioned research questions. Relevant data is used to give further insight into the researched subject.

The *conclusion* chapter argues about the answer of the research question, in which the relevant outcomes are again presented and summarized. The chapter closes with the description of *limitations* and *further research*. The limitation part focuses on aspects which might have influence and affect on this research. Additionally recommendations for further research are indicated which potentially eliminates the limitations faced in this project and helps to further improve the research. To sum this paper up a *reflection* is drawn in which the process of this master thesis is assessed by the researchers.

2 Methodology

The following chapter clarifies which context, from a methodological perspective, and how the research in this project is conducted. In order to do so, the methodological viewpoint, including the chosen paradigm which sets the framework for the study, as well as the research approach, research design and method, data collection and lastly the analysis are discussed from a theoretical perspective.

2.1 Methodological Understanding

A research project, according to Arbnor and Bjerke (2009) consists of various factors that influence its outcome and how it is conducted. The following figure 2 shows how these factors are related to each other.

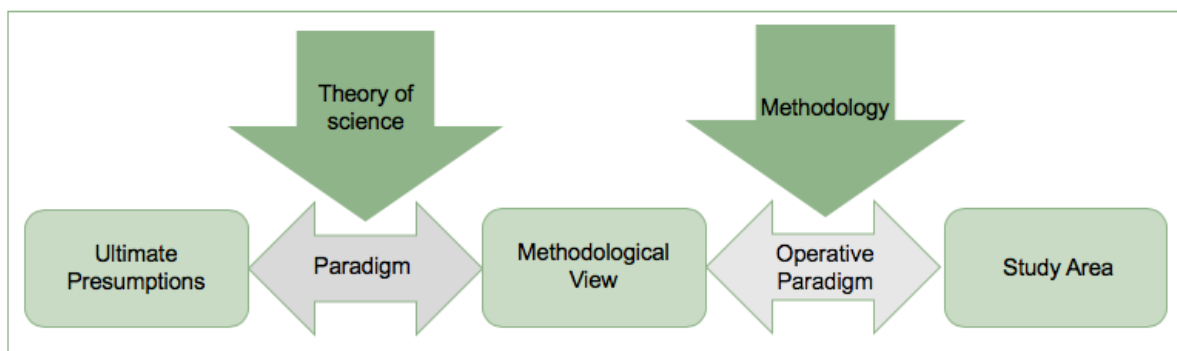


Figure 2: Theory of Science and Methodology (author's creation based on Arbnor & Bjerke, 2009, p. 15)

In principle, ultimate presumptions determine how knowledge is created due to its view of the world. The way a problem is formulated or the way data is collected are all indirectly influenced by these ultimate presumptions since the chosen methodological view heavily relies on such views chosen. Therefore, the methodological view needs to combine both the paradigm that results off the ultimate presumptions as well as a methodological design which determines how research and thus the collection of knowledge is conducted (Arbnor & Bjerke, 2009).

2.1.1 Theory of Science and Methodology

The relation of ultimate presumptions and the methodological view is considered to be part of theory of science, thus, the resulting paradigm defines this exact relation. Since ultimate presumptions have a more philosophical character (after all, these define how a researcher views the world and approaches to solve problems), and thus a more abstract approach, theory of science tries to build a bridge between these presumptions and the methodological view in the form of a paradigm (Arbnor & Bjerke, 2009).

2.1.2 Ultimate Presumptions

According to Arbnor and Bjerke (2009) the methodological viewpoint is influenced by the ultimate presumptions a researcher makes. Ultimate presumptions present different ways of seeing the world and, hence, offer different ways of explaining, understanding or improving a given problem (Arbnor & Bjerke, 2009). As an example given in the book the authors name a person's perception of the earth. Some people believe that the earth is a globe, others believe it is flat. Ignoring the fact which of these views is scientifically proven, this example makes clear that different views produce altered approaches on how to solve a given problem, ultimately influencing the outcome of the conducted research. It is therefore from utmost importance to define a researchers views and define the methodological circumstances before the actual study is realized. In the context of the current project it is chosen to differentiate between Ontology and Epistemology and thus define these in order to clarify the researchers positions.

The term ontology, in general, defines the way a researcher assumes humans interact with the world. It defines how humans are perceiving reality (Kuada, 2012; Bell, Bryman & Harley, 2015) and it is defined as either objective or subjective. Burrell and Morgan (1979) categorized these two approaches as *realism* (objective) and *nominalism* (subjective). The objective approach, realism, sees the world as real and external to the human and therefore objectively observable, whereas the subjective approach, nominalism, argues that humans create their own version of the external world and thus view it subjectively (Kuada, 2012).

Epistemology on the other hand "*describes the nature of knowledge and the means of knowing*" (Kuada 2012, p. 59) and in such differentiates between an objective and subjective approach, namely *positivism* (objective) and *antipositivism* (subjective), as it is defined by Burrell and Morgan (1979) and agreed on by Kuada (2012). Positivism defines that a problem is studied by external observations. Whereas antipositivism defines that a problem, since the world is a construct of the individual itself rather than real and external to the human, can "*only be understood by occupying the frame of reference of the individual*

actor whom the researcher seeks to study" (Kuada 2012, p. 59) meaning that researchers need to study the individuals themselves in order to create knowledge based on their subjective construct of the world.

2.1.3 Paradigm

A paradigm, as described by Kuada (2012) based on the definition of Kuhn (1970) is ultimately defined by the aforementioned presumptions, since it constitutes characteristics that define how a researcher approaches to answer a question and how these results are interpreted. Kuada (2012) discusses two paradigms, which depend on the way the world is seen and are distinguished by an objective or subjective approach: the positivistic paradigm and the interpretive paradigm. The positivistic approach assumes all problems can be explained by observing the relationships of cause and effect of such. In contrast, the interpretive paradigm observes and researches the actors within the studied field. It studies a social world based on the people's point of view, relying on their subjective opinions (Kuada, 2012).

For the sake of this study it is decided to choose the objective approach, which ultimately defines the chosen concepts of ontology and epistemology, based on Burrell and Morgans (1979) categorization, namely realism and positivism (Kuada, 2012). The researchers see themselves as external observers. In doing so the study "looks for regularities and causal relationships" (Kuada, 2012, p. 73) in order to understand the social world in which sustainable fashion takes place (Kuada, 2012). Hence, since the objective view is chosen in the ultimate presumptions the resulting paradigm is the positivist paradigm.

2.1.4 Methodological View

As seen in figure 3 the methodological view acts as a common connection between the theory of science and its ultimate presumptions, as well as the methodology and the resulting operative paradigm (Arbnor & Bjerke, 2009). Hence, the before described ultimate presumptions affect the choice of the operative paradigm which defines the methods and research design used to conduct the study (Kuada, 2012).

When choosing a paradigm there are multiple options. According to Kuada (2012) three main approaches have manifested in the social sciences: the FISI (functionalist, interpretivist, structuralist, interactionist) classification, the RRIF (radical humanist, radical structuralist, interpretivist, functionalist) classification as well as Arbnor and Bjerke's six paradigms and three research approaches. In order to get an understanding of the methodological view of the researchers the RRIF classification is explained. Afterwards,

since this work relies on the work of Arbnor and Bjerke (2009), the identified paradigm based on the RRIF method is adapted to the methodological view presented by Arbnor and Bjerke.

The RRIF classification by Burrell and Morgan (figure 3) is displayed as a two dimensional matrix. The first, vertical dimension represents the objective vs. subjective research approach (Kuada, 2012). As mentioned before, this project aims to conduct objective research based on the epistemology and ontology of realism and positivism. Thus, the objective dimension is chosen within the RRIF classification.

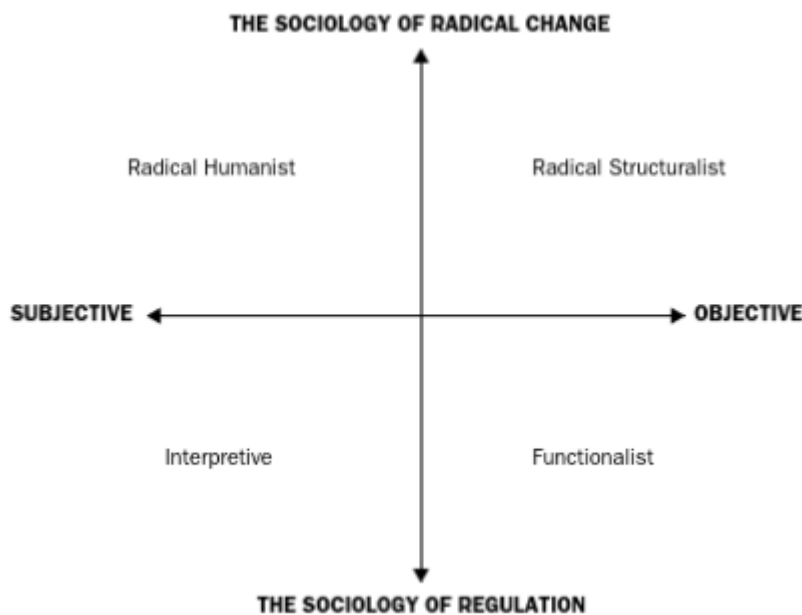


Figure 3: RRIF Classification (Kuada, 2012, p.76, based on Burrell & Morgan, 1979)

Discussing the aforementioned viewpoints gives the authors the possibilities to define the scientific research design (Kuada, 2012). The vertical dimension, the nature of social science is referring to the research and its purpose of socio-scientist. Researchers have a choice between the radical change or regulatory view of the society. Radical change is referring to a world that is constantly in a process of conflict and changes (Burrell & Morgan, 1979). In this dimension researchers are concerned with the effect of changes or conflicts, whereas researchers in the dimension of regulation tend to explain the nature of social order and rationally understand these social constructs (Burrell & Morgan, 1979; Kuada, 2012). The main difference in both approaches is the following: Regulation aims to understand the “how” and “why”, whereas radical change is more interested in “what is possible” (Burrell & Morgan, 1979). This classification results in four defined paradigms (see figure 3): radical humanist, radical structuralist, interpretive and functionalist. According to Burrell & Morgan, those paradigms should be seen together but differentiated because they

share some attributes which are connecting them, but have separate perspectives (Burrell & Morgan, 1979).

Based on this definition this research is identified as *functionalist*. As explained above, this research aims to be objective. The researchers are external observers and therefore take an objective approach. In regards to the nature of social science the sociology of regulation is chosen because this research is seeking to see the current state of this field and its structure. It is not the aim to change anything or do judgments.

Thus, the researches aim is to uncover factors which are influential on the decision making process in regards to sustainability, as well as to objectively research those phenomena and gain knowledge about the influential attributes (Kuada, 2012; Burrell & Morgan, 1979).

Finally, the functionalist classification is adapted to the methodological views presented by Arbnor and Bjerke (2009). According to the authors, the chosen objective approach is based in the context of explanatory knowledge (Arbnor & Bjerke, 2009). Hence, only the *analytical view* as well as the *systems view* are possible choices.

The analytical approach defines reality, or the whole, as the sum of its parts. Researchers can therefore analyze each part that is of importance of a phenomenon and describe each part on its own. Brought together these individual parts allow to create a full picture of a phenomenon. Knowledge is solely based on facts and distant from the scholar, so that it is researched independently. In contrast the systems view looks at relations between these parts of reality, trying to explain such relations instead of the individual parts itself (Arbnor & Bjerke, 2009; Kuada, 2012). Since the aim of this study is to determine factors which ultimately influence consumer behavior, parts of the reality are looked at individually, in order to explain the full picture, thus, resulting in the choice of the *analytical view* according to Arbnor and Bjerke.

2.1.5 Operative Paradigms

Arbnor and Bjerke define the operative paradigm as the link between the methodological view and the study area in which context the study is placed. Hence, the operative paradigm strongly depends on the chosen view, since these methodological views differ vastly in objectivity/subjectivity or the concept of how knowledge is gained and explained. An objective view, such as the analytical view in this study, can therefore not use the same methodological procedures as the subjective actors view (Arbnor & Bjerke, 2009). Additionally, the context of the study area further defines possible methods.

2.1.6 Research Design and Methods

While looking at the *research design* one is looking at the different frameworks which are used in order to collect and then analyze the data and are seen as a roadmap of the research (Bryman & Bell, 2011). The research design is affirming that the logical integration of elements which are connected to the research problem or question is made (De Vaus, 2001; Yin, 2009). Additionally, it includes the quality of a study, thus referring to quality criteria, such as: reliability, validity and replicant. Although there are more quality criteria, the mentioned ones are the most common in business research and are explained later on (Bryman & Bell, 2011).

It is important to distinguish this from the *research methods*, which are techniques that are used to collect data. It is closely related to the research designs from which the researcher is choosing its method (Bryman & Bell, 2011). Starting here, first of all, the researcher needs to be aware if one wants to do a qualitative or a quantitative research, or even a mixture of both (Creswell, 2014).

According to Strauss and Corbin (1998), the qualitative research can be any kind of research where the findings are not coming from statistical procedures or other ways of quantifications (Strauss & Corbin, 1998). This also means that the research is designed to gain a firsthand look of what the to be studied subject and its participants of the research are describing. Sometimes, topics and feelings which are not considered by the researcher are raised by the participants of the study and they have the possibility to express themselves in their own words. This research approach is suggested when new insights in the researched topics are to be found and not only a confirmation of the already existing theory needs to be agreed on or neglected (Kuada, 2012). Examples of chosen research methods here are: participants observations, in-depth or conversational interviews interviews or ethnography (Bryman & Bell, 2011).

Quantitative research on the other hand is a good method to choose when specific hypotheses or numerical answers are to be found out, in order to help answering the deductive approach. This type of study is usually an investigation of relationships between different variables. Generally speaking, it can be said that this approach is less flexible than the qualitative research approach because this approach is leaning the researcher more likely towards a positive assumption where the social reality is existing independent from an individual (Bryman & Bell, 2011; Kuada, 2012; Creswell, 2014). The most common way to find this out is through a questionnaire based surveys or interviews (Kuada, 2012).

Moreover there are also the mixed methods, where the research is pointed in the middle of a qualitative and quantitative research and is combining those (Creswell, 2014).

The variables which are connected in this process are to be investigated and therefore a quantitative research approach, a questionnaire based survey has been chosen,

which aligns with the methodological view according to Arbner and Bjerke (2009) and the resulting operative paradigm.

2.2 Literature Review Methodology

The first step in doing research for this project is to conduct an extensive literature review. The review is needed in order to identify factors which influence sustainable fashion consumerism, which are identified by various scholars in the past. The results of these studies create the knowledge needed to further pursue the purpose of the current project and apply these findings to the German and Danish market.

2.2.1 Search Scope and Strategy

Several guidelines are considered while doing the literature review. These guidelines are meant to help in finding relevant information that are later needed to develop the research basis for the present study:

- Which type of data collection method is primarily used by scholars?
- What is the focus of the research: primarily on the purchase intention as a result of sustainability awareness or the actual factors influencing the actual purchase?
- What results do the findings of these studies suggest?

These guidelines are chosen to develop a main framework which intends to narrow the reviewed literature down to relevant articles. Furthermore, based on the findings gathered during the literature review, the present research intends to add additional insights of Danish and German fashion consumers. Since the trend of fast fashion, and consequently the rising demand for slow fashion, only first occurred in the 1990's (Rauturier, 2018) and has gained further attention around the change of the millennium, the articles chosen for the review only originate from this specific timeframe, mainly from 2000 to 2018.

There are two main differences on how a literature search is approached. There is the narrative and the systematic review approach. For this research the systematic review approach is chosen. The reason for this is, that this approach is most likely used for primary research. Here, the aim is to have specific as well as reproducible strategies which are relevant for the chosen topic (Carney et al., 2002; Cipriani & Geddes, 2003). The narrative approach is mainly subjective, which also does not suit the research methodology of this paper (Murlow, 1987; Cipriani & Geddes, 2003).

2.2.2 Search Criteria and Selection Procedure

For the purpose of this project the chosen approach to review is based on Petticrew and Roberts (2008) guidelines. The authors, in their book *"Systematic reviews in the social sciences: A practical guide"* define the fundamentals of a systematic literature with a special focus on social sciences. Hence, for the purpose of this project, this approach is fitting. The purpose of the approach by Petticrew and Roberts is to implement scientific principles while conducting the review in order to prevent any possible biased conclusions. It ensures that the author of a literature review gives a *"comprehensive, objective, and reliable overview"* (Petticrew & Roberts, 2008, p. 6).

To ensure that the literature review is conducted as objective and unbiased as possible several rules are defined. At first the researchers are to define the research question which shall partly be answered by the conducted literature review. This is done in the first chapter of this project which explains the purpose of this study. Hence, the articles which are to be reviewed need to answer a similar or comparable research question in order to get the desired insights. Secondly, Petticrew and Roberts (2008) suggest to locate studies with such research questions. In order to do so, for this project both the libraries of Google Scholar as well as the online library of Aalborg University (AUB) have been searched with various search terms. The main terms used to narrow down the search terms are split in two parts. The first part is suppose to determine the overall context in which the research shall be conducted, in this case the sustainable fashion industry. A first research which is conducted while writing the introduction to this project makes clear that terms which are often used are i.e.: "green fashion", "eco fashion", "sustainable fashion", "green fashion industry (or textile industry)", "sustainability fashion (textile) industry". The second part of the search is focusing on the decision making process of consumers. Hence, keywords such as "consumer perception", "consumer behavior" or "(consumer) decision making process" are used. These terms have been used in various combinations and written form in both libraries and offered a broad number of results. Often the same articles are found for various search terms. For example, the article by Pookulangara and Shephard (2013) is mentioned in all of the following searches: "green fashion decision making", "sustainable fashion consumer perception" and "green textile industry consumer behavior".

All of these searches offer a large number of results. The search term "green fashion consumer decision making", is narrowed down to the timeframe from 1990 to 2018, presenting 35,900 results on Google Scholar and 33,397 on the AUB library exclusively scientific articles. With the same adjustments the term "eco fashion consumer behavior" offered 72,700 results on Google Scholar and 11,446 results in the AUB library. This number shows that a large extent of research has already been done in the desired field. However, not all of these results are fitting for the intended purpose of this project. Therefore, the scholars follow the next step established by Petticrew and Roberts (2008) and screen the

results in order to decide which of these shall be included in this literature review. Since this thesis has a limited timeframe the selection of articles have to be narrowed down, which forces the scholars to restrict the chosen articles to a number that seem appropriate. Hence, 67 articles, mainly based on keywords, are chosen and further investigated. Out of these 25 have to be excluded since the researched field does not match the criteria for the research conducted in this thesis or only scratched the surface of the chosen subject matter. Therefore, after the scientific articles are chosen, 41 are left for further analysis.

The key findings of those 41 studies left, are searched through for the main information, the chosen method of data collection and general information about the study are gathered in a table in order to identify each article (see Appendix 21, p.140). A small abstract out of this table, as an example is seen here in table 1.

Year	Author	Purpose	Product/ Service	Country origin	Sample		Data collection method	Findings
					Type & Country	No		
2007	Phau, I., Ong, D.	examine how consumers respond to environmental claims of three types contained in promotional messages attributed to one respected "green" brand and one mainstream leisure clothing.		Australia	shoppers in a mall	380	questionnaire-based survey	Shoppers responded more positively to product-related messages than cause-related messages. They found environmental claims to be more credible if attributed to the green brands than to the neutral brand. consumer beliefs about ethical fashion, which are based on their perceptions of a company in terms of its reputation in the fashion industry, influence their support for what they perceive as socially and environmentally responsible businesses.Â â€œ An important implication is that consumer education is essential to mitigate the prevailing throwaway culture and raise consumer awareness of ethical issues facing the fashion industry. Thus, retailers should take initiatives to educate consumers so as to ensure the success of their newly-launched ethical fashion products.
2012	Shen, B., Wang, Y., Lo, C., Shum, M.	examine the relationship between ethical fashion and consumer purchase behavior (their willingness to pay a premium for ethical fashion), with the focus on consumers' concerns and beliefs about, and knowledge of, ethical fashion.	sustainable clothing	Hong Kong	randomly choosen in a fashion department store in Hing Kong	109	self-completion questionnaire	consumer beliefs about ethical fashion, which are based on their perceptions of a company in terms of its reputation in the fashion industry, influence their support for what they perceive as socially and environmentally responsible businesses.Â â€œ An important implication is that consumer education is essential to mitigate the prevailing throwaway culture and raise consumer awareness of ethical issues facing the fashion industry. Thus, retailers should take initiatives to educate consumers so as to ensure the success of their newly-launched ethical fashion products.
2013	Park, S. H., Oh, K. W. & Na, Y. K.	This research examines the environmental consciousness of fashion consumer attitudes towards eco-friendly products and artificial leather purchase intentions.	fashion items made out of artificial leather	South Korea	Internet users over 20 years	426	online survey	environmental consciousness behavior by consumers influences attitude towards environmental-friendly product

Table 1: Excerpt of Review Table (author's creation)

2.3 Data Collection

The following chapter describes the operative approach to collect data in the context of this study. First the creation of the questionnaire including how the questions are selected is presented, followed by an explanation about how the chosen sample are reached. Lastly, the method of data analysis is described.

2.3.1 Self-Completed Questionnaire

The method of data collection differs between qualitative and quantitative approaches (see 2.1.5.1). Since the scope of this research is to directly compare two different populations, Danish and German students are chosen to use a quantitative approach in order to be able to objectively and directly compare these two target groups (Bryman & Bell, 2011). The compiled data of this research is collected through a self-completed questionnaire. The reason for choosing an self-completed questionnaire is, that this data collection method has many positive attributes. It is a tool with which data can be upraised fast and inexpensive (Bryman & Bell, 2011). Likewise, since this project collects data from two different countries, data collection is much more convenient when it is done via an online questionnaire. In doing so it can be sent out to the sample needed and gives respondents the chance to fill out the survey when it is most convenient, since the environment and preferred device can be chosen individually and does not alter the responses. Since the survey is sent out via email or directly through various online services it is assumed that everybody that is reached has access to the internet and is therefore able to complete the survey. Several large corporations offer solutions and programs that allow the creation of questionnaires and subsequent data analysis. However, due to the fact that Aalborg University (AAU) entered an agreement and offered students access to the online survey provider SurveyXact, the program is chosen to collect the needed data.

Several authors of the reviewed articles published the questions which are then put together on a spreadsheet in order to create a questionnaire. To guarantee reliability most of the questions used in this project are chosen based on the studies reviewed, which are then later transferred into SurveyXact. For the evaluation of the gathered results SurveyXact offers some internal analysis which enables the researcher to view charts and diagrams of chosen questions. However, due to the complexity of the questions and the fact that various questions need to be analyzed in relation to each other the researchers have decided to export the data provided by SurveyXact and export these in CSV format, so that it can be used for further analysis in external programs such as Excel and SPSS, which offer more statistical functions.

When conducting research with questionnaires several key concepts need to be kept in mind. According to Arbnor and Bjerke (2009) these include standardization and the interviewer effect. Standardization for example means that each respondent gets the same questions. Open questions, which give the chance to answer a question without any fixed answers as well as closed questions, which offer fixed choices. Furthermore the interviewer effect needs to be taken into account, since the presence of an interviewer might influence the responses collected (Arbnor & Bjerke, 2009). Therefore, the answers are likely to be more truthful, due to the anonymity of this method (Bryman & Bell, 2011; Saunders et al., 2009; Saunders et al., 2016). However, even though this method offers various positive attributes some downfalls naturally occur. Due to the fact that the researchers are not physically present there is no possibility to clarify any misconceptions about any questions that might not be fully understood by the respondent. The questions rely on the participant to understand them as they are based on the information that is given within the survey itself. Further explanations are not possible and sometimes lead to some misconceptions (Saunders et al., 2016). To bypass this problem as good as possible, the researchers have given out their email address for any kind of further question.

Furthermore, due to anonymity and no direct, personal contact to the researchers a risk of respondents not completing the questionnaire is always given and can hardly be avoided. This non-respondents rate needs to be taken into account when planning a survey. The self-completed questionnaire is making it easier for the approached respondents not to answer the questionnaire or leave the questionnaire at any point (Arbnor & Bjerke, 2009).

Several measurements have been conducted in order to try and keep the non-respondents rate as low as possible. After the development of the questionnaire is completed in English, it is also translated into German and Danish by native speakers, giving the approached participants the choice between three languages. This measure is intended to create a survey that is more attractive to participants, since the countries researched only teach English as a second language, thus native English speakers are unlikely to answer the questionnaire. By asking questions in their native language the researchers are trying to increase the appeal of the questionnaire to Danish and German students who might otherwise be reluctant to answer questions in a foreign language (English). Furthermore, it is believed by the researchers that it is easier for participants to express their opinions in their native language. Other than that, the questions are not raised too scientific and complicated with an easy language profile. This measure is important since the researchers can not assume that each individual has knowledge of the researched topic, hence, the questions needed to be asked in a manner that they can be understood by everybody independently of their prior knowledge. Lastly, most questions are asked with the intention of participants to express their agreement with certain statements. In order to give participants a balanced choice to rate these statements a likert-scale, a method to measure a participants personal attitude regarding the acceptance of given statements from a multi-level scale, is used.

Participants are given the option to indicate their agreement/disagreement towards a statement on a scale which is chosen to be from one to five (Bryman & Bell, 2011; Saunders et al., 2009). At the end, through survey data which is provided by SurveyXact, it is seen that the questionnaire is distributed to 528 people, out of which 291 are currently enrolled in a university program. Unfortunately it is not possible to say how many student are reached in total, since not all secretaries gave feedback about the status of distribution or the number of students potentially reachable.

2.3.2 Development of the Questionnaire

Developing the questionnaire, starts with the general structure of the questionnaire and is followed by the specific questions. After asking a number of demographic questions it is chosen to start the questionnaire with asking the respondents for their own personal definition, which only needs to include some aspects that are considered to be of importance, of sustainability in general. This question is the only open question that is used throughout the survey with the purpose to give the respondents the freedom to answer the question due to their own standards and, consequently offer the opportunity to raise awareness on factors that might not have been taken into consideration throughout the rest of the survey. Afterwards, the definition that is used throughout this project is presented and the respondents are asked to express their opinions throughout the questionnaire based on this definition of sustainability. The reason the definition is given at the beginning is, as it is seen in the literature review, that each individual has their own opinion and definition of sustainability. With that in mind it is impossible for the researchers to compare responses without giving a definition, since each response would otherwise be based on a number of different, not distinguishable, sustainability concepts.

Following the definition it is chosen to ask respondents about their general reasons to buy clothing items as well as factors that are of importance when making a purchase decision regarding fashion products. These questions intended to target the need recognition phase of the decision making process.

Since the researchers completed a literature review of the works of scholars that have conducted similar research, large information about the techniques used by these scholars are already compiled. Furthermore, a large number of the analyzed researchers published the used questionnaire that has been used in the respective surveys. Since these researchers tested the questions for validity and accuracy it is decided to choose various questions from these studies, as seen in table 2. Thus, in the following pages of the survey the questions became more specific with the intention to gather as many information as possible about the importance of each factor that influences sustainable fashion consumption. These factors are identified through the literature review. It is started with

various questions regarding the purchase intention of sustainable fashion, followed by the knowledge, price and lastly the self-image, all of which are factors that have been identified as important during the decision making process when purchasing sustainable clothing through the literature review. All of these questions are asked in the form of statements. Participants are then asked to rate their agreement with these using a likert-scale which ranged from one to five where one always means very unlikely/no agreement and five means very likely/high agreement.

The structure of the questionnaire, only shows the questions targeting the factors which are to be analyzed and therefore is seen here:

Construct	Question	Scale		
		Scale	meaning	Based on
Purchase intention	How likely are you to buy a sustainable fashion product?	1-5	1- very unlikely 5- very likely	Han & Chung, 2014
	When I find an apparel product that fits my clothing needs, the possibility of me purchasing it will increase if I then find it is made of organic cotton.	1-5	1- very unlikely 5- very likely	Kang, Liu & Kim, 2013
	I buy clothing from socially responsible fashion retailers.	1-5	1- very unlikely 5- very likely	Shen, Wang, Lo & Shum, 2012
	My purchase habits are affected by my concern for our environment.	1-5	1- very unlikely 5- very likely	De Angelis, Adigüzel & Amatulli, 2017
Knowledge	I am well informed about environmental issues in the fashion apparel manufacturing business.	1-5	1- strongly disagree 5- strongly agree	Shen, Wang, Lo & Shum, 2012
	I am knowledgeable about what sustainable fashion is.	1-5	1- strongly disagree 5- strongly agree	Shen, Wang, Lo & Shum, 2012
	I am knowledgeable about retailers that sell eco fashion.	1-5	1- strongly disagree 5- strongly agree	Shen, Wang, Lo & Shum, 2012
	I check whether products have an eco-label.	1-5	1- strongly disagree 5- strongly agree	Lee, Choi, Youn & Lee, 2012
	I look for information about a products sustainability when comparing two similar products.	1-5	1- strongly disagree 5- strongly agree	author's creation
	It is difficult to obtain information regarding what products are organic cotton apparel.	1-5	1- strongly disagree 5- strongly agree	Kang, Liu & Kim, 2013

	I am actively looking for information regarding the sustainability of a certain product.	1-5	1- strongly disagree 5- strongly agree	author's creation
	My knowledge about sustainability issues affects my decisions when purchasing clothing.	1-5	1- strongly disagree 5- strongly agree	author's creation
Price	I am willing to pay a premium price for clothing that is produced in accordance with the sustainable garment production standard.	1-5	1- strongly disagree 5- strongly agree	Shen, Wang, Lo & Shum, 2012
	It is worthwhile to support eco-friendly apparel even if I have to forgo some clothing options.	1-5	1- strongly disagree 5- strongly agree	Shen, Wang, Lo & Shum, 2012
	I would still buy a sustainable fashion product, even if the price the is higher than non-sustainable clothing.	1-5	1- strongly disagree 5- strongly agree	author's creation
	I would purchase more sustainable fashion products if the price would be the same as non-sustainable products.	1-5	1- strongly disagree 5- strongly agree	author's creation
Self-image	It is important to me that the products I use do not harm the environment.	1-5	1- strongly disagree 5- strongly agree	De Angelis, Adigüzel & Amatulli, 2017
	I would describe myself as environmentally responsible.	1-5	1- strongly disagree 5- strongly agree	De Angelis, Adigüzel & Amatulli, 2017
	The purchase and use of environmentally friendly products help me to attain the type of life I strive for.	1-5	1- strongly disagree 5- strongly agree	Kang, Liu & Kim, 2013
	The purchase and use of environmentally friendly products is of personal importance to me.	1-5	1- strongly disagree 5- strongly agree	Kang, Liu & Kim, 2013
	The purchase and use of environmentally friendly products helps me to express who I am.	1-5	1- strongly disagree 5- strongly agree	Kang, Liu & Kim, 2013
	I think it is important that clothing represents my personal values and beliefs.	1-5	1- strongly disagree 5- strongly agree	author's creation

Table 2: Excerpt of Survey (author's creation)

2.3.3 Sampling

To be able to have a non-probability sample, one has to choose a part of the population that represents the overall opinion of the whole (Saunders et al., 2009). Since students are, in the given context of the study, easier to access and are likely to be concerned and aware about sustainability, they are chosen as the target group. Contributing to the fact that this research is done by two students of AAU all secretaries of the offered study programs at AAU are asked to share the survey with their students in order to reach as many Danish students of the AAU as possible. This account a potential reach of 16.993 Danish students (AAU, 2019b; 2019c) However, since the two researchers are no members of German universities anymore a similar solution is not found for Germany. Even though universities are contacted these are unwilling to share the survey with their students. It is therefore decided not to specify the German sample on a single university but rather share the survey more broadly via social networks and services that offer students the possibility to exchange their surveys in order to get respondents, such as Poll Pool. On this platform students are encouraged to answer each others questionnaires, since the number of questionnaires that are answered increases the number of students that answer one's own survey (Poll Pool, 2017). Using this method it is possible to directly target students from all over Germany and get responses from a broad variety of students. After all, due to the limited timeframe and abilities the sample used in this project is defined as rather a convenience sample, meaning respondents were chosen randomly (Saunders et al., 2009).

2.3.4 Method of Data Analysis

As a method of data analysis Statistical Package for the Social Sciences (SPSS) is chosen. First of all, a reliability test is conducted to see if the collected data is reliable, based on the Cronbach Alpha test, which is one of the most common reliability tests in statistics and used to verify reliability. Generally, in social sciences, a reliability of at least 0.7 is aimed for. Each question or group of questions with a value of 0.7 or higher is considered reliable and will further be used for analysis (Foster, 2001; Sarstedt & Mooi, 2014). Furthermore the next step is to review the descriptive statistical outcomes. First the general data is looked at, followed by the comparison of Germany and Denmark.

2.3.4.1 ANOVA Test

In order to test a dataset for differences between defined groups the various tests such as the *analysis of variance* (ANOVA) or *Mann-Whitney-U* test can be used (Van Peer, Hakemulder & Zyngier, 2012; Sarstedt & Mooi, 2014). When doing an ANOVA analysis

certain assumptions need to be given in order to undergo the test. The data is normally distributed, equality of variances need to be tested and independence of the two groups need to be given (Sarstedt & Mooi, 2014). The independence of groups is guaranteed since participants can only choose one nationality. The equality of variances however has to be tested prior to the ANOVA (Sarstedt & Mooi, 2014). In order to do so certain pre-tests need to be conducted, in order to determine if the assumptions required for an ANOVA test are given. Fortunately, several scholars show that the ANOVA analysis is robust against violations of its assumptions (such as the normality), hence the resulting outcome is not strongly affected by violations, especially for larger sample sizes per group. Thus an ANOVA test can still be conducted and shows reliable results, even if assumptions such as normally distributed data are not necessarily given. (Salkind, 2010; Schminder et al., 2010; Blanca et al., 2017).

This test, called test of homogeneity of variances in SPSS, tells the analyst whether variances in a given dataset differ from each other. A p-value (indicated as Sig. in SPSS) needs to be larger than 0.05 for the variable to be further considered in the ANOVA (Sarstedt & Mooi, 2014). In order to prove if the data is normally distributed one can choose to calculate the Shapiro-Wilk test using SPSS. The resulting table (appendix 9, p.111) indicates, through a significance level, whether the data is distributed normally. If the p-value is below 0.05 a normal distribution can not be proven, resulting in a violation of the assumption needed for ANOVA (Sarstedt & Mooi, 2014).

If one of the assumptions have been violated, such as the homogeneity of variances, a correction needs to be calculated and looked at. One of such tests is the Welch correction, which SPSS includes in the ANOVA analysis and thus automatically gives the results after correcting the calculation (Sarstedt & Mooi, 2014; Goos & Meintrup, 2016).

The ANOVA test automatically determines the two needed degrees of freedom variables df_1 and df_2 . The first one is formed based on the number of groups, which is then subtracted by one. The second degree of freedom value is calculated by the number of participants subtracted by the number of groups (Goos & Meintrup, 2016).

After determining the two freedom variables one needs to look up the resulting critical F, which is found in a critical F table (Goos & Meintrup, 2016). The table indicates the needed critical F value. Following this, every F value given by SPSS for each researched category needs to be compared to the critical F. If the value for each tested factor is higher than the critical F a difference between groups is discovered (Goos & Meintrup, 2016). Of importance are mostly the p-values, shown as sig. in the last column of the ANOVA table. This value needs to be below 0.05, which indicates that there is a significant difference on the means of the dependent variables (Sarstedt & Mooi, 2014; Goos & Meintrup, 2016).

The Mann-Whitney U test on the contrary does not require data to be distributed normally. Thus, it can be used for data that can not be explained by the ANOVA. In general, the test researches the same outcome as an ANOVA test and its null-hypothesis assumes

that means in researched groups are the same. Therefore, the level of significance needs to be below 0.05 in order to reject the null-hypothesis and prove differences in means and thus differences between the two groups (Sarstedt & Mooi, 2014; Goos & Meintrup, 2016).

Hence, both a parametric ANOVA test is calculated additionally to the non-parametric Mann-Whitney U test in order to compare results later on and validate the findings from both tests for the hypotheses one.

2.3.4.2 Crosstabs and Chi-Square Test

Additionally, needed calculations to determine associations between variables and comparability of such the *crosstabs* feature and accompanying the *chi-square test* (χ^2 -test) is used. This test first compares if the looked at variables are independent or dependent. Afterwards the crosstabs table shows the values for the compared factors, so that the actual difference that occurs based on the choice of different variables are seen and interpreted. In order to determine an association the p-value of the chi-square test needs to be equal or below 0,05, indicating that a significant association between the tested variables exists (Foster, 2001; Sarstedt & Mooi, 2014).

2.3.4.3 Correlation Test

In order to investigate the relationship of the identified factors with each other a *pearson correlation* is calculated. The pearson coefficient is used to measure a linear correlation between two variables. The coefficient ranges from -1 to 1, where -1 corresponds to a total negative correlation. On the other hand, 0 means that no correlation is measured. A value of 1 corresponds to a total positive correlation (Norris et al., 2014; Pyrczak, 2016). As for the interpretation of these results scholars disagree about the needed strength for a correlation to be considered strong. In social sciences, it is more likely that correlations below 0.3 are considered irrelevant, whereas 0.3 indicates a relatively weak correlation, and from 0.5 indicates a medium strong correlation and 0.7 or above represents a strong correlation. These guidelines apply to both negative as well as positive correlations (Saunders, 2011).

2.3.4.4 Multiple Linear Regression

The aim of this project is to find out which factors directly influence this purchase intention and to what extent. In order to complement the correlation a linear regression is conducted, to test the extent of the relationship. Multiple linear regression is used in statistics to predict a dependent variable based on a number of independent variables. If a

correlation of factors is proven it is intended to afterwards calculate how the analyzed factors influence the outcome (Foster, 2001; Salkind, 2010; Sarstedt & Mooi, 2014). Which is in the case of this project the purchase intention of sustainable fashion. The independent variables used in this project are therefore the factors that are identified in the literature review. Calculating a linear regression with SPSS gives an output which lets the researchers interpret the extent to which a variable affects the dependent variable (Montgomery, Peck & Vining, 2012). Important are the Beta values, the regression coefficient (Forster, 2001), which are displayed as B. Of significance are also the p-values that are provided for each independent factor. Only if these are below 0.05 it is concluded that the variable has a significant effect on the dependent variable. Hence, even if a factor shows a high Beta value, if the significance is not given, this Beta value does not have any effect and the variable and shall therefore be rejected (Sarstedt & Mooi, 2014). After the calculation an equation is be deployed based on the calculated values. Such equation is likely look as follows:

$$\text{dependent value} = (\text{constant}) + B_1 \cdot X_1 + B_2 \cdot X_2 + B_n \cdot X_n$$

The constant value determines a starting value which is expected to always being reached by the dependent value. B represents the regression coefficients and thus the effect a change of X (the independent factors) has on the dependent value. If X increases by 1, then the dependent value increases by B. If significance of the B values is given, it is assumed that the higher the B value, the higher the influence of the factor, since a change in that factor has a larger effect on the dependent value. However, the actual interpretation of the effect of the change always needs to be considered in context of the underlying variable and therefore needs to be interpreted carefully (Sarstedt & Mooi, 2014).

2.4 Validity and Reliability

While conducting quantitative research it is of importance to bare the quality criteria in mind and to control how well the chosen instrument is researching the to be measured topic (Bryman & Bell, 2011; Hair et al., 2015). Other than that it is of importance to be able to measure the reliability, and whether or not the same results occur when the same study is conducted another time, with the same method (Bryman & Bell, 2011). It is important to be aware that reliability and validity are closely related. This means something is only reliable when it is also viable and the other way around. To ensure this, there are three criteria that need to be questioned. When the measurement of the research is not able to be stable over time, it is not possible that it is providing a valid measure. Also, when there is a lack of internal reliability which means that there are several things tested, the measurement is not valid. And lastly, when the consistency of intern-observer is lacking, meaning that the observes disagree on what they are observing, no valid operation can be presented as well (Bryman & Bell, 2011). Within this the quality is always the to be checked attribute here.

The term *reliability* is referring to the consistency when it comes to the measurement of a concept. Now, there are three well known factors explained which need to be considered when measuring the reliability. *Stability* is referring to whether the measured data is stable over time or not. This means, whether that data is the same if it is conducted elsewhere. The *internal reliability* is looking into the consistency of the indicators and whether or not these are measured. The *intern-observer consistency* can cause a problem when there is more than one person involved into the activities and these persons need to translate data into different categories or when decisions need to be done, when open-ended questions need to be categorized etc. (Bryman & Bell, 2011). The test of the reliability is also known as the Cronbach's alpha test, where the internal reliability of a study is tested. It is looking in the relationship of items within a study (Bryman & Bell, 2011). Other than that, most of the questions in the questionnaire are taken out of other studies, where the reliability is already tested. For the self created questions the Cronbach's alpha test is applied and is reported in chapter 5.

Validity is looking into the issue of whether the to be researched topic is really researched or not and it has an affect on the relationship between theory and data. It also checks if the measured data is appropriate and true. Therefore, the closer the results are to reality, the higher its validity. It is to mention that validity can only be measured indirectly, whereas reliability can directly be measured through mathematical tests, as explained above. Likewise, the measurement of validity is only possible, if there is reliability. There are different techniques to measure the validity. For this project, internal validity is chosen. The internal validity is also called relevance and verifies if there is a logical relationship between the theory and the study. This also means, that the developed hypotheses should be coherent with the literature as well and the to be measured dimension should be compatible (Bryman & Bell, 2011; Arbnor & Bjerke, 2009). Since, the literature factors that are measured are directly taken out of the literature review and are applied on the decision making process, one can argue that the internal validity in this thesis is given.

3 Literature Review

This chapter aim is to give an overview on what is already present in the literature about the topics decision making and sustainable fashion. Hence, there is a separation between the theoretical background, which is more theory oriented whereas the review of articles is scanning what is already researched and known about the topic.

3.1 Theoretical Background

The following chapter serves as an overview chapter, which points out the relevant literature. First the term sustainability with regards to fashion is further explained followed by the triple bottom line and the terms slow- and fast fashion. Furthermore, the different consumer types are explained, including fashion changers and followers, fashion theories and an outlook on individualism and collectivism of societies is given. Afterwards, the decision making process, containing decisions, level of consumer making, intention behavior gap, the process itself and influencing factors on the process are shown and explained. Factors having an influence on this decision process are outlined. Then, this chapter explains the terms individualism and collectivism. Lastly, the chapter ends with the literature review, where articles with empirical studies are scanned.

3.1.1 Sustainable Fashion

Within this subchapter the term sustainable fashion is defined, the concept of the triple bottom line is outlined and differences between individualist and collectivist societies are explained.

3.1.1.1 Defining Sustainable Fashion

The most frequently used definition of sustainability is the one from the Brundtland report, which states that sustainability means to suit *“the needs of the present without compromising the ability of future generations to meet their own needs”* (Hariembrandtland, 1985). To expand this definition to a definition of sustainable fashion, the following is chosen.

“More sustainable fashion can be defined as clothing, shoes and accessories that are manufactured, marketed and used in the most sustainable manner possible, taking into account both environmental and socio-economic aspects. In practice, this implies continuous work to improve all stages of the product’s life cycle, from design, raw material production, manufacturing, transport, storage, marketing and final sale,

to use, reuse, repair, remake and recycling of the product and its components.” (Green Strategy, 2014).

3.1.1.2 Triple Bottom Line

A term that is mainly used in this context and which is connected to the fashion industry is the triple bottom line which is also called the 3 P's. Here, the three attributes that are considered, are the people, the planet and the profit. This means that a company is not supposed to measure its success only on the profit, but also on the impact it has on the planet and the people (Elkington, 2002). This is because the term sustainability is not only referring to minimize a problem, but also to maximize a positive impact on the world (Williams et al., 2008). This is why the triple bottom line is seen as an intermediary here (Savitz & Weber, 2006). Table 3 shows an example of a sustainable approach for the textile industry, which is an adopted concept by Strähle and Müller (2017) from Savitz and Weber (2006).

	Economic	Environmental	Social
Typical measures	Sales, Profit, ROI	Pollutants emitted	Health & Safety record
	Taxes paid	Carbon footprint	Community impacts
	Monetary flows	Recycling & Reuse	Human rights, Privacy
	Job created	Water & Energy use	Product responsibility
	Supplier relations	Product impacts	Employee relations

Table 3: Triple Bottom Line (author's creation based on Strähle & Müller, 2017, p.10)

For example, regarding a product's responsibilities as a social factor consumers often do not know the social impact and are disoriented. Taking the suppliers as an example, western companies have up to 500 suppliers as a first tier, whereas the second tier, the sub-suppliers have other numerous suppliers. In the end the consumer has no overview about the different parties involved, so a trust issue is likely to occur (Kogg, 2009).

Taking a look on the supply chain, difficulties can be identified in every step. In table 3, which is created by Strähle & Müller (2017), adopted from Gwilt (2014) the problems to each step are displayed. The production process of sustainable clothing consists of various steps and factors that are of concern, which are the following: materials, fabric and garment production, distribution and retail, use and the disposal. The *material step* includes the reduction of the waste of water that occurs when growing cotton as well as the used pesticides, genetic modifications, which are used for the growth of materials. Furthermore it includes fair conditions for farmers. The *fabric and garment production* includes the cautious use of water, energy and chemicals as well as all the resources which are wasted during the

production process. Additionally, working conditions in factories are of concern. The *distribution and retail step* includes the treatment of the suppliers, the energy that is used in this process, as well as the packaging and its resources and the waste of it. While *using the fabrics*, the use of water and energy are a high factor in relation to sustainability, especially the use of detergents during washing are of concern. The last step is the disposal, is the early litter process, as well as the amount of total disposal, which is ending in landfills is meant.

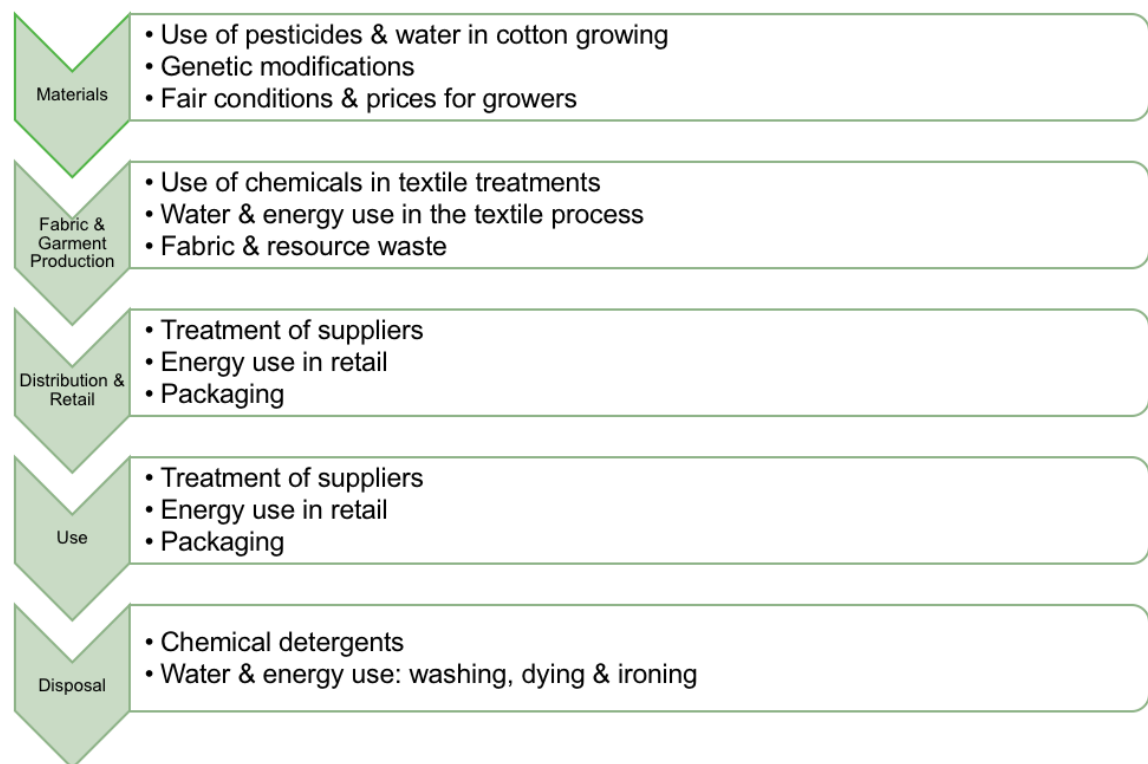


Figure 4: Main Issues in the Modern Fashion Industry (Strähle & Müller, 2017 p.8)

3.1.1.3 Fast Fashion vs Slow Fashion

The term fast fashion occurred first in the beginning of the 1990s and has since increasingly gathered more attention, alerting experts in the fashion industry and consumers alike (Rauturier, 2018). Fast fashion is described as an optimized business strategy in the fashion industry. Due to creating a supply chain that works as effectively as possible it allows businesses to produce and market fashion products in short periods of time, reacting to demands on short notice (Levy et al., 2012; Zarley Watson & Yan, 2013). Hence, fast fashion seems to be considered as mass-produced and standardized. Goods are designed to be cheap and fast produced. In order to achieve these goals costs have to be cut down as much as possible, often leading to the use of cheap materials and questionable working conditions (Fletcher, 2010).

Fast fashion has been criticized since its short periods and thus constantly new, often low-priced, product arrivals in stores create a consumers mindset that leads to repeating purchases of goods, ultimately leading to the creation of larger amounts of waste (Zarley Watson & Yan, 2013).

Slow fashion, on the other hand, is often considered to be the opposite to fast fashion (Pookulangara & Shephard, 2013), creating long-lasting products (Zarley Watson & Yan, 2013). However, the term does not necessarily describe a timeframe but rather describes concerns that come with the production and consumption of fast fashion goods (Kim, Choo & Yoon, 2013). Values such as protection of the environment, sustainability, anti-consumption and fair labor practices are the main focus of slow fashion manufacturers and consumers (Fletcher, 2010, Kim et al., 2013).

Although gaining traction in recent years, mostly as a response to the occurring trend of fast fashion, consumers intentions and actual behavior do not necessarily match. Even though many consumers state ethical concerns, their buying behavior does not reflect their intentions since fast fashion products are still largely purchased (Kim, Choo & Yoon, 2013).

3.1.2 Different Fashion Consumer Types

New collections are presented by the fashion industry and need to be spread to be accepted by the consumers. Fashion products, as most other products, follow a life cycle which starts at the introduction phase, followed by a social visibility phase in which a trend is getting picked up by opinion leaders, continues into being broadly socially acceptable towards market saturation and lastly a decline in a particular fashion trend (Sproles, 1974).

3.1.2.1 Fashion Changers and Fashion Followers

There are two kinds of consumers that are of high importance for the fashion industry, the fashion changers and the fashion followers (Workman & Kidd, 2000). The fashion change agents try fashion first and pass their experiences to their fellow people, which is why they are also called the fashion opinion leader (Sproles, 1974). Their involvement into fashion is high, because they are the ones that are keeping up with fashion and are willing to try out new trends, due to the fact that they have a high knowledge and expertise. Their behavioral patterns differ from these of fashion followers. Fashion followers are informing themselves about fashion first by observing the change agents and decide if they are approving or disapproving a new style (McFatter, 2005). As a result, circling back to the topic of sustainable fashion, fashion innovators need to pick up the idea of sustainable conscious clothing in order to make it acceptable for the broader masses.

3.1.2.2 Fashion Theories

In a scientific context various fashion theories are presented. As an example, the upper-class leadership theory is saying, that when a fashion cycle starts, the upper class is the one who is adopting it first, which will in turn be adopted by the next class. This process is going on until the upper class stops using that style and adopts a new trend, starting the cycle again (Sproles, 1974).

On the contrary the horizontal flow concept, or mass-market theory, is presented, which states that, due to mass production and marketing, fashion is simultaneously available in all price levels, which in turn argues that fashion trends spread evenly in all social classes (Sproles, 1974). Furthermore it is stating that every class has a leader, which is guiding and influential on the social class. The leader acts like a intermediary for the communication of the mass production. The sub cultural innovation is about the ability of a culture to spread new fashion and trends among other people (Summers, 1970; Reynolds & Darden, 1972). The Innovation Collective Theory is stating that people who are creative and who are innovators are seen as leaders within the fashion branche. This is because their style is seen as social acceptable (Sproles, 1979).

3.1.2.3 Individualism and Collectivism

Generally, societies that are predominantly defined by *collectivism* are described as consisting of people that are closely interdependent of their respective social groups (family, friends, nations). Hence, the maintenance of such relationships is from utmost priority. Decisions made are therefore mostly based on the overall in-group norms. In *individualistic* cultures people act mostly independent and autonomous. Decisions are mostly made to achieve personal benefits or goals and are based on personal attitudes. However, these implications can never be generalized and people from either individualistic or collectivistic cultures can show traits of both (Kim et al., 1994).

Regarding decision making these traits have some implications. Robertson and Fadil (1999) argue that people from collectivistic cultures are more likely to make decisions which benefit the greater good of a society, hence, are more likely to make ethically or sustainable conscious decisions in the context of benefitting the immediate relations that person holds. People from individualistic cultures in contrast show a correlation of the strive for personal benefit and unethical behavior. This implies that people, in order to achieve personal wealth, are more likely to behave unethical.

However, Husted and Allen (2008) note that people from individualistic cultures tend to be more consistent in the relationship of attitude and behavior, whereas people in collectivistic cultures show a greater discrepancy since personal attitudes do not affect the actual behavior as much.

These theories have some major implications on the proposed theory of planned behavior by Ajzen (1991). Since individualistic people are more consistent in the relation of intention and behavior it is expected that these will more likely act in a behavior that is according to their own personal beliefs and attitudes, hence, the gap between intention and behavior will more likely be smaller than in collectivistic cultures. Since collectivistic cultures act more on behalf of social norms personal attitudes and therefore personal desires / intentions not necessarily reflect actual behavior which in turn leads to a larger intention behavior gap.

3.1.3 Consumers Decision Making Process

In the following the decision making process is explained. First of all the term decision is defined, followed by the level of consumer decision making and lastly the consumer-decision making process. Various authors offer different interpretations of the decision making process, which mostly differs in the author's attention to detail. The general structure of the various decision making process models show overall similarities across authors. Hence, since a decision towards one model has to be done, it is decided to use the process which is presented by Schiffman, Kanuk and Hansen (2012), followed by factors which are influential on this process.

3.1.3.1 Decisions

On a daily basis decisions are made for different aspects. Usually those decisions are made without thinking about what is involved in the decision making process. Generally speaking it can be said that a decision is a selection of different options and alternatives one can choose from, as e.g. for doing a purchase or not, or choosing between different brands. Sometimes, the consumer is forced to make a particular decision because there are no alternatives. This can be the case for e.g. medication (Schiffman, Kanuk & Hansen, 2012).

3.1.3.2 Levels of Consumer Decision Making

Due to the fact that different consequences and outcomes, which are attributed to the decision making process, exist, different levels of consumer decisions are observed. This also means that there is a different importance in the outcome of the process (e.g. the importance of the purchase), which also concludes that the information scan is different for different decisions. Generally speaking, there are three categories of decisions: the

extensive problem-solving, the *limited problem solving* and the *routinised response behavior*. Talking about the *extensive problem-solving* category, one can say that in this stage the consumer is in need of a lot of information about a product in order to come to a decision. This is usually the case when there is a purchase of an expensive product or a purchase of a product which is of high importance and/or cost, as e.g. cars (Schiffman, Kanuk & Hansen, 2012).

In the category *limited problem-solving* consumers most likely already have knowledge about a company or a product and only need to fine tune their knowledge by additional research. This is usually the case, when there is an update purchase of a product. Lastly, the *routinised response behavior* includes consumers who most likely purchase the same products and do not need additional knowledge about it. It can be compared with a routine purchase (Schiffman, Kanuk & Hansen, 2012).

3.1.3.3 Decision Making Process

In figure 5 a basic model of a decision making process is drawn according to Schiffman, Kanuk and Hansen (2012).

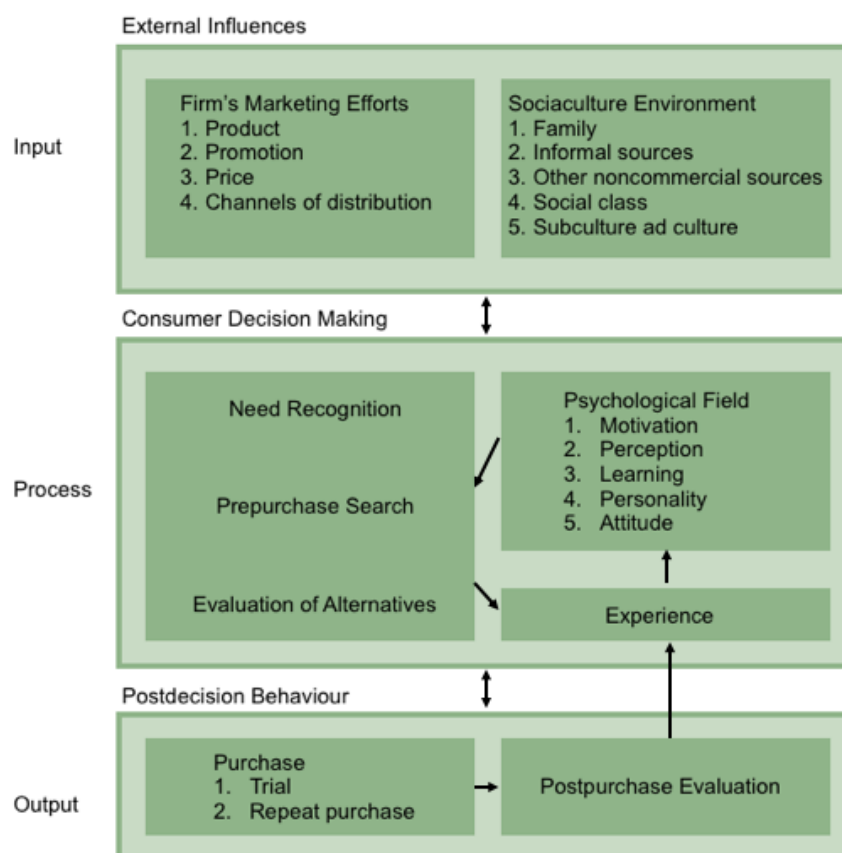


Figure 5: Model of Consumer Decision Making (Schiffman, Kanuk & Hansen, 2012, p.69)

The model consists of three phases: the input, the process and the output phase. The intention behind this division is to reflect each factor of importance while making a decision. It takes into account external as well as internal and psychological factors which affect a person's decision making.

Starting with the input, which is influenced by external factors and serves as an information source. This source gives knowledge about certain products as well as influencing the consumers values, attitudes and behavior toward a product. This first item is separated into *marketing inputs* and *socio cultural* inputs. The *marketing inputs* are what a company is offering the consumer as its marketing mix. Those activities are done to reach as well as to inform the consumer about the offers of a company in order to cause a purchase behavior. The *sociocultural inputs* are the inputs which come from a non-commercial source. This source can have a huge impact on the consumer and is considered as an unwritten code of conduct from where a certain behavior is considered as right or wrong. It has an impact on how a consumer is evaluating and adopting or rejecting a product (Schiffman, Kanuk & Hansen, 2012).

In the second part of the decision making process, the focus is on how consumers are making decisions, rather than on external influence factors. Here, on the contrary to the first field, internal influences, such as motivation, perception, learning, personality and attitudes are represented by the psychological field. These factors are having an affecting influence on the decision making process of what a consumer wants or needs as well as about the information-gathering and the evaluation of alternatives. These are, divided into three steps: the recognition of need, the pre-purchase search as well as the evaluation of alternatives (Schiffman, Kanuk & Hansen, 2012). To explain those terms a little bit further, one can say that the *need recognition* is most likely occurring when there is a recognition of a "problem". This means that the consumer recognizes the need for a product in a certain way as e.g. a sustainable pair of jeans, which is still fashionable and hip (Schiffman, Kanuk & Hansen, 2012; Eades et al., 2010; Solomon et al., 2010). The *pre-purchase search* is starting when the consumer recognizes that a certain need can be satisfied by the consumption or the purchase of a certain product or service. While making the pre-search, previous decisions can help to unsheathe reasonable arguments for or against a product or service. When there has been no purchase in this area before, the consumer is constrained to find the information elsewhere. Usually the inner psychological search is done before the external search. It is believed that a consumer is more likely to search in its memory first, relying on past experiences. The greater they are the less likely it is that a consumer is searching for more information from external sources. Generally, most decisions are based on previous decisions as well as marketing efforts and non-commercial information, which

are external sources of information sourcing. To expand this, as mentioned above, one can speak about high and low risk situations. When a low risk situation is occurring the consumer is more likely not to research about it, which is the opposite in a high risk situation. Lastly, the *evaluation of alternatives* between which a consumer can choose is shown. This alternative evaluation is also heavily influenced by past experiences (Schiffman, Kanuk & Hansen, 2012; Solomon et al., 2010).

Lastly, there is the *output* item about the *post-decision behavior*. One of the attributes in this column is the *purchase behavior*. Three types which are important at this stage. First of all the *trial*, which means that if e.g. a consumer is purchasing a certain product for the first time, one is most likely tending to purchase less in order to try the product first. Furthermore the *repeated purchase* includes purchases that have been done before and are repeated, often out of loyalty, where the consumer is purchasing the product of a brand several times. Lastly, there is the long-term commitment, in which a consumer is committing oneself to a certain brand (Schiffman, Kanuk & Hansen, 2012). Most likely, during the trial phase, a consumer is making a post-purchase evaluation in which different outcomes can occur. First of all, the product is achieving ones purchase expectations, which leads to neutral feelings for the consumer. Secondly, a satisfaction is achieved by which a performance of a company excelled the expectations. Lastly, there is also chance that a company is not matching the expectations by which negative feelings toward a brand can be established (Schiffman, Kanuk & Hansen, 2012; Eades et al., 2010).

Conventional marketing has largely focused most of its powers on the actual purchasing phase, since this is where the transaction takes place and ownership of a product switches over to the consumer. However, from a social and ecological context, other steps in the decision making process are of importance as well. Increasing concern for the environment and social issues influence attitudes of buyers and, hence, affect behavior within each stage (Belz & Peattie, 2011). Consequently, it is of huge importance for marketers to understand consumer needs throughout the consumption and decision making process in order to develop a strategy that effectively targets these raised needs (Belz & Peattie, 2011).

This decision making model is chosen as a represented decision making model. There are different factors which may have an influence on the decision making, which are not drawn in this example. This model is to be considered in the following chapters of the paper when talking about the decision making process, whereas only the process part is viewed at closer.

3.1.3.4 Influencing Factors of the Decision Making

As mentioned above there are different factors, which have an influence on the decision making process. The question regarding this paper is however, if they can also be applied to the purchase of sustainable fashion. It is to say that the following named factors potentially influence each other. But for the purpose of this paper they are looked at individually. Likewise, in the title of this research it is mentioned that psychological factors are analyzed. These are factors which are important for the psychology of an individual (Schiffman, Kanuk & Hansen, 2012).

One factor is the *self-image*. Seeing individuals as consumers it is likely to think of people with multiple selves (Markus & Nurius, 1986). This is because it is very likely that a person acts differently in different environments. In general, there are different self images of an individual, which include the *actual self image* on how the individuals is seeing themselves or the *ideal self image* which is an indication on how the individual wants to see itself. Likewise, two social images are explained. The *social image* describes how the individual thinks that other people see them and the *social self image* which describes how individuals want others to see them. These self images influence the individual and thereby result in different purchasing behaviors. It is observed that an individual is often taking on different roles in different situations (Schiffman, Kanuk & Hansen, 2012). Furthermore, scholars state that an individual is selecting between products which are suiting themselves and their own picture within the image and personality of themselves (Sirgy, 1992; Claiborne & Sirgy, 1990). It can be said that people choose products which are helping them to define the person they want to be. Likewise, research shows that brands towards which an individual has a particular connection are seen as brands which are representing themselves and their believes (Fournier, 1998; Dodson, 1996).

Furthermore the *price* is defined as being an important factor. In the context of consumer perception it is most likely the perceived price which is of importance. The price is named as being influential on the intention one has to purchase a product or service and on the satisfaction of this purchase. The term price is often connected to a reference price, whereas the consumer is using a price as a basis in order to compare or judge (Bolton, Warlop & Alba, 2003). Also, some literature is dividing the price into two types. The acquisition utility and the transaction utility. The acquisition utility is describing the economic gain or loss one perceives when purchasing. Similarly, the transaction utility is referring to the pleasure or displeasure one experiences with financial aspect when it comes to purchase a product or service (Grewal et al., 1998). To further explain this term, it can be connected to the prospect theory which is sometimes also called the s-shape theory. The overall assumption is that an individual is evaluating its purchases as either a gain or a loss. There are two different ways in evaluating the purchase. Either it is by the subjective value of gains or losses, in which the first purchase of a certain product developed a happiness,

whereas the second purchase is not maintaining the same level of happiness, it is a little bit less. The second part of the theory outlines how consumers deal with losses. These are more tremendous for a person than the gain. An example here is that a consumer is happier about a discount than about a price which is the same but not shown with a discount (Eades et al., 2010).

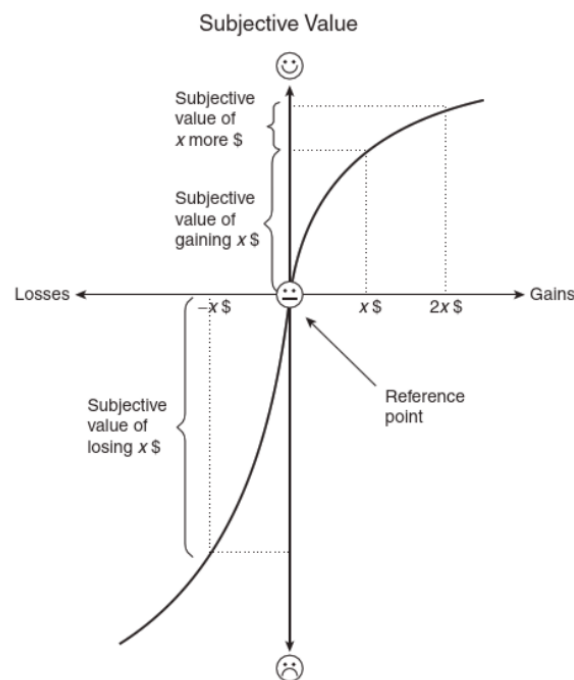


Figure 6: Prospect Theory (Eades et al., 2010, p.225)

Just as with the price, researchers distinguish *quality* from a consumers perspective as perceived quality. The individual is most likely judging the product or service on an association they have towards this product or service. These are based on information cues which is either intrinsic or extrinsic. Intrinsic cues are physical characteristics, just as size, color or taste. This is also the preferred option of an individual because this makes them feel like they do their decision on a rational basis. The more likely, however, is the extrinsic way, because the differentiation of what is behind the product is judgmental and can not be proven by the individual, e.g. country of origin. If, for example, a label says a product is made in Germany, consumers presume that the product must be of good quality (Schiffman, Kanuk & Hansen, 2012).

Another influencing factor is the *level of involvement*. Here the difference is, if the consumer has a high or low involvement towards a product. This means that the personal relevance toward a product is distinguished by the level of involvement. Within this, a high-involvement product is a product which is important to the consumer. On the other hand low involvement products are the ones, where the importance of the product or service and the information need is not very high as well as the risk that comes with the product, as for example a chocolate bar compared to a car. Other than categorizing the products, the

consumer can also be categorized. Here, a consumer who is highly involved, is accepting fewer brands, because they are narrow categorizers. On the other hand, the uninvolved consumer, also called brand categorizer is more likely to receive a wider spectrum of e.g. advertisement in regards to their purchase and also have a higher consideration of those (Schiffman, Kanuk & Hansen, 2012).

Another influential factor is the *attitude* which can be formed from having no attitude towards having an attitude. This shift is a result of a learning process which is influenced by factors as family, friends or media by experiencing a product or service and then evaluating it (Bagozzi, Baumgartner & Yi, 1991; Schiffman, Kanuk & Hansen, 2012). Additionally, the personality of an individual has a crucial role in the attitude forming process. This is due to the fact that individuals are reacting differently towards input that is given by the environment. Most of this is also applying on the attitude change which is further explained later (Schiffman, Kanuk & Hansen, 2012).

Additionally the *culture* is considered as being an influential factor. It is defined in many different ways and is influenced by the society and different influencing factors just as religion, laws, language etc. In the connection to consumer behavior culture is a way to suit into the society one is living in while having beliefs which are learned as well as having values (Schiffman, Kanuk & Hansen, 2012). Whereas the social norm describes the acting instruction towards a certain social behavior which is differentiating as the culture depending on society. They are always in connection to the social change and the behavior (Ajzen, 1991).

Values are defined as beliefs which are evaluated by an individual in order to define the criteria needed to judge. Here the needs are transformed into values out of cognitive representations (Rokeach, 1973). Those values are in charge of the direction an individual is aiming for as well as to regulate one's manner. However, according to Rokeach (1973), it seems like the amount of values an individual has are not too many. Individuals are sharing the same values, but to a different degree. An individual's values can be connected to culture and the society one is interacting in.

Furthermore *shop images*, are shown to be influencing the perception of the quality. These are influences, from the design to the price category of the store. E.g. a consumer who wants to purchase a dress and who is going to a shop which is perceived luxury or higher situated as a fast fashion chain, one thinks that the quality of the product is also higher and the other way around. On the other hand if a consumer is perceiving one brand as a lower priced/quality brand and this shop is carrying higher priced segments, this store will most likely be perceiving an improvement of that shop image (Schiffman, Kanuk & Hansen, 2012).

It is a fact that a lot of the people feel the need to be *unique*. A lot of times uniqueness is judged by other people and studies which show that more people would love to act more unique than others but are afraid to do so, because of potential judgment

(Nowlis & Simonson, 2000). This is why individuals are trying to be the same as others because this is not causing a dispute and therefore is emotionally more satisfying for the individual than other things (Workman & Kidd, 2000). The theory of uniqueness by Snyder & Fromkin (1980) is also stating that there is a difference in the need of uniqueness and that the reactions of an individual is also depending on this need. When it comes to fashion it is most likely about reflecting oneself as unique. However, the individuals can be divided in different fashion consumer groups as mentioned above: fashion opinion leader, fashion innovators, innovative communicators and the fashion followers. Their need of uniqueness may vary due to their different level of involvement (Snyder & Fromkin, 1980).

Trust is another factor which is having an influence on consumers decision making process. Statements that can have different meanings as well as statements that are contradictory are often made by fashion companies. This confuses the consumer especially about the environmental impacts of the purchase which is leading to a distrust of the consumers (Young et al., 2010). If trust is not given or absent potential consumers are prevented from purchasing sustainable or pro-environmental products (Blake, 1999; Joy et al., 2012; Niinimäki, 2010). When it comes to logos and labelling, the terms “organic” and/or “better cotton” are used repeatedly. Consumers are often not educated enough about what these words mean. Furthermore, the absence of standard due to the lack of transparency regarding information can also lead to uncertainty and a lack of trust within this field (Vermeir & Verbeke, 2006). This is leading to the fact that only a few consumers totally trust the labelling as well as the product information (Hobson, 2004).

Other than trust, *knowledge and availability of information* are also factors which according to some authors are of importance and influential. An increased knowledge of sustainability problems of the fashion industry can in turn lead to a changed behavior. This does not necessarily mean that a positive outcome is contributed. Moreover, it is stated that consumers face difficulties in understanding due to a lack of communication from retailers (Muthu, 2016).

3.1.3.5 Intention Behavior Gap

Even though consumers express concerns for environmental or social issues, the actual behavior, the willingness to act accordingly, often does not match the raised issue, leading to an inconsistency between expressed concerns and actual behavior (Belz & Peattie, 2011).

In 1975 Ajzen and Fishbein introduced the *theory of reasoned action* which focuses on the relationship between behavior and intentions (Ajzen & Fishbein, 1975). The general belief of Ajzen and Fishbein’s theory is that if there are positive intentions, these lead to an according behavior. Social norms that affect the person in charge of making a decision have a significant effect on and how a resulting action is undertaken. However, due to certain

limitations this theory got further extended and improved by Ajzen (1991) with the *theory of planned behavior* which eradicated some of these limitations of the theory of reasoned actions. The theory of planned behavior adds predictability of a certain behavior to this general belief (Ajzen, 1991; Orbell, 1996). Therefore attributes which have an impact on the intention are the *attitude towards the behavior*, *subjective norms* as well as *perceived behavioral control*. The *attitude towards certain behavior*, which is an evaluation of the behavior, no matter if it is positive or negative, directly influences a person's intention on pursuing the behavior. The next attribute, the *subjective norm*, is the individual's perception of certain behaviors which is, in turn, influenced by people in that person's surroundings, such as family and friends. The last attribute is the *perceived behavior control* which influences not only the intention but also indirectly affects the behavior. It defines the degree to which it is difficult to perform a certain behavior. If a person has favorable attitudes and norms towards a certain behavior, thus positively influencing the behavioral intention, but lacks control or resources over actually performing the behavior, the actual behavior will be low and even not undertaken (Ajzen, 1991; Ajzen, Madden & Ellen, 1992).

Several other authors engaged themselves into the aforementioned theories. Perugini and Bagozzi (2001) expanded the theory of planned behavior while introducing two other attributes which are having an influence on the intentions: *desire* and *emotions*. In the proposed model *anticipated emotions* (positive and negative) are added to include more emotionally driven decision making which extends the model based on a person's emotional goals when acting in a certain behavior. Furthermore *desire* is introduced as a mediator between the influencing factors (attitude, emotions, subjective norms and perceived behavioral control) (Perugini & Bagozzi, 2001).

Another pioneer when it comes to this topic is Sheeran. This author has conducted several meta-analysis towards this topic in which he states that there is a strong correlation between intentions and behavior (Sheeran, 2002). However, this does not necessarily mean that in every situation one's intentions lead to an according behavior (Sheeran & Webb, 2016). Sheeran also explains, that an intention behavior gap can be caused if certain intentions are not followed by a behavior or the other way around, where a certain behavior is done without an intention behind it (Sheeran, 2002). However, it can be said that the individual is performing a behavior out of a habit or because a certain situation caused a trigger. It is researched that while reaching long term goals it is necessary to develop intentions (Barth, 2006; Sheeran & Webb, 2016). The reason for this is that every intention has a link to a specific goal. This is also why the goal dimension is a factor which is important because it is building up the base for intentions, if the goal formulation is very specific (Sheeran & Webb, 2016).

As Belz & Peattie (2011) describe, the intention behavior gap can occur even for consumers that otherwise act according to their sustainability attitudes and concerns. Sometimes these consumers make small exceptions for certain behaviors, such as flying,

and “*effectively negate the sustainability benefits of their other behaviours*” (Belz & Peattie, 2011, p. 78). These type of consumers are called *Exceptors*.

3.2 Article Review

Following the theoretical background of this master thesis an article review is added. First an overview of the identified articles is given which shows some additional information about the origin of the reviewed articles. Furthermore, various definitions that are used by the authors of central phrases such as “sustainability”, “fast fashion” and “slow fashion” are presented. Lastly, the findings and a conclusion of central research aspects of the reviewed articles are explained in further detail.

In all of the 41 articles reviewed a total of 84 different authors are involved. Several of these authors are engaged in multiple studies, most notably Niinimäki with an involvement in three articles, of which only one article lists additional authors.

The reviewed articles originate from twelve different countries, which show some kind of diversity in the overall sample of studies. However, all of the studies originate from either Asia, North America, Australia or Western Europe. The most prominently represented country of origin is the USA with 18 articles, followed by South Korea with six articles and Hong Kong with four articles. Further countries from which multiple studies originate are the UK (3), Finland (3), however, it has to be mentioned that Niinimäki is involved in all of these articles), Australia (3), Spain (2), Monaco (2) and Italy (2). A number of countries only account for a single article reviewed: Greece, Germany and Canada.

The methods used for data collection include all the main methods available to researchers. Some of the studies have used more than one single technique and conducted various experiments with different data collection methods. The most preferred practice however is a survey, including online and pen and paper questionnaires, with a use of 27 times. This method seems to be, based on the conducted review, the most effective way of gathering a large number of participants. Furthermore, seven studies conducted in-depth personal interviews with participants and six studies use focus groups to collect data. Three of the reviewed articles are literature reviews itself. Additionally, two studies use secondary data, both of which use entries in online forums, for the analysis. None of the reviewed studies use existing brands but rather focussed on sustainable fashion in general. Only few researched a more specific field of goods such as luxury fashion, denim jeans or specific materials such as artificial leather, and sportswear.

Most studies, when approaching participants for data collection, focus on a randomized sample of consumers. Eight studies chose a more direct and targeted path and approached shoppers directly in shopping malls or eco (fashion) stores, whereas six studies solely chose a sample of students. Three studies gathered data through interviews with

experts from the fashion industry which come from various parts of the supply chain – from reseller, to designers and factory owners.

Generally, most studies show a slight focus on female consumers, arguing that females are more invested in fashion purchases, especially green fashion. Hence, these circumstances indicate that a slight bias of the results is present. Findings therefore might not represent the population as a whole.

3.2.1 Definitions of Concepts

A major problem of this review is the inconsistency of definitions of sustainability. Depending on the researcher the definitions differ widely. Furthermore, some articles do not even define the term sustainability at all. Often, depending on the goal of the study, other relatable terms, such as fast or slow fashion are used and explored, without necessarily defining sustainability. Furthermore, some terms are used interchangeably without further distinguishing the differences. Most studies use broad descriptions and keep definitions open to imagination, only mentioning social and environmental factors as problematic areas – a full definition is often up to the participants.

Hence, in this study a small overview of some definitions of sustainability (especially sustainable fashion), as well as fast fashion (the main driver for a more eco-conscious approach to fashion and therefore a main problem discussed in most studies) and green fashion, used by a number of the reviewed authors, is given:

Definitions of sustainability:

Author	Definition	Main problem areas	Definition based on
Shen et al. (2012)	sustainable consciousness should go with both environmental and social sides.	Environment, working conditions	United Nations Agenda 21 in 2002 (United Nations 1992)
Kang, Liu & Kim (2013), p.443; Kang & Kim (2013), p.267	“the term environmentally sustainable textiles and apparel (ESTA) refers to items produced and consumed through processes in which resources are not depleted or permanently damaged.” “The processes for producing ESAPs rely on sustainable raw materials, reduce the use of and emissions from chemicals and fossil fuels, and limit waste and water usage”	Waste, water use, chemical use and fossil fuels	Walter (2009)
Maniatis (2016), p.1	“sustainable manufacturing and supply chain management, which involves environment friendly, planet friendly, and people friendly standards, technologies and practices (Palevich, 2012). The concept of green is extended to almost every process step of procuring raw materials, producing, storing, packaging, shipping, and distribution”	Environment, people (working conditions); raw materials, every step of the supply chain	Palevich (2011)
Harris, Roby & Dibb (2016), p.1	“Sustainable clothing has been described as ‘clothing which incorporates one or more aspects of social and environmental sustainability, such as Fair Trade manufacturing or fabric containing organically-grown raw material”	Social and environmental impact, manufacturing conditions, raw material	Goworek et al. (2012)
Hill & Lee (2012), p. 477	“social, environmental, and economic concerns with the goal of preservation”	Very broad, definition: social, environmental and economic	World Commission on Environment and Development (WCED) (1987)

Table 4: Definitions of Sustainability (author's creation)

Definitions of fast fashion:

Author	Definition	Main problem areas	Definition based on
Clark (2008), p.428	“Technology has facilitated “just in time” manufacturing and has enabled faster retail turnover. Styles, and more-over clothes themselves are being produced with shorter lifespans than ever before. Cheap fabrics, low salaries, and worker exploitation continue to be both the products and also the casualties of the fashion industry.”	Low quality, working conditions	Clark (2008)
Kim, Choo, & Yoon (2013), p.244	“fast fashion products are generally only durable enough to last one or two seasons; the short lives of these products means that they end up as waste, which is harmful to the environment.”	Low quality, durability, creation of waste	Kim, Choo & Yoon N. (2013)

Zarley Watson & Yan (2013), p.141	"Fast fashion is most commonly referenced as a business strategy that creates an efficient supply chain in order to produce fashionable merchandise rapidly while quickly responding to consumer demand"	Quick adoption of consumer demands	Levy & Weitz A. (2012)
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Table 5: Definitions of Fast Fashion (author's creation)

Definitions of green fashion:

Author	Definition	Main criteria	Definition based on
Niinimäki (2009), p. 125	"Eco-design includes product life-cycle thinking. In designing for the environment the designer must consider not only aesthetical, trend and fashion issues, but also the production process, logistics, the use and maintenance of textile items and finally the recycling or disposal of the product."	production, logistics, use, maintenance, recycling, disposal	Charter & Tischner, (2008)
Joergens (2006), p. 361	"Ethical fashion is not only hard to define, as there is no one industry standard. Moreover, it often has common characteristics with other movements such as fair trade and ecology or green fashion. [...] The principle is to source garments ethically while providing good working standards and conditions to workers and to provide a sustainable business model in the clothes' country of origin. Furthermore, organic material is used to minimally impact the environment"	Working conditions, use of organic material, minimal impact on environment	Mirza (2004)
Lee et al. (2012), p.70	"a green product as a product devised to minimize environmental damage throughout its lifecycle."	Environmental impact	Albino, Balice & Dangelico (2009)
Kim & Hall (2015), p. 32	Fashion brands can be considered "green" based on the intrinsic characteristics of the apparel product, the process by which the product is made, and/or their environmental contributory business practices	production, environmental impact	Dickson et al. (2009)

Table 6: Definitions of Green Fashion (author's creation)

3.2.2 Findings of the Reviewed Studies

Harris, Roby and Dibb (2016) examine some of the challenges that consumers face, preventing them from buying sustainable clothing which need to be addressed by influential factors. As a result the authors state that consumers likely downplay their own consumption behavior, perceiving their own behavior not as harmful as it might be. Second, purchasing behavior is highly influenced by personal considerations as well as economic factors. This implies that consumers are more likely to evaluate the benefit of a product based on the effect it has on the personal life of a consumer rather than the effect it has on a larger scale, such as the environment. Furthermore, since behavior is driven by economic factors rather

than ecological, the price of a clothing product is still regarded as more relevant while purchasing.

Phau and Ong (2007) focus their study mostly on how consumers react to promotional messages and advertising environmental claims. More specifically, the study intends to find the factors that affect consumers attitudes towards these messages the most. Findings suggest that a consumer's attitude is a good predictor of a purchasing decision, hence, a positive attitude increases the probability of a purchase. Furthermore, if a brand is considered green, consumers are more likely to trust promotional messages advertising environmental claims.

In addition to these findings Yan, Hyllegard and Blaesi (2012) find that more explicit and direct messages in advertisements have a better effect on the attitude that consumers form towards a brand, since these more explicit messages shape a better understanding of the problem and resulting solution a brand offers. Implicit messages, such as including generic words like "eco" into a brand however, do not increase attitude since consumers seem to be more skeptical towards the use of such words.

In addition to these findings Lee et al. (2012) find out that promotional messages from brands have a positive influence on the consumers green behavior, suggesting that a company with green retailing activities can directly influence a consumer's green behavior and guide the consumer towards a more sustainable behavior (Lee, 2012; Kim & Hall, 2015). However, Peirson-Smith and Evans (2017) additionally note that consumers are largely confused with the variety of words that are interchangeably used by companies in advertising.

Chan and Wong (2012) suggest that fashion companies shall not only focus on producing a environmentally friendly product but also need to increase store-related attributes, such as the consumers service, store design, ethical practices and convenience influence since these have a higher impact on the buying decision in store than only product features.

Even though acknowledging the increasing efforts and sustainable behavior Harris, Roby & Dibb (2016) argue that it is not enough to target consumers at a personal level but a change needs to happen in larger areas such as the social and cultural context of consumers lives. Hence, especially policymakers are needed in order to reach a widespread change.

Two studies investigated why consumers tend to prefer slow fashion over fast fashion and which factors make them avoid fast fashion retailers. The reasons mostly include the perceived lack of quality and performance of fast fashion products. Slow fashion is rather seen as an investment in a durable, long-lasting wardrobe (Kim, Choo & Yoon, 2013; Zarley Watson & Yan, 2013).

Shen et al. (2012) choose to examine the relationship of ethical fashion and the resulting consumer purchase behavior, with a special focus on the beliefs and knowledge of

ethical fashion. Their findings show that a consumers belief of the environmental sustainability of a given company influences the support of the concerned company. However, it is noted that education is an important indicator of a consumers perception of the modern throwaway culture and awareness of ethical issues. It is therefore recommended to educate consumers and be increasingly transparent.

Lundblad and Davies (2016) focus on the values and motivation that drive a consumer when purchasing ecological fashion. Most importantly a consumer's intention to buy sustainable clothing is to reduce waste and support the environment. However, various other factors are considered important while buying eco fashion, such as comfort, individuality and design. Further, quality, durability and wearability, since products are not manufactured to follow a certain trend and use rather timeless cuts and designs, are perceived better than fast fashion competitors.

Kang, Liu and Kim (2013) focus their study on the attitudes and perceptions as well as intentions towards environmental sustainable clothing. Several key findings came up during the course of this study: increased knowledge of ecological issues helps overcome social norms regarding sustainable textiles. If consumers feel as if their behavior has a positive influence on the environment the attitude towards sustainable consumption increases. These results show that increasing knowledge and the perceived impact encourages more sustainable behavior. These findings have been confirmed by various other scholars. Awareness of the ecological impact of fashion is growing and consumers are increasingly behaving in an ethical manner (Pookulangara & Shephard, 2013). Similarly, Park, Oh and Na (2013) argue that increasing environmental consciousness predominantly influences the attitude consumers form towards environmentally-friendly products, a finding that is also shared by other scholars such as Maniatis (2016) and Kozar and Hiller Connell (2013).

In addition to this the study conducted by Hill and Lee (2012) suggests that consumers have a general understanding that steps towards sustainability need to be taken but lack clear knowledge of the principle of sustainability. The scholars therefore suggest that education via marketing campaigns might increase the understanding of the problem. A concept that was already encouraged by Kim and Damhorst (1998) in the 90's. The scholars argue that education of environmental benefits is a key aspect, since environmental benefits potentially motivate consumers to choose green alternatives over high-street fashion. An increased knowledge and therefore concern about issues in relation to the fashion industry, as well as perceived effectiveness of undertaken measures are related to increasing support for sustainable companies and products (Dickson, 2000).

In contrast to the findings regarding knowledge stand the findings of Joergens (2006). In this study it is found that consumers, despite having knowledge about the working conditions in factories, do not try to behave more sustainable since consumers feel they do not have a choice when it comes to choose fashion products. Also, it is found that

participants feel they are not in a position where western norms can be applied to the culture of developing, mostly Asian countries. Issues that directly affect the person itself, such as chemicals in clothing, are regarded as more important. This behavior shows a very self-centered worldview which neglects people in other parts of the world that are part of the supply-chain and confirm some aspects of individualistic societies which are discussed before.

In the context of consumer knowledge Cervellon and Wernerfelt (2012) investigate how the focus of discussions of green fashion has shifted over time. Coming from a concern for only "green" issues, such as energy consumption, waste, pollution and animal cruelty, shifting towards a more broad sense of the topic of fashion, such as design, fabrics and consumption issues. These concerns imply that ecological fashion companies should shift their focus from being sustainable to primarily being a fashion company. The shift in perception shows that *"consumers are interested in understanding how fashion can be more sustainable rather than how sustainable clothing can be more fashion"* (Cervellon & Wernerfelt, 2012, p.188).

Similarly, Kang and Kim (2013) investigated the risks consumers face when considering sustainable fashion purchases. The researchers show that mostly financial risks, due to the higher price of green fashion at the point of purchase as well as for maintenance while using, and a psychological risk, concerning the self-image, shaped the attitude towards purchasing such products the most. Especially the financial risk is named a major factor while purchasing sustainable clothing, hence, higher prices make consumers more reluctant about potentially buying organic apparel (Pookulangara & Shephard, 2013; Han & Chung, 2014). Additionally, the performance risk, i.e. a products function or potential lack thereof, has a negative impact on purchasing behavior (Han & Chung, 2014).

Valor (2007) argues that, regarding sustainable clothing, not every issue relates to the problems are regarded as equally important to consumers.

Austgulen (2015) studies consumers from five different countries, Germany, England, France, Norway and Sweden. Findings suggest that about one thirds of participants consider themselves as politically conscious consumers regarding textiles. However, there are significant differences within the countries. Norway and England report the lowest involvement in political consumption. It is found that sustainable behavior correlates with a person's own perception of responsibility and availability. Hence, these findings suggest that *"economic conditions, political institutions, civic traditions, consumers' assessment of responsibility, and specific aspects of a political consumer infrastructure are important factors influencing political consumption"* (Austgulen, 2015, p.457). However, other findings oppose these of similar studies: Austgulen (2015) mentions that education is not found to be a significant factor affecting consumerism.

D'Souza et al. (2015) approach their study differently and focus solely on male purchase intentions. It is found that factors such as product quality are not of increased

importance for the test subjects. However, results show that men are conscious about environmental concerns and accept higher prices for eco-friendly products, whereas the image of a brand does not affect purchasing behavior.

Jegethesan, Sneddon and Soutar (2012) are some of the few researchers that not only investigate the purchase intention of green fashion but also look at factors that are of influence during the actual process of buying, in this case for denim jeans. The study shows that ethical attributes as well as the country of origin is ranked last during considerations. First and foremost style is important to participants, followed by price and brand. These findings have some suggestions for ethical brands and indicate that marketing shall not solely focus on ethical attributes but also need to consider style as well as the price when advertising.

Hiller Connell (2011) goes into further detail about the process of buying and which considerations participants do while purchasing, understanding the behavior as a whole and not only certain aspects. First it is found that eco conscious consumers tend to set personal limits of quantities that are going to be bought, secondly, purchased products are required to offer certain ecological aspects that are of importance for the consumers, often the used materials are of interest. Lastly, the source of a product is regarded as important. Second hand stores, locally owned shops and conscious companies are preferred.

Gam (2011) explores various factors which directly influence purchase intention. First, being well-dressed seems to be the most important concern regarding ecological friendly fashion. Furthermore, environmental concerns need to be considered by the consumer too in order to increase a positive attitude towards environmentally friendly clothing. Consumers that show higher interests in being well-dressed seem to show a higher intention of buying eco-fashion. Buying green fashion is therefore a mix of the need for self-expression and environmental concerns. However, the study notes that, although these factors show importance while buying eco-fashion, price still plays a crucial role during the buying process. If a product is considered as too expensive, no matter if other factors seem to encourage purchasing behavior, it is not bought. In a similar manner Laroche, Bergeron and Barbaro-Forleo (2001) note that consumers who are willing to pay a premium price for sustainable fashion do not perceive environmental conscious behavior to be inconvenient and believe it is important to behave sustainable, whereas respondents unwilling to pay a premium price are found to perceive it differently. These results show, as mentioned before, that ecological behavior – the willingness as well as the ability – are often strongly influenced by the financial conditions a consumer is facing.

Nam, Dong and Lee (2017) confirm elements discussed in the theory of planned behavior which have significant influence on the attitude and, consequently, on buying behavior towards green sportswear, which are defined as expectation, perception and subjective norm. Furthermore, findings show that significant differences between green product users and non-green product users are shown. Whereas non-green product users

are mostly concerned with the high prices of ecological friendly products, green product users seem to care more about available information about a product, hence, a lack thereof is the main reason for green users not to purchase a product.

Niinimäki, in both studies (2009; 2010), argues that consumers ethical commitment and values are the main drivers for sustainable behavior, which is also affirmed by Kim and Hall (2015). Niinimäki notes that, regardless of values and commitment, quality and aesthetics are highly influential in purchasing decisions, since clothes are means of self-expression. He also notes that, due to low prices, consumers are still largely drawn to cheaper, fashionable products and behave unsustainable which is in contrast with their beliefs (Niinimäki, 2009; Niinimäki, 2010).

Rahman and Gong (2016) and Clark (2008) show that consumers are increasingly interested in being involved in the process of producing textile products. Designers are urged to consider creating products that actually fit consumer needs and create affordable eco-clothing. Additionally, the process of involving consumers increases the willingness to pay higher prices (Rahman & Gong, 2016). Furthermore, Clark (2008) identifies working conditions to be a factor that significantly increased in consumers considerations.

Lastly, Armstrong, Niinimäki, Kujala, Karell and Lang (2015), while exploring the possibilities of alternative distribution methods such as rental, mention several concerns consumers have with such systems. Most often the potential recurring price of such systems is named, alongside hygiene and product abuse, thus, such systems seem to be challenging to adopt in the fashion industry. These results show that, in the overall supply chain, the distribution of clothing (excluding second hand shops) with new methods to the consumer seems to be the most challenging to change and focus shall therefore be on the production and material aspects of the process.

In summary, many researchers, although some exceptions occurred, found that two main factors play a crucial role in the process of purchasing sustainable fashion and influence behavior the most: **knowledge** (Kim & Damhorst, 1998; Dickson, 2000; Cervellon & Wernerfelt, 2012; Shen et al., 2012; Kang, Liu & Kim, 2013; Kozar & Hiller Connell, 2013; Park, Oh & Na, 2013; Pookulangara & Shephard, 2013; Maniatis, 2016) **price** (Laroche, Bergeron & Barbaro-Forleo, 2001; Niinimäki, 2009; Niinimäki, 2010; Gam, 2011; Jegethesan, Sneddon & Soutar, 2012; Kang & Kim, 2013; Pookulangara & Shephard, 2013; Han & Chung, 2014; Armstrong, Niinimäki, Kujala, Karell & Lang, 2015; Austgulen, 2015; Harris, Roby & Dibb, 2016; Nam, Dong & Lee, 2017) and, although to a lesser degree, **self-image and self-expression** (Niinimäki, 2009; Niinimäki, 2010; Gam, 2011; Kang & Kim, 2013; Manchiraju & Sadachar, 2014).

4 Conceptual Framework

The following chapter describes the creation of the conceptual framework which is used in order to test the research questions. The framework is mostly based on the literature review which is presented in the chapter before, as well as the identified parts of the decision making process. During the process of reviewing articles, a vast number of frameworks have been reviewed as well. It is evident that no single framework fits the research question and goal of this project perfectly. Thus, it is decided not to use an existing framework in order to conduct a similar study with a different sample but rather to create a new framework which is loosely based on elements of various different frameworks.

The whole concept is constructed to test factors influencing Danish and German students as well as the differences between the two nationalities as seen in figure 7 below. Then the elements of the decision making process which are of importance during this project are illustrated. First, the need recognition stage is shown, followed by the pre-purchase search and evaluation of alternatives phase. The search and evaluation phase are represented by the factors knowledge, price and self-image which play an important role during these steps, hence the encircling of said factors. Lastly, the purchase decision is shown as the last step of the process, right before a purchase.

The conceptual frameworks assumes that there is an interaction with the factors and the need recognition, as well as an interaction within the factors itself. Since the factors are of importance during the decision making process it is assumed that these directly influence the purchase intention when it comes to sustainable fashion. Other than that, even though, they are not found to be the main influential factors, the researchers aim to identify other stimuli which might not have been discovered to be as influential as the aforementioned ones by the literature review.

Therefore, this framework is used as a basis for the following research and helps to answer the research question.

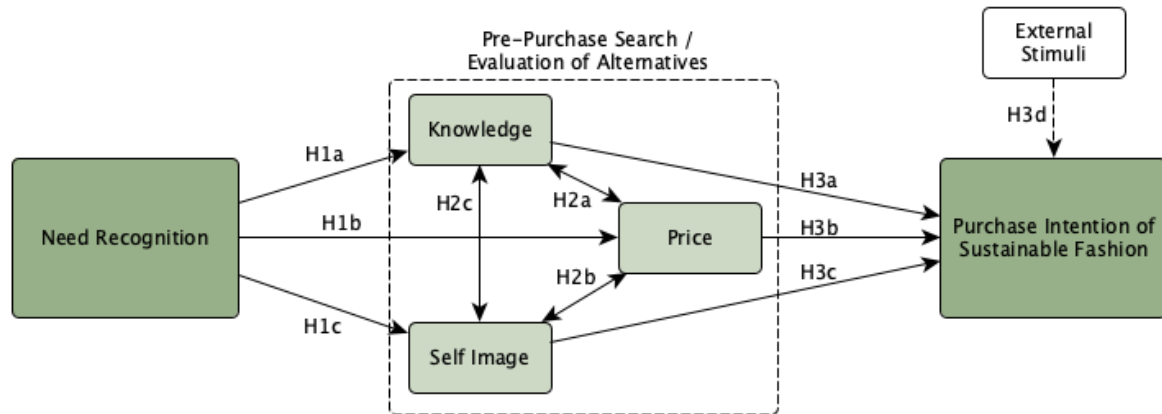


Figure 7: Conceptual Framework (author's creation)

Following this up various hypotheses that correspond with the elements of the framework are formulated and answered during the data analysis process. After assessing the correctness of each hypothesis the fit of the overall framework is defined. The hypotheses are the following:

Hypothesis 1: Depending on the need recognition, the level of knowledge, price and self-image differs.

- a) The need recognition has an impact on the level of knowledge.
- b) The need recognition has an impact on the level of price.
- c) The need recognition has an impact on the level of self-image.

The first hypothesis means to evaluate whether knowledge of sustainability issues as well as self-image factors and the price are influenced by the reasons people recognize their need to purchase new fashion products. It is assumed that knowledge, self-image and price are factors which are leading people to be more involved in recognizing that they are having a need to purchase. As stated above, need recognition is when the consumers realize that they have a “problem” (Schiffman, Kanuk & Hansen, 2012; Eades et al., 2010; Solomon et al., 2010). This need recognition is then directly tied to factors as knowledge, price and self-image, which show different levels of involvement due to the recognition of need. Taking the price as an example, the financial risk is a major factor which is named, when purchasing sustainable clothes. It is said, that a higher price makes the consumer more reluctant to purchase organic apparel (Pookulangara & Shephard, 2013; Han & Chung, 2014). Therefore, this could mean that depending on the need recognition this price level is still a sensitive factor. The self-image on the other hand is representing how oneself wants to see itself and chooses products depending on this (Markus & Nurius, 1986; Sirgy, 1992;

Claiborne & Sirgy, 1990). Various need recognitions can therefore influence the different levels of self-image. In addition to that, knowledge is leading to a higher and better attitude towards sustainable fashion (Kang, Liu and Kim, 2013; Park, Oh and Na, 2013; Pookulangara & Shephard, 2013). If the attitude differs then different need recognition factors are of importance. Hence, the chosen factors of recognition are reluctant with the level of knowledge.

Hypothesis 2: The relationship between the named influential factors:

- a) There is a positive correlation between the factors price and knowledge.
- b) There is a positive correlation between the factors price and self-image.
- c) There is a positive correlation between the factors knowledge and self-image.

Furthermore, the second hypothesis and its sub-hypotheses aim to understand the relationships and influences the various identified factors have on each other. As Kang and Kim (2013) e.g. state it is, that a higher price has also an influence on the self-image shaping. Bergeron & Barbaro-Forleo (2001) stated that a consumers belief whether it is important to purchase sustainably might be connected to the knowledge one has. Since the literature is stating that there are correlations between the just named factors, it is on hand to also investigate if there is a correlation between knowledge and self-image.

Hypothesis 3: The relationship between influential factors and purchase intention:

- a) The level of knowledge directly influences the outcome of the purchase intention.
- b) The level of price factors directly influences the outcome of the purchase intention.
- c) The level of self-image factors directly influences the outcome of the purchase intention.
- d) Further external stimuli affect the purchase intention and, in the context of sustainable clothing, product features of comfort/qualities are of more importance than looks/visual characteristics.

Lastly, the third hypothesis and its sub-hypotheses intend to analyze the influence these identified factors have on the purchase intention of participants. As Gam (2011) revealed is that being well dressed is a very important factor when it comes to sustainable fashion and therefore self-image is important as an influential factor when it comes to the purchase intention (Kang & Kim, 2013; Manchiraju & Sadachar, 2014). Likewise, if a product is too expensive the product is not bought even if the intention is there. Thus, a person's

willingness to pay higher prices for sustainable clothing has a crucial effect on the actual intention to purchase such products (Laroche, Bergeron & Barbaro-Forleo, 2001; Nam, Dong & Lee, 2017). Shen et al (2013) on the other hand have found that the higher one's education and knowledge about sustainability is, the more likely one is to purchase sustainable clothes (Kozar & Hiller Connell, 2013; Pookulangara & Shephard, 2013). As seen in the literature review before, a number of influencing factors on the purchase intention of sustainable clothing are presented and gathered through the analysis of various authors. These three factors emerged as the most important and influential ones and thus are the main focus of this study and hypotheses. Other than that the literature revealed several other influential factors, which can also have a high influence on the purchase intention (Niinimäki, 2009; Lundblad & Davies, 2016).

5 Analysis

This chapter serves as an analysis chapter of the conducted data. First of all the data is described within the descriptive statistic, followed by the analysis of the above raised hypotheses.

5.1 Descriptive Statistics

The descriptive statistic describes the overall findings of the data set. A short overview about the participants demographics is presented.

Descriptives

		German Percent of Cases	Danish Percent of Cases
Gender	Female	73.0%	55.7%
	Male	26.1%	43.3%
	Prefer not to say	0.9%	1.0%
Age	Below 25	74.8%	74.2%
	Above 25	25.2%	25.8%
(N = 111 German; 97 Danish)			

Table 7: Description of the Participants (author's creation based on SPSS)

First of all, to specify the participants from Germany and Denmark, it is to say, that in total 111 German students responded to the survey, whereas in Denmark 97 students participated. So, there is only a small differences within these groups. The apportionment between the gender in Denmark is relatively well-balanced. In total 54 (55,7%) of the participants are females and 42 (43,3%) are males. One person (1%) prefers to not state its gender. Within the German students the division is imbalanced. Out of the German students 81 (73 %) are females, whereas only 29 (26,1%) of the participants are males. Also one person (0,9%) does not prefer to state its gender within the Germans as well (table 7).

There is also a small difference within the age which is not very severe. It can be seen that roughly three quarters of participants in each sample group are below or 25 years old. This has no major impact on the findings since it is relatively balanced.

5.2 Variables

As mentioned in the methodology part of this chapter, reliability is about the consistency of the asked questions. The mostly known test for measuring this is the cronbach's alpha which is explained in the Methodology section, chapter two.

Reliability Statistics by category

	Cronbach's Alpha	N of Items
Purchase Intention	0.783	4
Knowledge	0.851	8
Price	0.752	4
Self-Image	0.857	6

Table 8: Reliability (author's creation based on SPSS)

Within the relevant answers of the survey an alpha of 0.935 is calculated, showing that the overall reliability of the survey is given. A table with the value of cronbach's alpha for each individual question can be found in the appendix (appendix 17, p.120).

The questions of the survey are chosen to represent a similar set of topics and common goals and thus are grouped together. Additionally the cronbach's alpha test confirms the reliability within the groups, as seen in table 8. It is therefore decided to create new variables based on this categorization. The newly created variables *purchase intention*, *knowledge*, *price* and *self-image* are defined by calculating the common mean out of all the results of questions categorized into each group. Thus, the combined mean of each categories questions is used for further calculations.

What needs to be taken into consideration while looking at the following chart is that the researchers are differentiating between low and high involvement. Within the groups, participants are considered to show low involvement if the mean within a category is 2.5 or below. Whereas with the answers from 2.5 on, the researchers assume that there is already an involvement in the topic of the answered question and therefore the high involvement category includes all the participants which are rated from 2.5 on in the choosing scala.

Variables

Variable		German			Danish		
		N	%	Mean	N	%	Mean
Purchase Intention	Low level	20	18.0%		47	48.5%	
	High level	91	82.0%		50	51.5%	
	Mean			3.322			2.745
Knowledge	Low level	50	45.0%		58	59.8%	
	High level	61	55.0%		39	40.2%	
	Mean			2.693			2.419
Price	Low level	15	13.5%		25	25.8%	
	High level	96	86.5%		72	74.2%	
	Mean			3.590			3.119
Self-Image	Low level	35	31.5%		54	55.7%	
	High level	76	68.5%		43	44.3%	
	Mean			2.947			2.524

Table 9: Distribution and Mean Calculations of the Variables (author's creation)

Table 9 provides an overview of the percentage distribution and mean calculation of the variables: purchase intention, knowledge, price and self-image. The German consumer show a relatively high level of involvement (82%) when it comes to the *purchase intention*, whereas the Danes are more balanced within their answers and are equally be assigned to either low (48,5%) or high (51,5%) level of involvement.

While looking at the *knowledge*, the German participants are relatively balanced, saying that they have a high (55,0%) or low (45,0%) knowledge about sustainable fashion, whereas the tendency is leaning towards them stating they have knowledge about sustainability. Comparing this to the Danes, they are more likely stating that they have a low level of knowledge (59,8%) of sustainable fashion.

Furthermore, comparing the level of *price* for both sample groups, the two show a larger group of high level, meaning that a larger portion of the sample is generally more willing to pay higher prices for sustainable clothing. However, Germans show a slightly larger group of high level regarding the price variable (86.5%) compared to the Danish sample (74.2%).

Comparing the level of *self-image*, which includes the personal assessment of the participants own sustainable behavior, as well as the extent to which fashion represents a participants own values, different distributions are observed. Likewise, in this variable the German sample shows a larger group that is categorized as a high level of self-image (68.5%), whereas the Danish participants (44,3%) are categorized as indicating a high level of the self-image variable.

5.2.1 Need Recognition and External Stimuli

When it comes to the need recognition there are some severe differences between German respondents and the Danish ones, as seen in table 10. The main differences are that German consumers (60,4%) are more focused on the fact that old pieces do not look good anymore, other than the Danish ones (43,3%). Likewise, Germans (73%) are tending to purchase new products for special or new occasions compared to Danish participants (51,5%). Some minor but still explainable differences are within the temptation to purchase new products due to a discount. Danish participants (37,1%) are more influenced by this than German students (28,7 %). Other than that, the Germans (34,2%) are more tempted to go shopping because they are in the mood for it, compared to the Danish consumers (24,7%). Furthermore, German participants (60,4%) are tempted to purchase new fashion products due to the fact that old pieces do not fit anymore, whereas Danish participants (39,2%) are not so tempted about this fact.

Need Recognition

	German		Danish	
	Responses N	Percent of Cases	Responses N	Percent of Cases
Old pieces are worn out	80	72.1%	68	70.1%
There is a discount	33	28.7%	36	37.1%
Old pieces do not look good anymore	67	60.4%	42	43.3%
I am in the mood for shopping	38	34.2%	24	24.7%
I need clothes for special/new occasions	81	73.0%	50	51.5%
I am in the store anyways	13	11.7%	8	8.2%
Old pieces do not fit anymore	67	60.4%	38	39.2%
Others	5	4.5%	5	5.2%
Valid N (listwise)	384	345.9%	271	279.4%

Table 10: How do you recognize you are in the need to buy new fashion products? (author's creation based on SPSS)

Other than the factors that are to be tested according to the conceptual framework, there are also factors that are named within the theory, but are not necessarily tested within the literature. To see if there are factors that need to be further researched this question is added to the questionnaire. First of all it can be said that there is a high interest in the quality, durability, style and price, as seen in table 10. Here, there is a small difference between the German and Danish consumers within the factor quality. It is evident that

German students (86,5%) are having a higher interest in the quality than Danish students (77,3%). Other than that it is evident that Danish students (12,4%) are more interested in the brand name, compared to the Germans (3,6%) and that the uniqueness is more important for German students (13,5%) than for Danish students (6,2%). Likewise, the German consumers (36,9%) are having a higher interest in trust than the Danish ones (29,9%).

External Stimuli

	German		Danish	
	Responses N	Percent of Cases	Responses N	Percent of Cases
Quality	96	86.5%	75	77.3%
Durability	67	60.4%	61	62.9%
Available Information	23	20.7%	17	17.5%
Style	68	61.3%	59	60.8%
Brand Name	4	3.6%	12	12.4%
Uniqueness	15	13.5%	6	6.2%
Price	80	72.1%	73	75.3%
Trust in the Brand	41	36.9%	29	29.9%
Personal Values	22	19.8%	15	15.5%
Others	2	1.8%	4	4.1%
Total	418	376.6%	351	361.9%

Table 11: External Stimuli (author's creation based on SPSS)

5.2.2 Differences Between the two Sample Groups

Since the difference between nationalities is intended to be analyzed as an addition to the influencing factors the question "what is your nationality" needs to be defined as the factor or independent variable. Hence, the participants agreement on topics such as purchase intention, knowledge, price and self-image need to be defined as the dependent variable.

First it has to be analyzed if the data is distributed normally. A tests of normality is therefore conducted, the Shapiro-Wilk test which is available in SPSS. A 100% clear result can not be determined when the answers are grouped. However, if the data is ungrouped it indicates that a normal distribution might not be given, hence tests like ANOVA or t-tests technically can not be conducted, since these usually require a normally distributed dataset (Van Peer, Hakemulder & Zyngier, 2012). However, as mentioned before, the ANOVA test is proven to be robust against violations of its assumptions. Thus an ANOVA test can still be conducted and shows reliable results, even if assumptions such as normally distributed data

are not necessarily given (Salkind, 2010; Schminder et al., 2010; Blanca et al., 2017). Likewise, other nonparametric tests are available as an alternative. On the downside, these tests show less power and results of such more likely result in error (Sarstedt & Mooi, 2014). Because of that both tests are performed.

Hence, the Mann-Whitney U test, a nonparametric test, is first conducted. After entering the data into SPSS the following results are shown:

Mann-Whitney U test			
Null Hypothesis	Sig.	Decision	Interpretation
The distribution of purchaseintention_mean is the same across categories of "What is your nationality?"	0.000	Reject the null hypothesis	Difference between groups exists
The distribution of knowledge is the same across categories of "What is your nationality?"	0.011	Reject the null hypothesis	Difference between groups exists
The distribution of price is the same across categories of "What is your nationality?"	0.000	Reject the null hypothesis	Difference between groups exists
The distribution of selfimage is the same across categories of "What is your nationality?"	0.000	Reject the null hypothesis	Difference between groups exists

Table 12: Mann-Whitney U Test Results (author's creation based on SPSS)

The program shows a table (table 12) which states the null hypothesis, the calculated p-value (Sig.) as well as the decision. The interpretation is added by the scholars. It is seen that a difference between groups (and therefore between Danish and German participants) exists for each variable, since the p-value is under 0.05. These findings indicate that in every single category differences between the two groups are noticeable. In order to confirm these results an ANOVA calculation is conducted.

As described above the homogeneity of the variances needs to be tested before further calculations. The variables purchase intention and price shows a p-value of smaller than 0.05 (0.006 and 0.048 respectively, see appendix 10, p.112) and therefore it needs to be looked at with the Welch correction.

At first the two different degrees of freedom are calculated by the program, as described before. Since only two groups are studied, the resulting value for the first degree of freedom, df_1 , equals 1. The second degree of freedom value is calculated by the number of participants (208) subtracted by the number of groups (2). Hence the second degree of freedom, df_2 , equals 206.

After determining the two freedom variables ($df_1=1$ & $df_2=206$) the needed critical F value is determined, which in this case ($df_1=1$ and $df_2=206$) is 3.886996. As mentioned before, the F value for each category is calculated and compared to the critical F. If the calculated values are higher a significant difference between groups regarding these

categories is proven. Since there are only two groups in the current study this means that a difference between Danish and German students is proven.

There is a statistically significant difference between groups as determined by one-way ANOVA for the following factors (see appendix 10, p.112 for whole calculation):

Knowledge: $F(1,206) = 5.989$, $p = .015$

Self-Image: $F(1,206) = 13.420$, $p < .001$

Even though the test of homogeneity of variances is violated the following variables show statistically significant differences between groups:

Purchase Intention: $F(1,206) = 20.971$, $p < .001$

Price: $F(1,206) = 15.995$, $p < .001$

Lastly, the robust test of equality of means, in this case the Welch F test is automatically conducted. This test is used in an ANOVA and takes corrections into account in order to give a clearer picture of the significance of the differentiations between groups in an ANOVA. The table 13 below shows that all values show p-values of below 0.05.

Robust Test of Equality of Means

		Statistica	df1	df2	Sig.
purchaseintention_mean	Welch	20.290	1	180.592	0.000
knowledge	Welch	5.904	1	194.755	0.016
price	Welch	15.565	1	185.355	0.000
selfimage	Welch	13.093	1	187.409	0.000

Table 13: Welch F Test Results (author's creation based on SPSS)

This means that all variables show statistically significant differences between the two groups of Danish and German participants. As mentioned before, the ANOVA technically should not be conducted if the assumption of homogeneity of variances is not given. However, due to the test being robust against these violations it is decided to use the ANOVA for the purpose of validating results made before by the Mann-Whitney U test.

In conclusion, both tests, the Mann-Whitney U test as well as the ANOVA calculation show that a significant difference for Danish and German participants exists in all tested variables. These findings overlap with the descriptive findings that are described earlier, where differences in Danish and German participants responses are visible but not yet statistically proven.

5.3 Analysis of Hypotheses

To begin with, the hypotheses are constructed to reflect the conceptual model and thus the direction of the decision making process. Therefore the relationship of need recognition with the identified factors is firstly looked at, followed by the relationship of each factor and its intercorrelation with each other. Lastly, with the analysis of the third and last hypothesis the direct influence of each factor on the purchase intention is analyzed and explained, in order to identify if and to what extent the factors have an influence on the purchase intention of sustainable fashion.

Hypothesis 1: Depending on the need recognition, the level of knowledge, price and self-image differs.

- a) The need recognition has an impact on the level of knowledge
- b) The need recognition has an impact on the level of price
- c) The need recognition has an impact on the level of self-image

For the first hypothesis the crosstabs in combination with the chi-square test is chosen, which is explained in the methodology section, chapter two, of this paper.

The chi-square test simply tells if a significant relationship between the independent variable (in this case the various need recognition variables) and the dependent variable (level of knowledge, price or self-image) exists. For that being the case the p-value (significance) needs to be below 0.05, (Sarstedt & Mooi, 2014) meaning that, in the case of this project, the choice of need recognition has a relationship with the level of knowledge, price or self-image. Furthermore, the crosstabs table shows the various percentages of distribution of the level of knowledge, price and self-image. Hence, a comparison of the level of knowledge, price or self-image, based on the identified need is seen and explained in table 15.

For *knowledge* this means that only the need recognition “there is a discount” shows a p-value of < 0.05 in one case. Therefore the null hypothesis is rejected, which indicates a relationship between the need recognition “there is a discount” and the level of knowledge. This means that only for this need recognition the level of knowledge for Germans differs, as shown in the following table 14, indicating that if Germans are likely to be influenced by discounts the level of knowledge is lower than for people that do not see discounts as a recognition of need.

When it comes to the level of *price* (high meaning the willingness to pay higher prices is given) there are differences within the discount question by Germans and within the fact that the consumers are in the stores anyways for Danish participants.

As seen in table 14, when it comes to self-image there are differences seen for the German sample group for the need recognition “there is a discount” and for the Danish participants within the need recognition “old pieces do not fit anymore”.

Therefore, the null hypothesis is rejected for the German sample. The statement “there is a discount” indicates a relationship between this need recognition and level of self-image. Danes on average show a lower level of self-image factors if the factor “old pieces do not fit anymore” is chosen as a recognition of need.

Chi-square test need recognition

Pearson Chi-Square		German			Danish		
		Value	df	Asymptotic Significance (2-sided)	Value	df	Asymptotic Significance (2-sided)
Knowledge	Old pieces are worn out	1.667	1	0.197	0.564	1	0.453
	There is a discount	11.529	1	0.001	0.041	1	0.839
	Old pieces do not look good anymore	1.209	1	0.271	0.002	1	0.962
	I am in the mood for shopping	0.126	1	0.723	0.627	1	0.429
	I need clothes for special/new occasions	0.049	1	0.825	0.002	1	0.966
	I am in the store anyways	0.007	1	0.932	0.027	1	0.871
	Old pieces do not fit anymore	0.723	1	0.395	2.493	1	0.114
	Others	0.054	1	0.817	0.000	1	0.992
Price	Old pieces are worn out	0.014	1	0.907	1.640	1	0.200
	There is a discount	7.607	1	0.006	0.120	1	0.729
	Old pieces do not look good anymore	0.358	1	0.550	0.149	1	0.699
	I am in the mood for shopping	1.191	1	0.275	2.292	1	0.130
	I need clothes for special/new occasions	0.434	1	0.510	0.267	1	0.605
	I am in the store anyways	1.152	1	0.283	6.148	1	0.013
	Old pieces do not fit anymore	3.005	1	0.083	0.728	1	0.394
	Others	0.818	1	0.366	3.228	1	0.072
Self-Image	Old pieces are worn out	.011a	1	0.918	1.625c	1	0.202
	There is a discount	8.687a	1	0.003	.000c	1	0.986
	Old pieces do not look good anymore	.003a	1	0.958	.965c	1	0.326
	I am in the mood for shopping	.755a	1	0.385	.603c	1	0.438
	I need clothes for special/new occasions	.045a	1	0.833	.784c	1	0.376
	I am in the store anyways	1.458a	1	0.227	1.320c	1	0.251
	Old pieces do not fit anymore	.612a	1	0.434	4.658c	1	0.031
	Others	.322a	1	0.570	1.264c	1	0.261

Table 14: H1 Chi-square Test - Need Recognition (author's creation based on SPSS)

As the null hypothesis is testing if there is no interrelation between need recognition and the tested factors it is to say, that for the German consumers there is an interaction between all the factors and “there is a discount” in regards to need recognition, as shown in table 14.

When it comes to *knowledge*, there is the tendency that the German participants are more tempted to recognize their need when their knowledge is low (69,7%) and they recognize a discount. The Danish consumers do not show an interaction between any of the named choices when it comes to the need recognition and its relationship to knowledge. For Danish consumers the need recognition factor “I am in the store anyways” implies that if chosen “yes” the willingness to pay higher prices is not given for the majority of Danish consumers (37,5%). On the contrary a higher willingness to pay higher prices is seen if the need recognition factor is not chosen (77,5%).

H1: Crosstab – Need Recognition

Variable	Need Recognition	Choice		German			Danish		
				Low level	High level	Total	Low level	High level	Total
Knowledge	There is a discount	No	N	27	51	78	36	25	61
			%	34.6%	65.4%	100.0%	59.0%	41.0%	100.0%
		Yes	N	23	10	33	22	14	36
			%	69.7%	30.3%	100.0%	61.1%	38.9%	100.0%
Price	There is a discount	No	N	6	72	78	15	46	61
			%	7.7%	92.3%	100.0%	24.6%	75.4%	100.0%
		Yes	N	9	24	33	10	26	36
			%	27.3%	72.7%	100.0%	27.8%	72.2%	100.0%
	I am in the store anyways	No	N	12	86	98	20	69	89
			%	12.2%	87.8%	100.0%	22.5%	77.5%	100.0%
		Yes	N	3	10	13	5	3	8
			%	23.1%	76.9%	100.0%	62.5%	37.5%	100.0%
Self-Image	There is a discount	No	N	18	60	78	34	27	61
			%	23.1%	76.9%	100.0%	55.7%	44.3%	100.0%
		Yes	N	17	16	33	20	16	36
			%	51.5%	48.5%	100.0%	55.6%	44.4%	100.0%
	Old pieces do not fit anymore	No	N	12	32	44	38	21	59
			%	27.3%	72.7%	100.0%	64.4%	35.6%	100.0%
		Yes	N	23	44	67	16	22	38
			%	34.3%	65.7%	100.0%	42.1%	57.9%	100.0%

Table 15: H1 Crosstabs - Need Recognition (author's creation based on SPSS)

For the factor *price*, it is controverse what the German participants state. On one hand participants show a significantly higher level of the variable price if the need recognition “there is a discount” is not chosen. Nonetheless, no matter if the need is chosen or not, the level of the variable price is high in both cases. A clear interpretation of this factor can therefore not be given.

At the factor *self-image* a lower self image is connected to the discount in the need recognition phase, which can implicate that consumers who are more likely to purchase clothing due to discounts generally do not show interest in expressing themselves through clothing (51,5%), possibly due to the reason that this consumer type usually does not purchase more expensive clothes like higher class brands. Hence, if the need is chosen the level of self image is on average lower (48,5%) than if the need is not chosen.

While the Danish group is not homogenous within their answers, the null hypothesis is accepted in regards to the factor knowledge. This means that there is no interaction between any factor of knowledge when it comes to the need recognition. Whereas at the price factor there is one, which indicates, that the Danish consumers are more tempted to recognize their need when there is a low price and they are in the stores anyways. Then the self image implicises that there is more a need recognition in regards to self-image out of practicality. Overall those are implications, but they are not very severe since there is most likely only one factor chosen out of the named ones in the need recognition. Therefore, it indicates that there is no or little connection between the need recognition and the tested factors. This means that each hypothesis is rejected.

Hypothesis 2: The relationship between the named influential factors:

- a) There is a positive correlation between the factors price and knowledge.
- b) There is a positive correlation between the factors price and self-image.
- c) There is a positive correlation between the factors knowledge and self-image.

A correlation shows if a relationship between two variables exists. But it only explains to what degree these variables relate to each other, it does not explain if causalities between these exist. Hence, it can not be said that because two variables are related, these directly influence each other (Sarstedt & Mooi, 2014). As the significance for this test is lower than 0,01 it can be concluded that enough evidence is presented, in order to assume that the observed correlation does exist in the population. As mentioned before, a correlation between 0.5 and 1 is considered to be strong enough in order to be identified as significant (Saunders, 2011). It can be seen that a strong relationship between all of the measured factors exists. For both countries, the correlation between *knowledge* and *self-image* is the highest, wheres for the Danish participants *price* and *self-image* indicates a strong relationship of > 0.7 as well.

It is to note that, generally, correlations in the Danish sample group are higher than the compared German sample. The coefficient varies depending on the compared factors as well as the nationality, with the lowest correlation being observed within the *German* participants between *price* and *knowledge* with $r = .515$, $p < .001$. Whereas the *highest* correlation is found within the Danish sample between the two variables *knowledge* and *self-image* with $r = .734$, $p < .001$. Since the correlation coefficients of the factors *knowledge* and *price* are above $r = 0.5$ *medium* strong correlation can be proven, hence hypothesis 3a can be confirmed.

The correlations between the factors *price* and *self-image* show a *medium strong* correlation for the *German* sample ($r = .574$, $p < .001$), whereas the *Danish* group shows a *higher*, strong correlation ($r = .723$, $p < .001$). Therefore, hypothesis 3b can be confirmed, as well.

A comparable pattern can be seen between the factors *knowledge and self-image*, which generally show the *highest* correlations between the two sample groups. A medium strong correlation for the *German* sample ($r = .634$, $p < .001$) and a strong correlation for the *Danish* sample ($r = .734$, $p < .001$) can be proven, hence hypothesis 3c can likewise be confirmed.

Overall, the strength of these correlations varies from 0.515 to 0.746 and can therefore be considered as fairly strong. As a conclusion of this it is shown that if the knowledge about sustainability issues in the fashion industry of a person is higher, his willingness to pay higher prices is higher as well. The same conclusion is reached for each factor: the higher the knowledge, the higher the likelihood a person expresses his values through clothing or personal values such as sustainability matter to that person. Similarly, an increased self-image factor relates to a higher willingness to pay higher prices for sustainable clothing. This finding tells the researchers that whenever one of the factor is rated it can be expected that the other factors somewhat relate to that as well. As an example, if a respondent rates each factor low, it can be expected that other factors are also rated fairly low, whereas if another respondent rates a factor higher it can be expected that other factors are rated higher as well.

H2: Correlation between factors

		German			Danish		
		knowledge	price	selfimage	knowledge	price	selfimage
knowledge	Pearson Correlation	1.000	.515**	.634**	1	.642**	.734**
	Sig. (2-tailed)		0.000	0.000		0.000	0.000
	N	111	111	111	97	97	97
price	Pearson Correlation	.515**	1.000	.574**	.642**	1	.723**
	Sig. (2-tailed)	0.000		0.000	0.000		0.000
	N	111	111	111	97	97	97
selfimage	Pearson Correlation	.634**	.574**	1	.734**	.723**	1
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	
	N	111	111	111	97	97	97
		** Correlation is significant at the 0.01 level (2-tailed).					

Table 16: Correlation Between Factors (author's creation based on SPSS)

Hypothesis 3: The relationship between influential factors and purchase intention:

- a) The level of knowledge directly influences the outcome of the purchase intention.
- b) The level of price factors directly influences the outcome of the purchase intention.
- c) The level of self-image factors directly influences the outcome of the purchase intention.

d) Further external stimuli affect the purchase intention and, in the context of sustainable clothing, product features of comfort/qualities are of more importance than looks/visual characteristics.

A similar result is identified for the correlation of each factor (knowledge, price and self-image) and the purchase intention. All measured factors show a significance of below 0.01 as well as a high correlation. The correlation between knowledge and purchase intention shows the highest values for both nationalities, as seen in table 17.

Correlation & linear regression

Dependent variable: purchase intention		German		Danish	
		Pearson Correlation	Unstandardized Coefficient B	Pearson Correlation	Unstandardized Coefficient B
Correlation	Knowledge	.715**		.746**	
	Price	.637**		.700**	
	Self-Image	.648**		.713**	
Linear regression	(constant)		0.368		-0.005
	Knowledge		0.450		0.496
	Price		0.310		0.315
	Self-Image		0.214		0.225
		** Correlation is significant at the 0.01 level (2-tailed).			

Table 17: Correlation of Purchase Intention and Identified Factors by Nationality (author's creation based on SPSS)

In addition to the correlations a linear regression is calculated. Since a correlation of all factors and purchase intention is proven, it is assumed that these factors directly influence the outcome. As explained before, the calculations of a linear regression show whether a direct relationship of an independent factor (knowledge, price and self-image) on the dependent factor (purchase intention) can statistically be proven. It shows, how much the single factors influence the outcome of purchase intention and thus predicts the value of purchase intention based on the given values of the independent factors.

As seen in table 17 the B values indicate how much the accompanying factors influence the outcome of purchase intention. As a result an equation can be calculated in order to predict the purchase intention based on the values of knowledge, price and self-image.

German: purchase intention = 0.368 + 0.45*knowledge + 0.310*price + 0.214*self-image

Danish: purchase intention = -0.005 + 0.496*knowledge + 0.315*price + 0.225*self-image

These results show that, if for example the given value of knowledge by a participant increases by 1, the estimated value of purchase intention increases by 0.368.

It can be seen that the value for the factor knowledge is the highest in both sample groups, followed by the price. The lowest value is calculated for the self-image factor. Thus, these results imply that a change in knowledge has the highest effect on the outcome of the values of purchase intention. It can therefore be concluded, that the factor knowledge has the highest influence on a consumers purchase intention, followed by price and lastly by self-image, which shows a significantly lower influence.

H3d is answered using a single question, asking participants which of the following listed factors are of importance when purchasing sustainable fashion. As to see whether other than the already intensively described factors have an influence on the samples purchase intention, a crosstabs calculation in combination with a chi-squared test is conducted. The results can be seen below:

Chi-square test important factors & purchase intention

		German			Danish		
		Value	df	Asymptotic Significance (2-sided)	Value	df	Asymptotic Significance (2-sided)
Quality	Pearson Chi-Square	2.754	1	0.097	9.462	1	0.002
Durability	Pearson Chi-Square	0.293	1	0.588	5.461	1	0.019
Available Information	Pearson Chi-Square	0.486	1	0.486	11.109	1	0.001
Style	Pearson Chi-Square	1.940	1	0.164	0.437	1	0.509
Brand Name	Pearson Chi-Square	0.137	1	0.711	0.013	1	0.909
Uniqueness	Pearson Chi-Square	0.258	1	0.612	2.587	1	0.108
Price	Pearson Chi-Square	0.762	1	0.383	0.088	1	0.767
Trust in the Brand	Pearson Chi-Square	1.492	1	0.222	7.212	1	0.007
Personal values	Pearson Chi-Square	0.412	1	0.521	8.763	1	0.003
Others	Pearson Chi-Square	0.448	1	0.503	0.004	1	0.950

Table 18: Chi-squared Test - Factors of Importance (self-created based on SPSS)

The chi-squared test shows that a significant relationship of chosen factors of importance and the purchase intention exists only for certain factors in the Danish sample group. The German sample does not show any significant relationship of the factors and the level of purchase intention.

As for the *Danish* sample, the factors quality, durability, available information, trust in the brand and personal values show significant differences. For each of these variables, the Danish sample group shows a higher level of purchase intention, if the participants chose “yes”, indicating that the mentioned factors are of importance for them but overall the German participants have a higher percentage on choosing yes as an indicator on those factors. When it comes to the purchase intention Germans always show a higher level of purchase intention than Danish consumers, regardless the chosen factor of importance.

H1: Crosstab – Important factors & purchase intention

Choice			German		Danish	
			Low PI	High PI	Low PI	High PI
Quality	No	%	33.3%	66.7%	77.3%	22.7%
	Yes	%	15.6%	84.4%	40.0%	60.0%
Durability	No	%	20.5%	79.5%	63.9%	36.1%
	Yes	%	16.4%	83.6%	39.3%	60.7%
Available Information	No	%	19.3%	80.7%	56.3%	43.8%
	Yes	%	13.0%	87.0%	11.8%	88.2%
Trust in the Brand	No	%	21.4%	78.6%	57.4%	42.6%
	Yes	%	12.2%	87.8%	27.6%	72.4%
Personal values	No	%	16.9%	83.1%	54.9%	45.1%
	Yes	%	22.7%	77.3%	13.3%	86.7%

Table 19: H1 Crosstab - Important Factors and Purchase Intention (author's creation based on SPSS)

Hence, these results do not give a clear overview, other than some of the chosen factors show different levels of purchase intention by the Danish sample group. However, the German sample group overall indicates higher percentages for most factors and thus it can be concluded, although not definitively statistically proven, that other external stimuli have an effect on the purchase intention and are of importance for the process of purchasing sustainable fashion.

It can therefore be concluded that the investigated factors influence the purchase intention of sustainable fashion of Danish and German consumers. Hence, the findings of the literature review on which this project is based on are confirmed.

Therefore, the conceptual framework which has been outlined earlier is proven as overall true, with the limitation regarding the need recognition.

However, all factors show a positive B-factor and thus their influence on purchase intention is proven. Therefore, hypothesis H3a, H3b, H3c and H3d are accepted.

6 Discussion

Hypotheses		
Hypotheses		Rejection / Acceptance
Hypothesis 1: Depending on the need recognition the level of knowledge, price and self-image differs.	Depending on the need recognition the participants show a different level of knowledge.	Rejected
	Depending on the need recognition the participants show a different level of price sensitivity.	Rejected
	Depending on the need recognition the participants show a different level of self-image.	Rejected
Hypothesis 2: The relationship between the named influential factors	There is a positive correlation between the factors price and knowledge.	Accepted
	There is a positive correlation between the factors price and self-image.	Accepted
	There is a positive correlation between the factors knowledge and self-image.	Accepted
Hypothesis 3: The relationship between influential factors and purchase intention	The level of knowledge directly influences the outcome of the purchase intention.	Accepted
	The level of price factors directly influences the outcome of the purchase intention.	Accepted
	The level of self-image factors directly influences the outcome of the purchase intention.	Accepted
	Further external stimuli affect the purchase intention and, in the context of sustainable clothing, product features of comfort/qualities are of more importance than looks/visual characteristics.	Accepted

Table 20: Rejection/Acceptance of Hypotheses (author's creation)

In this study it is measured if and to what degree certain psychological factors influence a consumers decision making in regards to sustainable fashion. Thus, based on the findings of the literature review, various hypotheses are introduced and tested. Table 20 outlines these hypotheses as well as its rejection or acceptance. The table also shows that the hypotheses regarding the recognition of need and its influence on the psychological factors are rejected. However, all other hypotheses regarding the influential factors identified through the literature review are accepted and thus show that relationships between the factors itself as well as a direct influence of the factors on the purchase intention can be proven. The factor knowledge is determined as being the most influential factor towards purchase intention of sustainable fashion, followed by price and then self-image.

As stated before, the existing literature mostly disregards countries such as Germany or Denmark. Research focuses mainly on North America, Asia and, to a lesser degree, Western Europe. Hence, with the testing of the hypotheses applied to German and Danish consumers a gap in current research is filled.

To discuss the findings and why these are of importance one has to look into the previous literature. As mentioned by Muthu (2016) knowledge seems to be the key factor in

changing a consumers attitude regarding sustainable products. Hence, knowledge is considered to be the most influential factor and serves as an anchor point for various further considerations. If knowledge is not given a consumer does not change its attitude and factors such as the willingness to pay higher prices for sustainable products. Kang, Liu and Kim (2013) confirm this theory and argue that knowledge shifts a person's attitude and ultimately the purchase intention as well as other connected factors. The findings of this study correspond with this assumption in the context of Danish and German consumers. Consequently, the results of this study are of importance since various theories which are mentioned throughout the project are proven to be true in the given context of this study.

Even though the results outline to be similar for both the German as well as the Danish sample group, the ANOVA test shows that Danish and German consumers differ vastly in identified means of these factors. When comparing the means for individual factors directly it shows that Danish means are significantly lower than German means. Thus, it illustrates that the general knowledge, willingness to pay, self-image and the purchase intention are higher for German students. A higher correlation does therefore not necessarily mean that these are showing higher results. It indicates that Danes show, to a certain degree, more noticeable relationships between all analyzed factors but still show lower overall levels than German consumers.

The difference between these two sample groups can not easily be explained. However, as mentioned above the knowledge of sustainability problems is considered to be the influencing force for consumers to change attitude towards products (Kang, Liu & Kim 2013; Muthu, 2016). Thus, since the Danish sample indicates an overall lower level of the variable knowledge than the German sample, it is concluded that the level of knowledge directly affects all other measured variables.

As explained in chapter 3.1.1.3 the differences of fast fashion and slow fashion typically include the fast availability of products, which often results in a lack of quality due to the need to cut costs (Fletcher, 2010). Slow fashion in contrast is considered to create long-lasting products of enhanced quality (Zarley Watson & Yan, 2013). Therefore, the literature review concludes that slow fashion consumers value the creation of a wardrobe of high quality products, appreciating features such as quality and performance (Kim, Choo & Yoon, 2013; Zarley Watson & Yan, 2013). Although not studied in further detail the survey of this project asked participants for reasons to purchase sustainable fashion out of which quality is chosen most often. Likewise, durability is ranked with high importance and therefore indicates an agreement with the statements of the authors.

Schiffman, Kanuk and Hansen (2012) describe the different level of involvement depending on the importance of a product. Low-involvement products require less information whereas high-involvement products require more information and thus consumers are more likely to inform themselves if they are highly involved. Hence, it is concluded that a higher importance of the factor knowledge indicates a higher involvement

of the consumer with the product. As mentioned before a number of scholars reviewed in this project indicate that the factor knowledge is most influential on the decision making process regarding sustainable fashion. A finding which is confirmed by this project. Thus, it is concluded that sustainable fashion products require a higher level of involvement by the consumer. This fact indicates that sustainable fashion products are, in contrast to fast fashion products, not bought out of habit or because of low prices but require more thought and gathering of information.

The described decision making process by Schiffman, Kanuk and Hansen (2012) reveals that various factors influence a person's consideration, especially during the phases of *pre-purchase information search* and *evaluation of alternatives*. Various influencing factors are presented and include a wide variety of considerations. However, the authors of the reviewed literature identified a number of factors which are of special importance in the given context. Comparing the results of this project to the ones of the literature review some similarities are found and therefore certain findings are proven. It is found that the factor knowledge, which includes how consumers are educated or educate themselves regarding sustainability issues, is of most importance. Park, Oh and Na (2013) conclude their study with the notion that environmental consciousness predominantly influences a consumers behavior. Therefore, complying with that statement Kim and Damhorst (1998) as well as Hill and Lee (2012) argue that the education through marketing regarding environmental problems is crucial in order to change consumers intention towards purchasing green products. This project finds knowledge as the most important factor and therefore agrees with these findings and implications. Not only is the factor knowledge found to be the most influential towards a participants purchase intention but additionally shows relatively high correlations with other observed factors. It is therefore argued that the aforementioned statements regarding knowledge as a key factor towards a more environmentally friendly behavior are confirmed in the context of Danish and German students. These findings are conform with the conclusions of other scholars which have argued that the education of consumers is the most important driver of purchase intention (Dickson 2000; Shen et al. 2012; Kang, Liu & Kim 2013; Park, Oh & Na, 2013; Maniatis, 2016). The authors of these studies as well as its participants originate from various countries and include the USA, South Korea, Hong Kong and Italy amongst others. Hence, due to the global background of these studies it is implied that the findings of such are regarded universally acceptable. Thus, the categorization of a country into collectivistic or individualistic does not influence the importance of the factor knowledge.

However, different average levels of knowledge in the comparison of both countries are also observed. Even though the general importance of the factor knowledge is observed, explained and confirmed through the authors of the literature review, the differences between German and Danish students can not be explained. The reviewed studies only researched the factors influence, but does not study why certain factors differ. Therefore, an

explanation of why the factor knowledge differs between German and Danish student can not be given.

Contradicting, only two scholars do not recognize knowledge as being an influential factor (Joergens, 2006; Austgulen, 2015). The research of this project, as explained before, concludes conflictive with these findings, since the knowledge is the most important and most influential factor. Therefore, this project disagrees with the findings of Joergens (2006) and Austgulen (2015).

Furthermore, many scholars recognize the factor price to be of importance too. However, a gap within the literature is observed. Various scholars agree that the price factor or the willingness to pay higher prices for sustainable clothing is of importance during the process. However, some argue that it is the single most important factor concerning sustainable purchasing behavior (Kang & Kim, 2013; Pookulangara & Shephard, 2013; Han & Chung 2014). Whilst analyzing the data it has been apparent that the factor price indeed plays a crucial role concerning the purchase intention, yet not as influential as the level of knowledge a consumer has. Hence, the statement that the factor price is the most influencing factor on the sustainable fashion buying process can not be confirmed, since its relation to the factor knowledge needs to be considered.

Laroche, Bergeron and Barbaro-Forleo (2001) argue that the price of a sustainable product has a large influence of the buying behavior. It is also concluded that if consumers are willing to pay higher prices for clothing in general these are more likely to purchase sustainable clothing. Generally, the importance of this finding can be confirmed by the study at hand, since it is proven that an increased willingness to pay higher prices is directly related to an increased intention to purchase sustainable clothing. In contrast, other scholars, such as D'Souza et al. (2014) concluded that price factors are not of importance at all. This statement contradicts the findings of other scholars reviewed, as well as the theory presented and the results of this research, where the price is introduced as a major impact on a person's decision making.

Lastly, the factor self-image is found to be of influence. As indicated by the theory by Claiborne and Sirgy (1990) the self-image reflects an individual's commitment to choose products that suit their own perceived image and personality. Such finding is supported by Niinimäki (2009; 2010) who states that ethical commitment values are a main driver for sustainable behavior (Kim, Choo & Yoon, 2013; Zarley Watson & Yan, 2013). While somewhat agreeing on the general value of these findings the authors contradict in the given importance of the factor self-image. As shown during the analysis the influence of the factor is proven, however, to a smaller degree compared to knowledge and price. Thus, the statement by Niinimäki is only partially supported. Therefore, the authors of this project are more likely agreeing with the findings of Gam (2011), who states the importance of self-image on the decision making process but acknowledges the higher importance of other factors such as the price.

Nonetheless, other additional influencing factors are also found and described by the theoretical literature and include income, quality, level of involvement, attitudes, culture, values, shop image, uniqueness, trust, knowledge and information. The review uncovered that knowledge, price, and self-image are the most important factors, whereas the research states that this is true, in the order from knowledge, price to self-image. Additional factors which might be of importance are discovered in the present research. These are quality, durability, trust and style. Some of which have been described by the reviewed authors, such as Niinimäki (2009) who notes that quality is highly influential in purchasing decisions or Jegathesan, Sneddon and Soutar (2012) who even consider style to be the most influencing variable. However, due to the setting and framework of this current study these statements can not be proven in detail and only indications of the importance of these additional factors can be given.

Lastly, as mentioned in the theory chapter 3.1.3.5, the intention behavior gap is defined as consumers behaving in a different way than their actual intention. The literature reveals, that a financial risk is what most likely keeps the consumers from buying sustainable clothing as well as a social risk. Findings are that a higher price is also keeping people from purchasing (Kang & Kim, 2013; Pookulangara & Shephard, 2013). As the study shows within the variable *price* the willingness to purchase is generally given by German and Danish participants, but high prices prevent them from purchasing. Hence, this statement is accepted by the researchers.

Overall, various authors report findings which overlap with the results of this project. In general, many findings are confirmed, whereas some findings from other authors need to be rejected. Therefore, it is argued according to Valor (2007) that a broad number of factors are considered to be influential, however, not all of these are equally important for consumers and thus broad differences occur. While the reviewed literature focuses its research mostly on the influential factors when it comes to the decision making process in its later stages, the part of need recognition is not reviewed closer. The hypotheses in this thesis concerning the influence of knowledge, price and self-image on the need recognition are rejected. Therefore, the assumption is that the literature is not investigating in this topic because it is not of such importance as e.g. the intention.

Due to the fact that the studies are rather broad some aspects that are mentioned by scholars and are reviewed in the literature review section can not be tested in this project, since the chosen focus does not match the focus of all articles.

To sum up, the analysis proves that all researched factors, namely the knowledge, the price as well as the self-image, in all its dimensions, directly influence the purchase intention of sustainable fashion. Thus, it is concluded that the findings of the literature review are confirmed and adapted to German and Danish consumers. However, the research also concludes that other factors, such as quality, durability, trust and brand name, other than the

ones intensively researched during the project have effect on a consumers purchase intention which shall not be neglected.

This research therefore gives additional insight on the field of sustainable fashion, especially focussing on the decision making process. Various claims are made by prior research and are confirmed whereas others have to be rejected. However, the present research is conducted in another context, since past research does not focus their studies on Danish or German consumers but rather on other regions, which is why this research is able to present results that are new to the field.

7 Conclusion and Outlook

This final chapter deals with concluding this thesis. Therefore, the overall conclusion of this research is drawn. Afterwards the limitations of this paper are outlined followed by implications for further research and finally by the reflection of the process of this thesis by the researchers.

7.1 Conclusion

The overall aim of this research is to answer the main research question: *Which impact do the psychological factors have on Danish and German consumers when it comes to their decision making process within the sustainable fashion sector?* In order to do so several research questions are developed.

The first two research questions are asked to get a broader picture of the influential factor of the sustainable decision making process and the literature helps to answer those. Starting with the first research question: *What are the psychological factors that impact the consumer decision making process?* The principal findings here are that the factors knowledge, price and self-image are the main influential psychological factors that have an impact on the decision making process. To go further into detail with these factors it is to say that knowledge goes in hand with education and the way consumers are introduced to the topic sustainability. The price concerns the financial risk the consumer has with a purchase as well as the willingness to pay more. Self-image includes the personal values of the consumers as well as the expression of values. Other than these three main factors quality of products, country of origin, durability and trust are also found by the literature to be influential, but not as much as the aforementioned ones.

The second research question: *What is the relationship between the identified psychological factors and sustainability?* The literature points out that when there is knowledge about problems relating to sustainability it has an effect on the behavior of the consumer. The more interaction and involvement there is with a topic, the more likely is it that the consumer is willing to pay a higher price on the sustainable fashion item. Thus, especially the knowledge of sustainability issues is of influence and a key elements towards sustainability's general relationship with other factors.

The third question: *Which of these factors influence the Danish and German students?* is coherent with the greater question of this research: *Which impact do the psychological factors have on Danish and German consumers when it comes to their decision making process within the sustainable fashion sector?* and is therefore answered together. The answer is based on the empirical research of this thesis. Here, the research finds that the factors knowledge, price and self-image are influencing Danish and German

students, also in this order of relevancy. These results confirm the findings of the literature review. The research also revealed that the same order applies for both nationalities. Likewise, additional factors which are uncovered by the literature seem to be of high importance, as quality, durability and style, are indicated. However, due to the fact that these factors have not been studied in detail, other than the fact that they are named by the participants, a more detailed insight can not be given.

Lastly, the research question: *How can fashion retailers and producers benefit from this knowledge?* is answered and managerial implications are given. As it is shown during the literature review and this project the knowledge consumers have regarding sustainability issues heavily influences that person's attitude towards sustainable products. Hence, increasing the knowledge of sustainability issues might increase the chances of that person actually purchasing sustainable clothing. Companies are therefore advised to increase marketing spending on educational promotion rather than campaigns emphasizing aesthetic aspects, which is more common in the fashion industry.

Furthermore, since the factor price is of importance, it is believed that an increased knowledge simultaneously increases a consumer's willingness to spend more money on sustainable clothing. Hence, it is of importance that fashion retailers are educating their consumers, while interacting with them and give explanations to understand the price differences. As it is shown, the willingness is generally given but higher prices often keep people from purchasing. If companies can find a way to lower prices for environmentally friendly fashion in addition to focus marketing on increasing the general knowledge the potential amount of consumers might increase.

Moreover, as introduced by some scholars as well as indicated through this research, additional factors such as quality, durability or brand trust are shown to be of interest for consumers. Hence, products should be of good quality and long lasting, because the factor "my old clothes are worn out" was chosen frequently and goes in hand with the new discovered factors durability and quality. Additionally, a good style can help the consumers to express themselves in the way they want to. Companies are therefore advised to focus some of its marketing budget on the advertisement of their products benefits regarding these factors. One implication here is that the brand name is not chosen to be influential but the trust in the brand, thus companies should work on their trustworthiness, which can indirectly be used for a positive brand recall.

7.2 Limitations

As every research, this study has some limitations. If for example not an objective but a subjective approach would have been chosen, the outcome of the whole project could have been different. According to Arbnor and Bjerke (2009) the subjective actors view

typically uses personal research methods, such as face-to-face interviews. Using that approach an objective result could not have been accomplished since the interviewer is present during data collection, resulting in biased or influenced responses due to the interviewer effect. Hence, another methodological position would have led to a different research approach and a different outcome of this thesis.

As there is a severe time limit to finalize this research paper, the overall research is also affected, limiting the possibilities. Starting with the literature search, the researchers have been very closed minded on the topic search within the search terms which can be seen as a positive aspect as well as a limitation. If other search terms would have been used, probably another outcome would have occurred, which would then have an impact on the whole process of the thesis.

The decision making process is a complex construct which can be viewed from several different perspectives. Hence, a limitation is that this research is not including all parts of the decision making process, such as influential factors, as e.g. reference groups. Therefore, only a limited extract is shown which makes it difficult to generalize this thesis on the whole decision making process.

Considering the conducted research of this thesis, first of all the chosen groups are to be differentiated. One could criticize that the chosen Danish students are only coming from the city of Aalborg in Denmark and do not represent other students in Denmark. The aim was to use the non-probability quota but could not be followed through, since the German students had to be chosen randomly, due to the not existing willingness of German universities to share the developed questionnaire. This makes it difficult to track the German students within this research, since there is no question of the location of the students. Nevertheless, the amount of conducted answers could be expanded which would make it easier to generalize this research. This can be traced on the limitation of time and connections. Likewise, there are no control questions within the questionnaire. Sometimes the respondents gave controversial answers, which might then be explained by the topic and the intention behavior gap. There is also a huge disparity within the gender of the German participants, which makes it difficult to generalize Germans overall, since there is no knowledge of the researchers if there would appear a different outcome with a different gender balance. Likewise, the researchers choose to give the participants the possibility to select from different language possibilities. Here, the investigation of the translation was chosen wisely, but there is no knowledge about the effect on the outcomes. Overall, the size of the sample can be criticized but is explained by the above named limiting factors.

Moreover, different research methods are bringing different pro and cons along with them. Hence, another limitation of this research can be the chosen research method, the survey. Here a mixed method approach may have brought different outcomes. Again this limitation is caused through the limited time frame.

Besides, there is also the measurement of the factor price. A finding is that the participants would be more willing to pay a higher price, if there is more knowledge about the sustainable products, but the researchers do not know what a higher price means, because there is no knowledge about the income to compare. Additionally, it should have been asked to give an estimate on the acceptable increase of price for sustainable fashion products. The same goes for the self-image. The researchers do not have further knowledge about how important it is for the participants to express themselves and where to range them in the different consumer types.

The definition of sustainability that is used throughout this project is presented and the respondents are asked to express their opinions throughout the questionnaire based on this definition of sustainability. The reason the definition is given at the beginning is, as it is seen in the literature review, that each individual has their own opinion and definition of sustainability. With that in mind it is impossible for the researchers to compare responses without giving a definition, since each response would otherwise be based on a number of different, not distinguishable, sustainability concepts.

Overall, limitations are also showing a learning effect. For further studies, the researchers will be aware that such limitations can appear and will be more careful with some of the formulations to further avoid such.

7.3 Further Research

This thesis is an addition to already existing knowledge of the researched field. However, due to the fact that it is difficult to generalize the conducted analysis it is recommended to do further research. While analyzing the two sample groups this current study reveals different levels of purchase intention of the Danish group compared to Germans, which should be further investigated. Other than that, the need recognition is not significant within the answers of this study, that an interview to this question could be helpful.

Other than on the researched factors, one question revealed further influential factors, which should be looked at closer by the further research.

Another additional approach could be to combine the quantitative study with a qualitative study while doing a focus group or even accompany the participants of the study later within their actual shopping behavior. Participants of surveys not always state their actual behavior but more likely a behavior which these participants wish to have. Hence, actual behavior might differ from the results found, as explained with the intention behavior gap, and shall be investigated while executing the process of purchasing.

7.4 Reflection

Being at the end of this thesis and at the end of the educational track of the master study, there are several aspects that can be reflected. First of all, even if the researchers have been working with empirical studies, questionnaires are new to the researchers. Firstly, it was thought that this research method it is the easiest to access the chosen target group, but reflecting the project now, focus groups might have been easier and more effective. But the lacking knowledge of the researchers have detained the researchers to do so.

Reflecting the topic, the researchers have observed that their own consumption pattern changed. Not only is the knowledge about sustainable fashion now bigger and of higher importances, but also the shopping habit for sustainable food and clothing has changed. Many times conversations and discussion about how this topic can be involved in the daily business came up.

While reflecting the process of this paper, both researchers are pleased that this thesis is written in a group. This gave, in the opinion of the authors, the researchers a better chance to make this thesis as good as possible to the current state of knowledge. Several discussions about the topic and the literature were done, which made this project multi-facets. Two different people have two different opinions which were at no point not doable. The other way around these opinions lead to a better understanding in dealing with the complexity of the topic and brought more variety into discussions. This is because criticism on the others opinion was always expressed in a respectful manner, which then lead to a better final result. Working together and with different streams of thought one had the chance to escape out of its thought bubble and reflect on the said topics. To end this chapter and this thesis, this is what both of the researchers are most rejoice on.

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Appendix

Appendix 1: Questionnaire

Dear participant,

First of all thank you for taking your time. We, Pascal and Eileen, are master students at the Aalborg University in Denmark. For our master thesis we are currently doing research about consumer behavior in the fashion industry. This survey will take approximately 5-10 minutes to complete. We are ensuring you that we only use your answers in order to help us fulfill the purpose of our master thesis and that we do not track individual answers back to you. However, we might have questions afterwards and if you are okay with us contacting you, you can fill in your E-Mail adress at the end of this survey. Please be aware that there is no wrong or right answer. If you are not sure about an answer you gave before you can always go back to the previous question.

Thank you so much for taking the time to complete this survey and helping us with our research.

Pascal & Eileen

+++ If the language is not displayed as you chose, you can always change your language setting in the top-right corner of the survey. +++

+++ Hvis du ikke får vist det sprog, du har valgt, kan du altid skifte til et andet sprog ved at ændre på indstillinger øverst i højre hjørne af skærmen. +++

+++ Falls dir eine andere Sprache angezeigt wird als du ausgewählt hast, kannst du die Sprache in der oberen Ecke des Fragebogens immer wieder ändern. +++

How old are you?

—

What is your gender?

- (1) Female
- (2) Male
- (3) Prefer not to say
- (4) Other

What is your nationality?

- (1) German
- (2) Danish
- (3) Other

Are you currently enrolled in a higher education (e.g. University)?

- (2) Yes
- (1) No

We are very sorry, unfortunately we are only looking to investigate the opinions of Danish and German students and your criteria did not match our research design. To save you some time the questionnaire will not further continue.

Thank you for your willingness to complete anyway!

If you think about sustainability, which aspects are of importance for you personally and why? (For example: social issues, waste, water, recycling, chemicals etc.)

Every person has their own, individual definition of what sustainability includes.

During our project we used the following definition and would like to ask you to keep this definition in mind when answering the remaining questions:

"[sustainability means to suit] the needs of the present without compromising the ability of future generations to meet their own needs" (Hariembrandtland 1985)

The following issues are harming sustainability in the fashion industry:

From an environmental perspective:

- the waste of water (e.g. the amount needed for growing cotton or washing)
- the waste of energy (also including fossil fuels during distribution)
- the wasted chemicals & other toxic resources which are used
- the use of pesticides
- genetic modifications
- the amount of disposed clothes that ends up in landfills

From the social perspective:

- difficult conditions for farmers & working conditions in factories
- difficult treatment of the suppliers

How do you recognize that you need new clothing products?

- (1) Old pieces are worn out
- (3) There is a discount
- (5) Old pieces do not look good anymore
- (7) I am in the mood for shopping
- (6) I need clothes for special/new occasions
- (8) I am in the store anyways
- (9) Old pieces do not fit anymore
- (4) Others _____

Imagine you are buying a sustainable fashion product, which of the following factors are most important to you?

- (1) Quality
- (2) Durability
- (3) Available Information
- (4) Style
- (5) Brand Name

- (6) Uniqueness
- (7) Price
- (8) Trust in the Brand
- (9) Personal values
- (10) Others _____

A quick reminder of what sustainability in regards to fashion means: “[sustainability means to suit] the needs of the present without compromising the ability of future generations to meet their own needs” (Hariembrandtland 1985)

Scale: 1 = very unlikely, 5 = very likely

How likely are you to buy a sustainable fashion product?

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

When I find an apparel product that fits my clothing needs, the possibility of me purchasing it will increase if I then find it is made of organic cotton.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I buy clothing from socially responsible fashion retailers.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

My purchase habits are affected by my concern for our environment.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

A quick reminder of what sustainability in regards to fashion means:

“[sustainability means to suit] the needs of the present without compromising the ability of future generations to meet their own needs” (Hariembrandtland 1985)

Scale: 1 = strongly disagree, 5 = strongly agree

I am well informed about environmental issues in the fashion industry.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I am knowledgeable about what sustainable fashion is.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I am knowledgeable about retailers that sell sustainable fashion.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I check whether products have an eco-label.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I look for information about a products sustainability when comparing two similar products.

1	2	3	4	5
---	---	---	---	---

(1)	(2)	(3)	(4)	(5)
-----	-----	-----	-----	-----

It is difficult to obtain information regarding what products are organic cotton apparel.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I am actively looking for information regarding the sustainability of a certain product.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

My knowledge about sustainability issues affects my decisions when purchasing clothing.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

A quick reminder of what sustainability in regards to fashion means:

“[sustainability means to suit] the needs of the present without compromising the ability of future generations to meet their own needs” (Hariembrandtland 1985)

Scale: 1 = strongly disagree, 5 = strongly agree

I am willing to pay a premium price for clothing that is produced in accordance with the sustainable garment production standard.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

It is worthwhile to support sustainable fashion even if I have to forgo some clothing options.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I would still buy a sustainable fashion product, even if the price is higher than non-sustainable clothing.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I would purchase more sustainable fashion products if the price would be the same as non-sustainable products.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

A quick reminder of what sustainability in regards to fashion means:

“[sustainability means to suit] the needs of the present without compromising the ability of future generations to meet their own needs” (Hariembrandtland 1985)

Scale: 1 = strongly disagree, 5 = strongly agree

It is important to me that the products I use do not harm the environment.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I would describe myself as environmentally responsible.

1	2	3	4	5
---	---	---	---	---

(1)	(2)	(3)	(4)	(5)
-----	-----	-----	-----	-----

The purchase and use of sustainable fashion products help me to attain the type of life I strive for.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

The purchase and use of sustainable fashion products is of personal importance to me.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

The purchase and use of sustainable fashion products helps me to express who I am.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

I think it is important that clothing represents my personal values and beliefs.

1	2	3	4	5
(1)	(2)	(3)	(4)	(5)

Thank you very much for taking your time to answer this survey. We are sure that you helped us a lot. As mentioned in the beginning, we would be very happy if you would leave your E-Mail adress if we have any follow-up questions.

Have a great day!

Pascal & Eileen

Please enter your email address, if you wish to participate.

Appendix 2: Descriptive Statistics

Gender Split

	German		Danish	
	Frequency	Percent of Cases	Frequency	Percent of Cases
Female	81	73.0%	54	55.7%
Male	29	26.1%	42	43.3%
Prefer not to say	1	0.9%	1	0.1%
Total	111	100.0%	97	100.0%

Age Split of participants

	German Age	Danish Age
N	111	97
Mean	24.15	25.21
Std Deviation	3.267	5.506

Descriptives

		German Percent of Cases	Danish Percent of Cases
Gender	Female	73.0%	55.7%
	Male	26.1%	43.3%
	Prefer not to say	0.9%	0.1%
Age	Below 25	100.0%	100.0%
	Above 25		

Appendix 3: Need Recognition

Need recognition general

	Responses N	Percent of Cases
Old pieces are worn out	148	71.2%
There is a discount	69	33.2%
Old pieces do not look good anymore	109	52.4%
I am in the mood for shopping	62	29.8%
I need clothes for special/new occasions	131	63.0%
I am in the store anyways	21	10.1%
Old pieces do not fit anymore	105	50.5%
Others	10	4.8%
Total	655	314.9%

How do you recognize that you need new clothing products?

Need Recognition

	German			Danish		
	Responses N	Percent of Cases		Responses N	Percent of Cases	
Old pieces are worn out	80	20.8%	72.1%	68	25.1%	70.1%
There is a discount	33	8.6%	29.7%	36	13.3%	37.1%
Old pieces do not look good anymore	67	17.4%	60.4%	42	15.5%	43.3%
I am in the mood for shopping	38	9.9%	34.2%	24	8.9%	24.7%
I need clothes for special/new occasions	81	21.1%	73.0%	50	18.5%	51.5%
I am in the store anyways	13	3.4%	11.7%	8	3.0%	8.2%
Old pieces do not fit anymore	67	17.4%	60.4%	38	14.0%	39.2%
Others	5	1.3%	4.5%	5	1.8%	5.2%
Valid N (listwise)	384	100.0%	345.9%	271	100.0%	279.4%

Appendix 4: External Stimuli

External factors

	Responses N	Percent of Cases
Quality	171	82.2%
Durability	128	61.5%
Available Information	40	19.2%
Style	127	61.1%
Brand Name	16	7.7%
Uniqueness	21	10.1%
Price	153	73.6%

External Stimuli

	German		Danish	
	Responses N	Percent of Cases	Responses N	Percent of Cases
Quality	96	86.5%	75	77.3%
Durability	67	60.4%	61	62.9%
Available Information	23	20.7%	17	17.5%
Style	68	61.3%	59	60.8%
Brand Name	4	3.6%	12	12.4%
Uniqueness	15	13.5%	6	6.2%
Price	80	72.1%	73	75.3%
Trust in the Brand	41	36.9%	29	29.9%
Personal Values	22	19.8%	15	15.5%
Others	2	1.8%	4	4.1%
Total	418	376.6%	351	361.9%

Appendix 5: Purchase Intention by Question

Purchase Intention

	German			Danish		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
How likely are you to buy a sustainable fashion product?	111	3.83	0.962	97	3.08	1.179
When I find an apparel product that fits my clothing needs, the possibility of me purchasing it will increase if I then find it is made of organic cotton.	111	3.84	1.203	97	3.04	1.485
I buy clothing from socially responsible fashion retailers.	111	2.51	0.999	97	2.31	1.121
My purchase habits are affected by my concern for our environment.	111	3.11	1.186	97	2.55	1.299
Valid N (listwise)	111			97		

Appendix 6: Knowledge by Question

Knowledge

	German			Danish		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
I am well informed about environmental issues in the fashion industry.	111	2.58	1.100	97	2.99	1.212
I am knowledgeable about what sustainable fashion is.	111	3.55	1.102	97	3.11	1.189
I am knowledgeable about retailers that sell sustainable fashion.	111	2.39	1.072	97	2.21	1.108
I check whether products have an eco-label.	111	2.27	1.152	97	2.06	1.097
I look for information about a products sustainability when comparing two similar products.	111	2.41	1.261	97	1.91	1.200
It is difficult to obtain information regarding what products are organic cotton apparel.	111	3.20	1.086	97	2.75	1.061
I am actively looking for information regarding the sustainability of a certain product.	111	2.21	1.054	97	1.93	1.148
My knowledge about sustainability issues affects my decisions when purchasing clothing.	111	2.94	1.178	97	2.39	1.366
Valid N (listwise)	111			97		

Appendix 7: Price by Question

Price

	German			Danish		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
I am willing to pay a premium price for clothing that is produced in accordance with the sustainable garment production standard.	111	3.19	1.075	97	2.56	1.224
It is worthwhile to support sustainable fashion even if I have to forgo some clothing options.	111	3.40	1.056	97	3.06	1.248
I would still buy a sustainable fashion product, even if the price is higher than non-sustainable clothing.	111	3.32	1.080	97	2.72	1.152
I would purchase more sustainable fashion products if the price would be the same as non-sustainable products.	111	4.45	0.998	97	4.13	1.272
Valid N (listwise)	111			97		

Appendix 8: Self-Image by Question

Self-Image

	German			Danish		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
It is important to me that the products I use do not harm the environment.	111	3.49	0.999	97	3.01	1.123
I would describe myself as environmentally responsible.	111	3.23	0.873	97	3.06	1.107
The purchase and use of sustainable fashion products help me to attain the type of life I strive for.	111	2.85	1.097	97	2.18	1.061
The purchase and use of sustainable fashion products is of personal importance to me.	111	2.99	1.040	97	2.34	1.215
The purchase and use of sustainable fashion products helps me to express who I am.	111	2.13	1.088	97	1.81	1.083
I think it is important that clothing represents my personal values and beliefs.	111	3.00	1.176	97	2.74	1.317
Valid N (listwise)	111			97		

Appendix 9: Test of Normality

Normality

	What is your nationality?	Shapiro-Wilk		
		Statistic	df	Sig.
German	knowledge	0.975	111	0.034
	price	0.949	111	0.000
	selfimage	0.989	111	0.474
	purchaseintention_mean	0.976	111	0.042
Danish	knowledge	0.966	97	0.014
	price	0.964	97	0.009
	selfimage	0.969	97	0.022
	purchaseintention_mean	0.974	97	0.053

Appendix 10: Test of Homogeneity of Variances & ANOVA

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
purchaseintention_mean	Based on Mean	7.871	1	206	0.006
	Based on Median	7.684	1	206	0.006
	Based on Median and with adjusted df	8	1	204	0.006
	Based on trimmed mean	7.953	1	206	0.005
knowledge	Based on Mean	1.981	1	206	0.161
	Based on Median	2	1	206	0.183
	Based on Median and with adjusted df	1.785	1	205.688	0.183
	Based on trimmed mean	1.824	1	206	0.178
price	Based on Mean	4	1	206	0.048
	Based on Median	4.371	1	206	0.038
	Based on Median and with adjusted df	4.371	1	203.537	0.038
	Based on trimmed mean	4	1	206	0.044
selfimage	Based on Mean	3.563	1	206	0.060
	Based on Median	3.388	1	206	0.067
	Based on Median and with adjusted df	3	1	201	0.067
	Based on trimmed mean	3.385	1	206	0.067

H1: ANOVA grouped by German vs Danish

		Sum of Squares	df	Mean Square	F	Sig.
purchaseintention_mean	Between Groups	17.247	1	17.247	20.971	0.000
	Within Groups	169.421	206	0.822		
	Total	187	207			
knowledge	Between Groups	3.879	1	3.879	5.989	0.015
	Within Groups	133.432	206	0.648		
	Total	137	207			
price	Between Groups	11.509	1	11.509	15.995	0.000
	Within Groups	148.236	206	0.720		
	Total	160	207			
selfimage	Between Groups	9.279	1	9.279	13.420	0.000
	Within Groups	142.443	206	0.691		
	Total	152	207			

Appendix 11: Crosstab & Pearson Chi-Square - Need Recognition & Knowledge

H1: Crosstab – Need Recognition and knowledge

Choice			German			Danish		
			Low Knowledge	High Knowledge	Total	Low Knowledge	High Knowledge	Total
Old pieces are worn out	No	N	17	14	31	50	61	111
		%	54.8%	45.2%	100.0%	45.0%	55.0%	100.0%
	Yes	N	33	47	80	19	10	29
		%	41.3%	58.8%	100.0%	65.5%	34.5%	100.0%
There is a discount	No	N	27	51	78	36	25	61
		%	34.6%	65.4%	100.0%	59.0%	41.0%	100.0%
	Yes	N	23	10	33	22	14	36
		%	69.7%	30.3%	100.0%	61.1%	38.9%	100.0%
Old pieces do not look good anymore	No	N	17	27	44	33	22	55
		%	38.6%	61.4%	100.0%	60.0%	40.0%	100.0%
	Yes	N	33	34	67	25	17	42
		%	49.3%	50.7%	100.0%	59.5%	40.5%	100.0%
I am in the mood for shopping	No	N	32	41	73	42	31	73
		%	43.8%	56.2%	100.0%	57.5%	42.5%	100.0%
	Yes	N	18	20	38	16	8	24
		%	47.4%	52.6%	100.0%	66.7%	33.3%	100.0%
I need clothes for special/new occasions	No	N	13	17	30	28	19	47
		%	43.3%	56.7%	100.0%	59.6%	40.4%	100.0%
	Yes	N	37	44	81	30	20	50
		%	45.7%	54.3%	100.0%	60.0%	40.0%	100.0%
I am in the store anyways	No	N	44	54	98	53	36	89
		%	44.9%	55.1%	100.0%	59.6%	40.4%	100.0%
	Yes	N	6	7	13	5	3	8
		%	46.2%	53.8%	100.0%	62.5%	37.5%	100.0%
Old pieces do not fit anymore	No	N	22	22	44	39	20	59
		%	50.0%	50.0%	100.0%	66.1%	33.9%	100.0%
	Yes	N	28	39	67	19	19	38
		%	41.8%	58.2%	100.0%	50.0%	50.0%	100.0%
Others	No	N	48	58	106	55	37	92
		%	45.3%	54.7%	100.0%	59.8%	40.2%	100.0%
	Yes	N	2	3	5	3	2	5
		%	40.0%	60.0%	100.0%	60.0%	40.0%	100.0%

Pearson Chi-square test need recognition & knowledge

	German			Danish		
	Value	df	Asymptotic Significance (2-sided)	Value	df	Asymptotic Significance (2-sided)
Old pieces are worn out	1.667	1	0.197	0.564	1	0.453
There is a discount	11.529	1	0.001	0.041	1	0.839
Old pieces do not look good anymore	1.209	1	0.271	0.002	1	0.962
I am in the mood for shopping	0.126	1	0.723	0.627	1	0.429
I need clothes for special/new occasions	0.049	1	0.825	0.002	1	0.966
I am in the store anyways	0.007	1	0.932	0.027	1	0.871
Old pieces do not fit anymore	0.723	1	0.395	2.493	1	0.114
Others	0.054	1	0.817	0.000	1	0.992

Appendix 12: Crosstab & Pearson Chi-Square - Need Recognition & Price

H1: Crosstab – Need Recognition and price

Choice			German			Danish		
			Low Price	High Price	Total	Low Price	High Price	Total
Old pieces are worn out	No	N	4	27	31	10	19	29
		%	12.9%	87.1%	100.0%	34.5%	65.5%	100.0%
	Yes	N	11	69	80	15	53	68
		%	13.8%	86.3%	100.0%	22.1%	77.9%	100.0%
There is a discount	No	N	6	72	78	15	46	61
		%	7.7%	92.3%	100.0%	24.6%	75.4%	100.0%
	Yes	N	9	24	33	10	26	36
		%	27.3%	72.7%	100.0%	27.8%	72.2%	100.0%
Old pieces do not look good anymore	No	N	7	37	44	15	40	55
		%	15.9%	84.1%	100.0%	27.3%	72.7%	100.0%
	Yes	N	8	59	67	10	32	42
		%	11.9%	88.1%	100.0%	23.8%	76.2%	100.0%
I am in the mood for shopping	No	N	8	65	73	16	57	73
		%	11.0%	89.0%	100.0%	21.9%	78.1%	100.0%
	Yes	N	7	31	38	9	15	24
		%	18.4%	81.6%	100.0%	37.5%	62.5%	100.0%
I need clothes for special/new occasions	No	N	3	27	30	11	36	47
		%	10.0%	90.0%	100.0%	23.4%	76.6%	100.0%
	Yes	N	12	69	81	14	36	50
		%	14.8%	85.2%	100.0%	28.0%	72.0%	100.0%
I am in the store anyways	No	N	12	86	98	20	69	89
		%	12.2%	87.8%	100.0%	22.5%	77.5%	100.0%
	Yes	N	3	10	13	5	3	8
		%	23.1%	76.9%	100.0%	62.5%	37.5%	100.0%
Old pieces do not fit anymore	No	N	9	35	44	17	42	59
		%	20.5%	79.5%	100.0%	28.8%	71.2%	100.0%
	Yes	N	6	61	67	8	30	38
		%	9.0%	91.0%	100.0%	21.1%	78.9%	100.0%
Others	No	N	15	91	106	22	70	92
		%	14.2%	85.8%	100.0%	23.9%	76.1%	100.0%
	Yes	N	0	5	5	3	2	5
		%	0.0%	100.0%	100.0%	60.0%	40.0%	100.0%

Chi-square test need recognition & price

		German			Danish		
		Value	df	Asymptotic Significance (2-sided)	Value	df	Asymptotic Significance (2-sided)
Old pieces are worn out	Pearson Chi-Square	0.014	1	0.907	1.640	1	0.200
There is a discount	Pearson Chi-Square	7.607	1	0.006	0.120	1	0.729
Old pieces do not look good anymore	Pearson Chi-Square	0.358	1	0.550	0.149	1	0.699
I am in the mood for shopping	Pearson Chi-Square	1.191	1	0.275	2.292	1	0.130
I need clothes for special/new occasions	Pearson Chi-Square	0.434	1	0.510	0.267	1	0.605
I am in the store anyways	Pearson Chi-Square	1.152	1	0.283	6.148	1	0.013
Old pieces do not fit anymore	Pearson Chi-Square	3.005	1	0.083	0.728	1	0.394
Others	Pearson Chi-Square	0.818	1	0.366	3.228	1	0.072

Appendix 13: Crosstab & Pearson Chi-Square - Need Recognition & Self-Image

H1: Crosstab – Need Recognition and self-image

Choice			German			Danish		
			Low Self-image	High Self-image	Total	Low Self-image	High Self-image	Total
Old pieces are worn out	No	N	10	21	31	19	10	29
		%	32.3%	67.7%	100.0%	65.5%	34.5%	100.0%
	Yes	N	25	55	80	35	33	68
		%	31.3%	68.8%	100.0%	51.5%	48.5%	100.0%
There is a discount	No	N	18	60	78	34	27	61
		%	23.1%	76.9%	100.0%	55.7%	44.3%	100.0%
	Yes	N	17	16	33	20	16	36
		%	51.5%	48.5%	100.0%	55.6%	44.4%	100.0%
Old pieces do not look good anymore	No	N	14	30	44	33	22	55
		%	31.8%	68.2%	100.0%	60.0%	40.0%	100.0%
	Yes	N	21	46	67	21	21	42
		%	31.3%	68.7%	100.0%	50.0%	50.0%	100.0%
I am in the mood for shopping	No	N	21	52	73	39	34	73
		%	28.8%	71.2%	100.0%	53.4%	46.6%	100.0%
	Yes	N	14	24	38	15	9	24
		%	36.8%	63.2%	100.0%	62.5%	37.5%	100.0%
I need clothes for special/new occasions	No	N	9	21	30	24	23	47
		%	30.0%	70.0%	100.0%	51.1%	48.9%	100.0%
	Yes	N	26	55	81	30	20	50
		%	32.1%	67.9%	100.0%	60.0%	40.0%	100.0%
I am in the store anyways	No	N	29	69	98	48	41	89
		%	29.6%	70.4%	100.0%	53.9%	46.1%	100.0%
	Yes	N	6	7	13	6	2	8
		%	46.2%	53.8%	100.0%	75.0%	25.0%	100.0%
Old pieces do not fit anymore	No	N	12	32	44	38	21	59
		%	27.3%	72.7%	100.0%	64.4%	35.6%	100.0%
	Yes	N	23	44	67	16	22	38
		%	34.3%	65.7%	100.0%	42.1%	57.9%	100.0%
Others	No	N	34	72	106	50	42	92
		%	32.1%	67.9%	100.0%	54.3%	45.7%	100.0%
	Yes	N	1	4	5	4	1	5
		%	20.0%	80.0%	100.0%	80.0%	20.0%	100.0%

Chi-square test need recognition & self-image

		German			Danish		
		Value	df	Asymptotic Significance (2-sided)	Value	df	Asymptotic Significance (2-sided)
Old pieces are worn out	Pearson Chi-Square	.011a	1	0.918	1.625c	1	0.202
There is a discount	Pearson Chi-Square	8.687a	1	0.003	.000c	1	0.986
Old pieces do not look good anymore	Pearson Chi-Square	.003a	1	0.958	.965c	1	0.326
I am in the mood for shopping	Pearson Chi-Square	.755a	1	0.385	.603c	1	0.438
I need clothes for special/new occasions	Pearson Chi-Square	.045a	1	0.833	.784c	1	0.376
I am in the store anyways	Pearson Chi-Square	1.458a	1	0.227	1.320c	1	0.251
Old pieces do not fit anymore	Pearson Chi-Square	.612a	1	0.434	4.658c	1	0.031
Others	Pearson Chi-Square	.322a	1	0.570	1.264c	1	0.261

Appendix 14: Correlations

H2 + H3: Correlations by nationality

		German				Danish			
		purchaseintent ion_mean	knowledge	price	selfimage	purchaseintent ion_mean	knowledge	price	selfimage
purchaseintention_mean	Pearson Correlation	1.000	.715**	.637**	.648**	1	.746**	.700**	.713**
	Sig. (2-tailed)		0.000	0.000	0.000		0.000	0.000	0.000
	N	111	111	111	111	97	97	97	97
knowledge	Pearson Correlation	.715**	1.000	.515**	.634**	.746**	1	.642**	.734**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000		0.000	0.000
	N	111	111	111	111	97	97	97	97
price	Pearson Correlation	.637**	.515**	1.000	.574**	.700**	.642**	1	.723**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000		0.000
	N	111	111	111	111	97	97	97	97
selfimage	Pearson Correlation	.648**	.634**	.574**	1	.713**	.734**	.723**	1
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	
	N	111	111	111	111	97	97	97	97
		** Correlation is significant at the 0.01 level (2-tailed).							

Appendix 15: Linear Regression

H3: linear regression purchase intention

Model			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
German	1	(Constant)	0.368	0.237		1.552	0.124
		knowledge	0.450	0.081	0.432	5.525	0.000
		price	0.310	0.077	0.297	4.021	0.000
		selfimage	0.214	0.086	0.204	2.489	0.014
Danish	1	(Constant)	-0.005	0.224		-0.024	0.981
		knowledge	0.496	0.111	0.413	4.463	0.000
		price	0.315	0.099	0.289	3.179	0.002
		selfimage	0.225	0.115	0.201	1.956	0.053
			Dependent Variable: purchaseintention_mean				

Appendix 16: Crosstab & Pearson Chi-Square External Stimuli

H3d: Crosstab – Important factors & purchase intention by nationality

			German			Danish		
Choice			Low PI	High PI	Total	Low PI	High PI	Total
Quality	No	N	5	10	15	17	5	22
		%	33.3%	66.7%	100.0%	77.3%	22.7%	100.0%
	Yes	N	15	81	96	30	45	75
		%	15.6%	84.4%	100.0%	40.0%	60.0%	100.0%
Durability	No	N	9	35	44	23	13	36
		%	20.5%	79.5%	100.0%	63.9%	36.1%	100.0%
	Yes	N	11	56	67	24	37	61
		%	16.4%	83.6%	100.0%	39.3%	60.7%	100.0%
Available Information	No	N	17	71	88	45	35	80
		%	19.3%	80.7%	100.0%	56.3%	43.8%	100.0%
	Yes	N	3	20	23	2	15	17
		%	13.0%	87.0%	100.0%	11.8%	88.2%	100.0%
Style	No	N	5	38	43	20	18	38
		%	11.6%	88.4%	100.0%	52.6%	47.4%	100.0%
	Yes	N	15	53	68	27	32	59
		%	22.1%	77.9%	100.0%	45.8%	54.2%	100.0%
Brand Name	No	N	19	88	107	41	44	85
		%	17.8%	82.2%	100.0%	48.2%	51.8%	100.0%
	Yes	N	1	3	4	6	6	12
		%	25.0%	75.0%	100.0%	50.0%	50.0%	100.0%
Uniqueness	No	N	18	78	96	46	45	91
		%	18.8%	81.3%	100.0%	50.5%	49.5%	100.0%
	Yes	N	2	13	15	1	5	6
		%	13.3%	86.7%	100.0%	16.7%	83.3%	100.0%
Price	No	N	4	27	31	11	13	24
		%	12.9%	87.1%	100.0%	45.8%	54.2%	100.0%
	Yes	N	16	64	80	36	37	73
		%	20.0%	80.0%	100.0%	49.3%	50.7%	100.0%
Trust in the Brand	No	N	15	55	70	39	29	68
		%	21.4%	78.6%	100.0%	57.4%	42.6%	100.0%
	Yes	N	5	36	41	8	21	29
		%	12.2%	87.8%	100.0%	27.6%	72.4%	100.0%
Personal values	No	N	15	74	89	45	37	82
		%	16.9%	83.1%	100.0%	54.9%	45.1%	100.0%
	Yes	N	5	17	22	2	13	15
		%	22.7%	77.3%	100.0%	13.3%	86.7%	100.0%
Others	No	N	20	89	109	45	48	93
		%	18.3%	81.7%	100.0%	48.4%	51.6%	100.0%
	Yes	N	0	2	2	2	2	4
		%	0.0%	100.0%	100.0%	50.0%	50.0%	100.0%

Chi-square test important factors & purchase intention

		German			Danish		
		Value	df	Asymptotic Significance (2-sided)	Value	df	Asymptotic Significance (2-sided)
Quality	Pearson Chi-Square	2.754	1	0.097	9.462	1	0.002
Durability	Pearson Chi-Square	0.293	1	0.588	5.461	1	0.019
Available Information	Pearson Chi-Square	0.486	1	0.486	11.109	1	0.001
Style	Pearson Chi-Square	1.940	1	0.164	0.437	1	0.509
Brand Name	Pearson Chi-Square	0.137	1	0.711	0.013	1	0.909
Uniqueness	Pearson Chi-Square	0.258	1	0.612	2.587	1	0.108
Price	Pearson Chi-Square	0.762	1	0.383	0.088	1	0.767
Trust in the Brand	Pearson Chi-Square	1.492	1	0.222	7.212	1	0.007
Personal values	Pearson Chi-Square	0.412	1	0.521	8.763	1	0.003
Others	Pearson Chi-Square	0.448	1	0.503	0.004	1	0.950

Appendix 17: Reliability Statistics (Cronbach's Alpha)

	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
How likely are you to buy a sustainable fashion product?	0.594	0.470	0.933
When I find an apparel product that fits my clothing needs, the possibility of me purchasing it will increase if I then find it is made of organic cotton.	0.561	0.386	0.933
I buy clothing from socially responsible fashion retailers.	0.668	0.547	0.931
My purchase habits are affected by my concern for our environment.	0.780	0.666	0.929
I am well informed about environmental issues in the fashion industry.	0.383	0.477	0.936
I am knowledgeable about what sustainable fashion is.	0.427	0.471	0.935
I am knowledgeable about retailers that sell sustainable fashion.	0.563	0.520	0.933
I check whether products have an eco-label.	0.675	0.614	0.931
I look for information about a products sustainability when comparing two similar products.	0.714	0.680	0.930
It is difficult to obtain information regarding what products are organic cotton apparel.	0.376	0.268	0.936
I am actively looking for information regarding the sustainability of a certain product.	0.738	0.700	0.930
My knowledge about sustainability issues affects my decisions when purchasing clothing.	0.798	0.699	0.929
I am willing to pay a premium price for clothing that is produced in accordance with the sustainable garment production standard.	0.684	0.653	0.931
It is worthwhile to support sustainable fashion even if I have to forgo some clothing options.	0.664	0.603	0.931
I would still buy a sustainable fashion product, even if the price is higher than non-sustainable clothing.	0.672	0.668	0.931
I would purchase more sustainable fashion products if the price would be the same as non-sustainable products.	0.268	0.344	0.938
It is important to me that the products I use do not harm the environment.	0.737	0.660	0.930
I would describe myself as environmentally responsible.	0.546	0.404	0.933
The purchase and use of sustainable fashion products help me to attain the type of life I strive for.	0.761	0.710	0.930
The purchase and use of sustainable fashion products is of personal importance to me.	0.792	0.750	0.929
The purchase and use of sustainable fashion products helps me to express who I am.	0.634	0.576	0.932
I think it is important that clothing represents my personal values and beliefs.	0.389	0.321	0.936

Appendix 18: Answers to open Question; Definition of Sustainability

Original German Answer	English Translation
Soziale Probleme, Müll	Social Problems, Trash
Müll und Verkehr	Trash and traffic
Soziale Probleme, Wasser	Social problems, Water
Plastikmüll, Recycling, Wasser	Plastic trash, recycling, water
Nachhaltigkeit ist für mich ein Ideal mit dem ich das Streben nach etwas nachhaltig Positivem assoziiere. Positiv meint dabei für den größten Teil der Menschen soll sich für längere Zeiträume die Lebensqualität verbessern oder zumindest nicht verschlechtern. Also im Prinzip: Klimawandel, unter fairen Arbeitsbedingungen hergestellte Klamotten aber auch Unternehmen, die auf ihrer Agenda neben den klassisch gewinnorientierten Business Models auch so genannte "Social Impact Business Models" stehen haben, und so weiter	Sustainability is an ideal within which I am associating something sustainable positive. Positive means that for most of the population the quality of life should improve or at least not become worse. Basically: climate change, clothes produced under fair working conditions but also companies that have on their agenda in addition to the classic for-profit business models also called "Social Impact Business Models", and so on
Reisen ohne Flugzeug. Mülltrennung, Wenig Fleisch essen	Travel without airplanes. Trash separation, eat less meat
Ausbeutung von Arbeitskräften	Sweating of workforces
Müllvermeidung, Wiederverwendbarkeit, Langlebigkeit, Ressourcen schonende Produktion/Distribution, Kein/Geringer Einsatz schädlicher Chemikalien	Waste prevention, reusability, longevity, resource-conserving production / distribution, no / low use of harmful chemicals
Müll/Recycling, Wasser, Energie, Naturschutz, Klima,	Trash/Recycling, Water, Energy, protection of the nature, climate
Zukunftsfähigkeit, Unzulänglichkeit der vorherrschenden Wirtschaftsform und Marktmechanismen zur Problemlösung, Konsumfetishismus und die Verantwortung des modernen Marketings	Sustainable, Inadequacy of the prevailing economy and market mechanisms for problem solving, consumerism and the responsibility of modern marketing
Verbrauch von Ressourcen, Müll, Recycling, Chemikalien – Umweltschutz, Arbeitsbedingungen bei Produktion - Menschenrechte, Arbeitsnormen	Consumption of resources, waste, recycling, chemicals - environmental protection, working conditions in production - human rights, labor standards
Globale Erwärmung, damit verbundene soziale Probleme und Umweltverschmutzung mit Chemikalien, Insektensterben	Global warming, related social problems and pollution with chemicals, insect dying
Plastikvermeidung, Ressourcenübernutzung	Plastic prevention, Overusage of resources

Original German Answer	English Translation
Fair Fashion, Recycling, vegan Ernährung, weniger Plastik/Müll, ...	Fair Fashion, recycling, vegan nutrition, less plastic/trash
Müll, Konsum	Trash, consum
Plastikmüll, erneuerbare Energien, psychologisch richtiger Umgang mit Personal	Plastic trash, renewable energy, psychological right way of treating people
Zero Waste, finanzieller Aspekt, Umweltverschmutzung	Zero waste, financial aspect, environmental pollution
Recycling, Grüne Energie, Vermeidung von Verschwendung	Recycling, green energy, avoidance of waste
bewusstes und kritisches Konsumverhalten (möglichst nur kaufen, was ich brauche oder was mir wirklich wichtig ist, nicht immer nur Neues sondern wenn möglich auch Gebrauchtes kaufen), soziale Gerechtigkeit & Chancengleichheit, Diskussion von Alternativen/Optimierungen des Wirtschaftens, Nachhaltigkeit als Thema in der Bildung, Wertschätzung lernen - Genügsamkeit als Genuss (in den genannten Bereichen sind für mich Aspekte wie Recycling, Müssvermeidung, Ernährung etc enthalten)	Conscious and critical consumer behavior (if possible only buy what I need or what is really important to me, not always new but if possible also buy used), social justice & equal opportunities, discussion of alternatives / optimizations of the economy, sustainability as a topic in education Learning appreciation - contentment as enjoyment (in the areas mentioned, aspects such as recycling, avoiding food, nutrition etc are included)
Müllreduktion, Recycling	Trash reduction, recycling
Umweltschutz, Klima, Menschenrechte, Müll.	Environmental protection, climate, human rights, trash
Arbeitsbedingungen, Umweltschutz	Working conditions, environmetal protection
Plastik Müll	Plastic trash
Recycling, Bionahrung, Plastikproblem	Recycling, ecological food, plastic problems
Müll Recycling Wasser Chemikalien	Trash, reycling, water, chemicals
Plastik, insbesondere Verpackungsmüll.	
Nachhaltigkeit mit dem Hintergrund den Generationen nach uns eine lebenswerte Welt zu bieten.	
Arbeitsbedingungen in ärmeren Ländern und die damit verbundenen Auswirkungen auf die Gesundheit der Menschen, die dort arbeiten.	
Nachhaltigkeit in Bezug auf Energiegewinnung und Verkehr.	Plastic, especially packaging trash
sustainability with the background to give the generation after as a liveable world	
working conditions in poor countries and within this the connected impact on the health of the people who are living there	

Original German Answer	English Translation
sustainable in regards to energy-generating and traffic	
Verpackungsmüll, Transport, Energie und Wasserverbrauch sowie Chemikalien in Reinigungsmitteln	Packaging waste, transportation, energy and water usage as well as chemicals in cleaning supplies
Müll	Trash
Mülltrennung, Wasser sparen, Arbeitsmarkt	Seperation of trash, save water, labor market
Gerechte Vergütung,weniger Plastikverpackung, entsprechende Entsorgung	Fair wages, less plastic packaging, appropriate supply
Soziale Probleme	Social problems
Wenig Plastikverbrauch, Meere nicht verschmutzen	Little plastic use, don't pollute the oceans
Faire Arbeitsbedingungen, Erhaltung der Umwelt, Emissionen und Wasser	Fair labor, sustaining the environment, emissions and water
Recycling & Müll	Recycling & trash
Verringerung von Abfall, Recycling, umwelt- und ressourcenschonende Produktion und soziale Themen wie Arbeitssicherheit	Reduction of trash, recycling, environment- and resource saving production and social themes as working security
Müll/Recycling, Wasser, CO2 Bilanz & Transportwege, Wiederverwendbarkeit, effektive Rohstoffnutzung,	Trahs/recycling, water, CO2 balance & transportation routes, reusage, effective resource use
Müll, Recycling	Trash, Recycling
Fair Trade, Müll	Fair Trade, Trash
Umweltverschmutzung, soziale Probleme, Müll	Plastic trash, chemicals in the products as food and make up etc.
Reduzierung von Mülle	Reduction of waste

Original German Answer	English Translation
Mir ist es wichtig, dass ich Kleidungsstücke kaufe die von guter Qualität sind, damit ich sie lange tragen kann. Wenn mir etwas nicht mehr passt, weil es z. B. eingelaufen ist, oder mir etwas nicht mehr gefällt, aber noch in einem angemessenem Zustand ist, dann versuche ich es weiterzugeben. Wenn meine Klamotten kaputt gehen, dann versuche ich sie weitestgehend zu reparieren, sobald dies nicht mehr möglich ist, dann versuche ich Orte zu finden an denen die Materialien recyclet werden. Ich trage gerne Wolle, weil es reicht diese Kleidungsstücke auszulüften. Um Wasser zu sparen, friere ich meine Jeans gerne ein, da dieser Prozess die Bakterien abtötet und die Hose dann wieder frisch riecht. Wenn eine Jeans mal einen Fleck hat, dann versuche ich ihn erst anderweitig herauszuarbeiten ohne die Hose komplett zu waschen. Mir persönlich ist es etwas zu umständlich jede Firma auf Nachhaltigkeit und Arbeitsumstände zu untersuchen, bevor ich neue Kleidungsstücke kaufe, tue dies trotzdem ab und zu.	It is important to me that I buy clothes that are of good quality so that I can wear them for a long time. If something does not suit me anymore, because e.g. is running in, or I do not like something anymore, but they are still in a reasonable condition, then I try to pass them on. If my clothes break, then I try to repair them as far as possible, and then I try to find places where the materials are recycled. I like to wear wool, because it is enough to ventilate these clothes. To save water, I like to freeze my jeans, as this process kills the bacteria and the pants then smells fresh again. If a jeans has a stain, then I try to work it out otherwise without washing the pants completely. Personally, it is a little too cumbersome to examine each company for sustainability and work conditions before I buy new garments, but do so from time to time.
Landwirtschaft, Recycling, Plastik	Agricuture, recycling, plastic
Nachhaltigkeit in der Nahrungsmittelverwertung, Recycling - weniger Plastikmüll, keine Kleidung , die chemisch behandelt ist	Sustainability in food recycling, recycling – less plastic trash, no clothes which is processed with chemicals
Müll, Gerechte Löhne und Arbeitsbedingungen in den produzierenden Ländern	Trash, fair wages and working conditions in the producing country
Reduzierung von Müll	Waste sorting, Less waste, applies to too much production and to recycling, Fewer chemicals
Plastikmüll, Chemikalien in Produkten wie Lebensmitteln und auch Schminke, etc	Plastic trash, chemicals in the products as food and make up etc.
Die Menge an Müll, vor allem Plastikmüll (unter anderem durch Recycling) verringern, damit davon weniger in der Umwelt und im Wasser ist. Generell sorgsamer mit Wasser umgehen und weniger Verbrauchen. Und den CO2-Ausstoß möglichst gering halten, indem nicht viel geflogen wird oder unnötig umher gefahren oder öffentliche Verkehrsmittel genutzt werden.	Reduce the amount of waste, especially plastic waste (including through recycling) so that less of it is in the environment and in the water. Generally more careful with water and less consuming. And keep the CO2 emissions as low as possible by not flying a lot or driving around unnecessarily or using public transport.
Wenig Müll, gute Arbeitsbedingungen, Recycling, verantwortungsvoller Umgang mit Ressourcen v.a fossilen	Little bit of trash, good working conditions, recycling, responsible handling with ressources as fossils
Erneuerbare Energien und Recycling	Renewable energy and recycling
CO2-Emissionen (Transportwege), Kinderarbeit, Plastikmüll	CO2 emission (transportation routes), child labor, plastic trash

Original German Answer	English Translation
Faire Löhne, gute Arbeitsbedingungen auch im Ausland, Müll/Plastik, Recycling	Fair wages, good working conditions also in foreign countries, trash/plastic, recycling
Verringerung des Plastikmülls, optimierte Ressourcennutzung, gemeinsam Lösungen finden, keine Alleingänge der Politik	Reduction of plastic trash, optimization of resources use, finding common solutions, no solo walk in politics
Verkehr und Transport, viel Fahrrad fahren, weniger Auto. Lebensmittel sollten Nachhaltig produziert werden -> Keine Sojaprodukte von großen Plantagen in Brasilien etc.	Traffic and transportation, a lot of cycling, little car. Foods should be sustainably produced -> no soja products from pig plantages in brazil etc.
Müll, Chemikalie, Abgase, Massentierhaltung,	Trash, Chemicals, exhaust gases, industrial livestock farming
Faire Preise und Arbeitsbedingungen für die Arbeiter. Umweltschutz	Fair prices and working conditions for the workers and protection of the environment
Klimawandel reduzieren aber da das nicht Möglich sein wird ... vor der Haustür aufpassen das Habitate bestehen bleiben + neu entstehen, Insekten geschützt werden, Flüsse naturnah werden usw...	Reduce climate change but that will not be possible ...
In front of the door, the habitats persist + recreate, insects are protected, rivers are natured etc.	
Transport, Infrastruktur, Nahrung, Recycling, Energie	Transportation, infrastructure, food, recycling, energy
Alle der genannten	All of the named one
Plastikmüll, besonders im Meer, Regenerative Energieversorgung, Grundwasser Verseuchung, Nachhaltige Landwirtschaft	Plastic trash especially in the ocean, regenerative energy supply, groundwater contamination, sustainable agriculture
Müllvermeidung, Recycling, Lebensmittelverschwendung verhindern	Avoidance of trash, recycling, avoided food waste
Plastik- bzw. Müllvermeidung, Mülltrennung/ Recycling, Wasser, Chemikalien	Plastic and trash avoidance, trash separation/ recycling, water, chemicals
Soziale Probleme, Recycling, Chemikalien	Social problems, recycling, chemicals
Reduzierung von Treibhauseffekten	Reduction of greenhouse effect
CO2, Recycling, Müll, Lebensqualität	CO2, recycling, trash, life quality
Ressourcenschonung	Resource conservation
Soziale Probleme und Umwelt. Also eigentlich alle oben genannten	Social problems and environmental. Basically named above
dauergäste Belastung der Umwelt	permanent guests pollution of the environment
Persönliches Nutzungsverhalten in Bezug auf Einkaufen ohne Plastikverpackungen	Personal usage in regards to shopping without plastic packaging

Original German Answer	English Translation
Ökologische Nachhaltigkeit im Sinne von Umweltverschmutzung reduzieren durch z.B. Vermeidung von Müll; - Natur- und Artenschutz; oder auch ökologisch nachhaltige Anbauweisen, E-Mobilität etc.; Faire Entlohnung; Commoning Projekte um das Allgemeinwohl zu steigern; ...	Reduce Ecological sustainability in terms of environmental pollution, e.g. avoidance of trash; nature and protection of species; or ecological sustainable growing points, e-mobility etc., faire payment, raise commoning projects for community
Plastik Müll in den Weltmeeren, Allgemein Müll Verwertung	Plastic garbage in the oceans, general garbage recovery
Nachhaltige Bildung, Kapitalismus und seine Auswirkungen, Recycling, Umgang mit Ressourcen, Einfluss der Politik, egoistisches Konsumverhalten	Sustainable education, capitalism and its effects, recycling, resource management, political influence, egoistic consumer behavior
Wenig Müll, Wenig Wasserverschwendung , Gute Bedingungen bzgl derer die die Dinge herstellen	Little trash, Little water wastage, Good conditions for those who make things
Plastikmüll, Zersiedelung und Abholzung, soziale Gerechtigkeit, Wirtschaftlichkeit & Wachstum	Plastic waste, urban sprawl and deforestation, social justice, economics and growth
Müllvermeidung, nachhaltige Rohstoffe (Windkraft, Solar,..), Recycling, weniger Einwegplastik	Waste prevention, sustainable raw materials (wind power, solar, ..), recycling, less disposable plastic
Müll, Recycling, Nachhaltigkeit, Plastikvermeidung	Garbage, recycling, sustainability, plastic avoidance
Recycling, gute Arbeitsbedingungen, Wasser und den Umgang mit Plastik	Recycling, good working conditions, water and the use of plastic
Reduzierung von Müll	reduction of trash
Recycling, Energieversorgung, Vermeidung von Plastikmüll	Recycling, energy supply, avoidance of plastic waste
Soziale Aspekte wie beispielsweise Bezahlung, Vermeidung von Müll	Social aspects such as pay, avoiding garbage
Müll	trash
Umwelt, Ressourcenverbrauch, Gentrifizierung/fehlender sozialer Mix in Quartieren	Environment, resource consumption, gentrification / lack of social mix in neighborhoods
Klimawandel, erneuerbare Energien, soziale Zukunft	climate change, renewable energy, social future
Recycling	recycling
Menschenrechte Bzw. Arbeitsbedingungen	human rights or working conditions
Wasser, Abfallreduzierung, Mikroplastik	Water, waste reduction, microplastics
Recycling, Klimaschutz, Soziales (Gleichberechtigung etc)	Recycling, climate protection, social issues (equal rights etc)

Original German Answer	English Translation
Recycling, Müll	recycling, trash
Recycling, Energieverbrauch	recycling, energy consumption
Chemikalien, Müll	chemical trash
Recycling, Mülltrennung, Strom sparen, Öffentliche Verkehrsmittel statt Auto	Recycling, waste separation, saving electricity, public transport instead of car
Müll, "Wegwerfgesellschaft", Lebensmittelproduktion	Trash, "disposable society", food production
Dass die verwendeten Rohstoffe gut recyclebar sind, Kleidung nicht durch Kinderarbeit hergestellt wurde, die Rohstoffe zum Teil zumindest nachwachsend sind oder mit angemessenem Energieverbrauch künstlich hergestellt wurden	That the raw materials used are readily recyclable, that clothing has not been produced through child labor, that some raw materials are at least renewable or that they have been artificially produced with appropriate energy consumption
Wasser, soziale Probleme, Recycling	Water, social problems, recycling
Müll (besonders Trennung/ Vermeidung), Recycling (auch Pfand/ Glasflaschen etc)	Trash (especially separation / avoidance), recycling (also deposit / glass bottles etc)
Müll, Ressourcenknappheit, Bevölkerungsdichte und damit einhergehende Belastung durch Müll, Chemie	Trash, scarcity of resources, population density and the associated burden of garbage, chemistry
Reduzierung von Plastikmüll, Recycling, Wasser sparen, bessere Einkaufs- und Essensplanung, damit weniger Essen entsorgt wird	Reduction of plastic waste, recycling, saving water, better shopping and food planning so that less food is disposed of
Wasser, Recycling, Müll, faire Bezahlung	water, recycling, trash, fair labor
Soziale probleme, Masse an Konsum, Plastik Verbrauch	Social problems, mass consumption, plastic consumption
Soziale Probleme, Ressourcenschonen	social problems, preserve reesourcen
Müll (insbesondere Plastikvermeidung), auf chemische Substanzen verzichten, natürliche Pflegeprodukte nutzen	Trash (especially plastic avoidance), avoidance of chemical substances, use of natural care products
soziale Probleme, Müll, Ressourcen Schutz	social problems, trash, resources protection
Plastikvermeidung, Nachhaltige Kleidung, Recycling	plastic avoidance, sustainable fashion, recycling
-Umwelt, Plastik, Müll	Environment, plastic, trash
Arbeitsbedingungen, Recyclingmöglichkeit, Verzicht von Plastik	working conditions, recycling possibilities, waiving of plastic
Müll, Wasser, Recycling	trash, water, recycling

Original Danish Answer	English Translation
Jeg tænker bæredygtighed betyder mange ting og der er forskellige måder at opnå det på.	I think sustainability means many things and there are different ways to achieve it.
Personligt vil jeg gerne gå mere op i klimaforandringer og bæredygtighed, fordi det er forbandet vigtigt. Tænker meget over det i de små ting.	Personally, I would like to go more into climate change and sustainability because it is damn important. Thinking a lot about it in the little things.
Men føler ikke at jeg kan gøre mere, da jeg ønsker ikke at omlægge hele mit liv efter det, da det vil ødelægge min økonomi.	But do not feel that I can do more, because I do not want to change my whole life after that, as it will ruin my economy.
Genbrug (fx pap), materialer (fx mindre plastik), CO2-udledning (ved produktion)	Recycling (eg cardboard), materials (eg less plastic), CO2 emissions (in production)
Vand, genbrug, kemikalier, affald, lavt CO2 forbrug	Water, recycling, trash, low CO2 use
Miljømæssig påvirkning	Environmental impact
Genbrug, co2 reducering og cirkulær økonomi	Recycling, co2 reduction and circular economy
Genbrug, affaldssortering, vandenergi, solenergi.	Recycling, waste sorting, water energy, solar energy.
Det er alt sammen meget vigtigt for mig, i det jeg har set forskellige lande være påvirket på det mest ekstreme af hvordan vi ikke har vist det ansvar vi har overfor planeten.	It is all very important to me, in what I have seen different countries be influenced to the most extreme by how we have not shown the responsibility we have to the planet.
Affald genbrug (da det er nemt at lave en ændring- eks sortere plastik og pap.)	Waste recycling (since it is easy to make a change ex sort plastic and cardboard.)
Vand (der er mange steder man stadig kan gøre det bedre at spare på vandet - eks skyl ud i toilettet)	Water (there are many places you can still make it better to save on the water - eg flush out in the toilet)
alt hvad der har med miljøet at gøre	everything that has to do with the environment
at man sorterer affald ift pap, papir, plastik, og at at man genbruger tøj, møbler tallerkener hvis det altså er muligt	that you sort waste from cardboard, paper, plastic, and that you recycle clothes, furniture plates if it is possible
For mig er det genbrug - både at materielle ting men i lige så høj grad madvare og affaldssortering.	For me, it is recycling - both material things and just as much food and waste sorting.
Kemikalier pga. de negative effekter de kan have på miljøet.	Chemicals due to the negative effects they may have on the environment.
Dyre velfærd - Dyrene skal lave under ordentlige forhold hvis de fungere som råstoffer i produktet	Expensive welfare - The animals must do under proper conditions if they act as raw materials in the product

Original Danish Answer	English Translation
Jeg synes genbrug er et af de vigtigste aspekter, da jeg mener vi producerer for meget af bl.a. plastik som ender med bare at flyde. I stedet for at udvikle nyt, kunne det allerede fremstillede anvendes meget brugbart og miljøvenligt	I think recycling is one of the most important aspects since I think we produce too much of, among other things. plastic that ends with just floating. Instead of developing new ones, the already manufactured could be used very usefully and environmentally friendly
Køber solcreme der er bedre for miljøet/ koralrevne. Takker altid nej til poser - medbringer altid selv et genbrugeligt net eller poser jeg har i forvejen.	Buy sunscreen that is better for the environment / coral reefs. Always say no to bags - always carry a reusable net or bags I already have.
Jeg bekymre mig meget omkring bæredygtighed. Jeg ser på flere aspekter, den mest oplagte er CO2 belastning, men derudover kan det siges at der er flere led. Jeg tænker på hvilke råmaterialer der bliver brugt, herunder hvordan det er behandlet, senere i ledet tænker jeg på hvordan det bliver bearbejdet og hvilke sociale (arbejds) forhold der er her og sådan er kæden lang. Jeg tænker på meget på mit forbrug i hverdagen vandforbrug, strømforbrug, mindske brug af kemikalier og generelt ikke bruge for mange ressourcer. Derfor handler jeg helst genbrug, laver selv ting og mad af naturlige og økologiske materialer og råvare. Jeg køber helst øko og fairtrade og svanemærket.	I worry a lot about sustainability. I look at several aspects, the most obvious being CO2 load, but in addition it can be said that there are several links. I think about what raw materials are used, including how it is treated, later in the line I think about how it is processed and what social (working) conditions are here and such is the chain long. I think of a lot of my everyday consumption of water consumption, power consumption, reduce the use of chemicals and generally do not use too many resources. That's why I prefer to recycle, do things myself and food from natural and organic materials and raw materials. I prefer to buy eco and fair trade and the Swan label.
Primært affald og vand	Primary waste and water
Skal ikke være fyldte med kemikalier og skal kunne holde til at blive genbrugt som det er eller blive brugt til andet og få nyt liv	Must not be filled with chemicals and must be able to keep being recycled as it is or be used for other things and regain life
Affald, genbrug, kemikalier	Trash, Recycling, chemicals
Jeg smider ikke affald over det hele, ellers tænker jeg ikke på det.	I don't throw garbage all over, otherwise I don't think about it.
Jeg tænker generelt på miljøet i forbindelse med bæredygtighed. Vi er afhængige af ressourcer som rent drikke vand og jord som er dyrkbar for landbruget.	I generally think of the environment in relation to sustainability. We rely on resources that purely drink water and land that is cultivable for agriculture.
Miljø. Planet.	Environment, planet
Sociale forhold	Social conditions
Børnearbejde og CO2 udledning	Child work and CO2 dismissal

Original Danish Answer	English Translation
Jeg tænker på bæredygtighed både i forhold til naturen/miljøet og de mennesker/samfund, der fremstiller produktet. Det betyder meget for mig at vide, at de materialer, der bliver brugt i fremstillingen af et produkt ikke er til skade for natur eller mennesker samt at materialerne kommer fra en kilde, der er i balance (dvs. der bruges ikke mere af materialet end der kan nå at blive genskabt igen. F.eks. at der ikke bruges mere træ end der kan nå at gro nye træer i en skov således at hele skoven ikke bliver udryddet). Bæredygtighed betyder for mig at fremstillingen af et produkt kan "bære" sig selv dvs. det er til gavn for natur og mennesker, og det er en kontinuerlig proces, der sikrer gode levevilkår for både natur og mennesker. Det er vigtigt hvis vi vil passe på Jorden og vores medmennesker at vi tænker bæredygtigt.	I am thinking of sustainability both in relation to nature / the environment and the people / communities that make the product. It means a lot to me that the materials used in the manufacture of a product are not detrimental to nature or humans and that the materials come from a source that is in balance (ie, no more material is used than It can now be restored again, for example that no more wood is used than can reach new trees in a forest so that the whole forest is not eradicated. Sustainability means to me that the production of a product can "carry" itself ie. it benefits nature and people, and it is a continuous process that ensures good living conditions for both nature and people. It is important if we want to take care of the Earth and our fellow human beings that we think sustainably.
Det er umiddelbart svært at komme med nye eksempler som i har - og det er jeg selvfølgelig enig i at alle har betydning. Hvorfor - fordi vores miljø og klima er vigtigt at passe på!	It is immediately difficult to come up with new examples that you have - and of course I agree that everyone has meaning. Why - because our environment and climate are important to take care of!
Jeg synes det er vigtigt at vi tænker over hvad vi gør med vores affald, flere kommuner og mange er heldigvis begyndt at arbejde meget i affaldsortering, hvilket jeg tror på har en stor effekt, da meget affald kan genbruges. Vand og elektricitet betyder også meget i min hverdag, jeg tænker meget over ikke at lade vandet løbe bare for at løbe, men jeg kunne måske også blive bedre til at spare når det kommer til de lange brusebade... Jeg synes det er rigtig vigtigt at vi arbejder med bæredygtighed, da vi har et alarmerende stort overforbrug på verdensplan, men det er svært at tro på hvor stor en forskel lille jeg i lille Danmark faktisk kan gøre, men vi må jo starte et sted.	I think it is important that we think about what we do with our waste, more municipalities and many have happily started to work a lot in waste sorting, which I believe has a great effect, since much waste can be recycled. Water and electricity also mean a lot in my everyday life, I think a lot about not having the water run just for running, but I might also be better off saving when it comes to the long showers ... I think it's really important that we work with sustainability, since we have an alarmingly high over-consumption worldwide, but it is hard to believe how large a small drop I in small Denmark can actually do, but we have to start somewhere.
Miljø og klima, da det er ret svært bo på en ødelagt planet. Derudover skal vi have nogle alternativer til fossile brændstoffer, så vi kan opretholde den teknologiske fremgang på en miljøvenlig måde.	Environment and climate, as it is quite difficult to live on a destroyed planet. In addition, we need some alternatives to fossil fuels so that we can maintain technological progress in an environmentally friendly way.
Miljøpåvirkning, Menneskerettigheder	Environmental impact, Human rights
Affald, genbrug, vand og kemikalier	Waste, recycling, water and chemicals

Original Danish Answer	English Translation
Sortering af affald, Mindre spild, gælder både for meget produktion og at genanvende, Færre kemikalier	Waste sorting, Less waste, applies to too much production and to recycling, Fewer chemicals
Genbrug, Generelt ikke noget jeg tænker særligt over	Recycling, Generally not something I think about
Økologi, Arbejdsforhold, Klimaneutralitet. Vugge til vugge.	Ecology, working conditions, climate neutrality. Cradle to cradle.
Gennemsigtighed, plastik, naturen i tanke	Transparency, plastic, nature in thought
Genbrug, vind/vand elektricitet, minimering af kemikalier	Recycling, wind / water electricity, minimizing chemicals
Genbrug, Vand, affald	Recycling, water, trash
Kemikalier, og CO2 udledning i productionen, da det er syndere som skader miljøet.	Chemicals, and CO2 emissions in production, as there are sinners who harm the environment.
Genbrug og vandforbrug, da vi er nødt til at passe på de ressourcer vi har. Derudover bør tingene være produceret så vidt muligt uden CO2 udledning, samt andre drivhusgasser. Som minimum bør producenten plante træer, tangskove eller andet for at genoprette den CO2-udledning der er sket.	Recycling and water consumption, as we have to take care of the resources we have. In addition, things should be produced as far as possible without CO2 emissions, as well as other greenhouse gases. As a minimum, the producer should plant trees, seaweed forests or other things to restore the CO2 emissions that have occurred.
Genbrug af materialer, sociale forhold	Recycling of materials, social conditions
Miljøvenlige hensyntiltag, affald, forbedring af resource forbrug, nedskæring af kemikalier i produktion	Environmentally friendly measures, waste, improvement of resource consumption, reduction of chemicals in production
Vand, kemikalier og sociale forhold	Water, chemicals and social conditions
Miljøvenlige hensyntiltag, affald, forbedring af resource forbrug, nedskæring af kemikalier i produktion	It all matters, otherwise it is not sustainable.
Genbrug, kemikalier og at der er handlet så lokalt som muligt, hvis der er tale om fødevarer	Recycling, chemicals and having acted as locally as possible in the case of food Traffic and transportation, a lot of cycling, little car. Foods should be sustainably produced -> no soja products from pig plantages in brazil etc.K
Jeg tænker faktisk ikke så meget over det	In fact, I don't think so much about it
Genbrug	Recycling

Original Danish Answer	English Translation
<p>plastik i havene og plastik i dagligdagen. Vi bør være bedre til at minimere svineriet.</p> <p>Det samme gælder metaller.</p> <p>Ligeledes føler jeg at der er en gammeldags indstilling til mange af de ting vi benytter og sviner med, herunder kemikalier, plastik, metaller osv. Hermed mener jeg at reglerne er lavet i gamle dage hvor man ikke havde tilstrækkelig viden på området, og det er så de samme normer vi følger i dag, fordi vi altid har gjort dette.</p>	<p>plastic in the seas and plastic in everyday life. We should be better at minimizing swine fever. plastic in the seas and plastic in everyday life. We should be better at minimizing swine fever.</p> <p>The same applies to metals.</p> <p>Likewise, I feel that there is an old-fashioned attitude to many of the things we use and swine with, including chemicals, plastics, metals, etc. By this I mean that the rules are made in the old days where you do not have sufficient knowledge in the area and it is So the same standards we follow today because we have always done this.</p>
Igen	Nothing
Affald, genbrug, kemikalier, CO2	Trash, Recycling, chemicals, CO2
Miljøet, en grønnere planet uden alt for meget plastik, metal, kemikalier og andre skadelige stoffer, der eksempelvis forurener vores have og generelt vores miljø	The environment, a greener planet without too much plastic, metal, chemicals and other harmful substances that, for example, pollute our garden and generally our environment
Genbrug især og økologi...	Recycling especially and ecology ...
Genbrug, vandmiljø, affaldsåndterning og bæredygtig energi.	Recycling, aquatic environment, waste management and sustainable energy.
Affaldssortering, mindre kød, mere økologi. Genbrug i stedet for smid-ud-kultur	Waste sorting, less meat, more ecology. Recycle instead of forging out culture

Original Danish Answer	English Translation
Vand, valg af madvare, regulering af vare fra statens side, effektiv rensning af spildevand, oprensning af forurenede natur, forskning og forbrug af vindmøller, solceller osv, genforskning til udvælgelse og modifikation af planter for mere effektiv udnyttelse af landbrugsområder således at der er mere plads til natur, jeg mener helt sikkert at genforskning er vejen frem i fødevareindustrien, gør bæredygtige varer til et brand, økologi er ikke som udgangspunkt godt for naturen og er derfor ikke ligemed bæredygtighed, indsamling og nedbrydning af farlige kemikalier og tungmetaller, overvågning af vandløb og grundvandet, effektiv genbrug af affald på forbrændingsanlæg, rensning af røgen på forbrændingsanlæg og for brændeovne, luftfilter på bilers udstødning, donering af ting til genbrugsbutikker, anvendelse af ting fra genbrugsbutikker, bedre samspil imellem forskeren på universitetet og landmanden i marken, nogle områder kun som natur, fiskerikvoter, igen samspil imellem forskere og fiskere, der mangler evt et mellemlid, mere naturtv fra Danmark, flere genoprettelses projekter for ødelagt natur.	Water, food selection, government regulation, efficient wastewater treatment, purification of contaminated nature, research and consumption of wind turbines, solar cells, etc., re-research for plant selection and modification for more effective utilization of agricultural areas so that more space for nature, I certainly believe that re-research is the way forward in the food industry, makes sustainable goods a brand, ecology is not, as a starting point, good for nature and is therefore not similar to sustainability, collection and degradation of hazardous chemicals and heavy metals, monitoring of streams and groundwater, efficient recycling of waste at incineration plants, cleaning of the smoke at incineration plants and for stoves, air filters on car exhaust, thunderous stuff for recycling shops, use of items from recycling shops, better interplay between the university researcher and the farmer in the field, some areas only like nature, fishing quotas, again merging in between scientists and fishermen who lack an intermediary, more natural TV from Denmark, several restoration projects for destroyed nature.
Jeg synes det er vigtigt at man passer på miljøet. Derfor forsøger jeg mest muligt at købe økologisk, og købe genstande der har været brugte.	I think it's important to take care of the environment. Therefore, I try to buy organic as much as possible and buy items that have been used.
Kemikalier og affald.	Chemicals or trash
Miljøet	The environment
Genbrug er utrolig vigtigt for mig pris, brand, bæredygtighed (genbrug, brug af kemikalier, CSR og anden miljøaktivitet)	Recycling is incredibly important to me price, fire, sustainability (recycling, use of chemicals, CSR and other environmental activity)
At hele livscyklusen er gennemtænkt. Jeg synes både klimaet og sociale forhold er vigtige for det meste - miljø forhold, eksempelvis affald, vand, produktion af madvare/tøj osv.	That the whole life cycle is well thought out. I think both the climate and social conditions are important for the most part - environmental conditions, such as waste, water, food / clothing production, etc.
Sustainability er for mig et udtryk for ting, som har et minimalt eller ingen aftryk på miljøet/ klimaet. Det kunne fx være bionedbrydelig plastik til engangsbestik.	Sustainability is for me an expression of things that have a minimal or no impact on the environment / climate. For example, it could be biodegradable plastic for disposable cutlery.
Det betyder noget for mig, da jeg ønsker et sundt miljø/klima. Jeg føler det er de nye generationers ansvar at rydde op i den verden, som deres forfædre har skabt for dem.	It means something to me, since I want a healthy environment / climate. I feel it is the responsibility of the new generations to clean up the world that their ancestors have created for them.

Original Danish Answer	English Translation
Alle de ovenstående eksempler og mm. For mig ligger det i ordet "bæredygtighed", at produktionen eller forbruget af et produkt ikke medfører hensigtsmæssige, uholdbare følger, der overgår den værdi, jeg implicit pålægger produktet. Jeg køber f.eks. ikke tøj, som jeg ved er produceret under jammerlige forhold - tøjet er ikke det værd. Og desto større negative følger der kommer af et ubæredygtigt produkt, desto mere afholdt er jeg fra det - derfor er klimabæredygtighed nok det absolut vigtigste bæredygtighedsaspekt for mig.	All the above examples and mm. For me, in the word "sustainability", the production or consumption of a product does not result in appropriate, unsustainable consequences that exceed the value I implicitly impose on the product. I buy eg. not clothes that I know are produced under miserable conditions - the clothes are not worth it. And the greater the negative consequences that come from an unsustainable product, the more I am from it - that's why climate sustainability is probably the most important sustainability aspect for me.
Forurening, holdbarhed, effekt på mennesker	Pollution, durability, effect on humans
Ansvarlighed i vores forbrug i forhold til miljøet.	Responsibility in our consumption in relation to the environment.
Jeg tænker mest over affald i naturen, at købe genbrug så vidt det er muligt og undgå madspild.	I think mostly about waste in nature, buying recycling as far as possible and avoiding food waste.
Vand	Water
Genbrug, Affald, Vand	Recycling, Trash, Water
Ingen. Vækst overskygger alt. Uden økonomisk vækst er alt ligegyldigt	None. Growth overshadows everything. Without economic growth, everything doesn't matter
Miljømæssige faktorer er vigtige, da de har en stor indflydelse på mange diverse områder. De er bl.a. essentielle ifm. mennesket og dyrelivet.	Environmental factors are important, as they have a great influence on many different areas. They are essential ifm. man and wildlife.
Det skal være nemt at vedligeholde, og der skal være let tilgængelighed til de ressourcer og midler, som lægger til grund for det relevante bæredygtige medie. Det skyldes, at en let og grundig proces kan medføre en overskuelig fremgangsmåde til at opnå bæredygtighed.	It must be easy to maintain, and there must be easy access to the resources and resources that underpin the relevant sustainable media. This is because an easy and thorough process can lead to a manageable approach to achieving sustainability.
Derudover er systematik og orden nødvendige for at sørge for, at processen forløber ifølge planen.	In addition, systematics and order are necessary to ensure that the process proceeds according to plan.
I det ovennævnte er nogle af de aspekter, som jeg finder meget vigtige.	In the above, some of the aspects that I find are very important.
Affald, sociale forhold, lighed og brændstof	Waste, social conditions, equality and fuel

Original Danish Answer	English Translation
Forbrug. Der skal ske et paradigmeskift i hele vores samfund, ift hvad der har betydning for vores identitet i forbindelse med vores forbrug. Der skal opstilles bedre muligheder for den almene forbruger ift at vælge produkter som er bedre for miljøet, både mht social og miljømæssig bæredygtighed. Et mere transparant marked.	Before use. There must be a paradigm shift throughout our society, in relation to what is important for our identity in connection with our consumption. Better opportunities must be set for the general consumer in choosing products that are better for the environment, both in terms of social and environmental sustainability. A more transparent market.
Utømmelig kilde til forbrug, Konkurrencedygtig ift. ikke-bæredygtige produkter, Løser til problem	Inexhaustible source of consumption, Competitive to non-sustainable products, Solves problem
Sociale forhold	Social condititons
Genbrug, plastaffald	Recycling, plastic pant
Miljøet da jeg ønsker at passe på klimaet	The environment since I want to take care of the climate
Lige for tiden er jeg meget optaget af vores enorme mængder affald (plast, madspild osv.), som ikke genbruges. Jeg tænker, der er et stort potentiale (og forholdsvis ligetil, hvis man blot vil) i at blive bedre til at genbruge vores affald på andre måder. Samtidig er jeg rigtig træt af at se på alt det affald, som ligger og flyder i naturen, som er til skade for dyr og planteliv. Ligeledes er det vigtigt for mig at mindske brugen af skadelige kemikalier og pesticider, både for naturens og min egen sundheds skyld	Right now, I am very concerned with our huge amounts of waste (plastic, food waste, etc.) that are not recycled. I think there is a great potential (and relatively straightforward if you just want to) to better recycle our waste in other ways. At the same time, I am really tired of looking at all the waste that lies and floats in nature that is harmful to animals and plant life. It is also important for me to reduce the use of harmful chemicals and pesticides, both for nature and for my own health.
I højst grad kemikalier fordi det er usund for både krop og miljø, men sociale forhold er også vigtige i forhold til dem som laver tøj.	Mostly chemicals because it is unhealthy for both body and environment, but social conditions are also important in relation to those who make clothes.
Genbrug, nedsat forbrug generelt, da jeg ikke vil støtte produktionen af overflødigt tøj, mad, plastik mv.	Recycling, reduced consumption in general, as I will not support the production of excess clothing, food, plastic, etc.
Genbrug, affald	Recyclling, Trash
Igen	Nothing

Original Danish Answer	English Translation
Genbrug er en ting, men mere det som kaldes "reuse" - altså i stedet for at sortere affald rigtigt, bruger man materialet igen. På dansk giver det ikke mening, men recycling vs reusing på engelsk.	Recycling is one thing, but more what is called "giant" - that is, instead of sorting waste properly, one uses the material again. In Danish it does not make sense, but recycling vs reusing in English.
Sortering af affald fra vand er også vigtigt, så vi i sidste ende kan få ren drikkevand til alle.	Sorting waste from water is also important, so we can ultimately get clean drinking water for everyone. Social problems, trash, resource protection
Miljømæssige og sociale forhold. Fordi det er retfærdigt over for arbejderne og miljøet. Folk skal behandles ordentligt og modtage en fair løn uden at blive skadet af arbejdsmiljøet. Ligeledes skal miljøet ikke forurennes, da det er af afgørende betydning for vi menneskers overlevelse fremadrettet, at vi har et miljø, der ikke er skadeligt for os.	Environmental and social conditions. Because it is fair to the workers and the environment. People must be treated properly and receive a fair salary without being harmed by the working environment. Similarly, the environment should not be contaminated, as it is crucial for our people's survival going forward that we have an environment that is not harmful to us.
Genbrug og mindsning af forbrug generelt, da der er et kæmpe overforbrug i verden.	Recycling and reducing consumption in general, as there is a huge over-consumption in the world.
Vand, affald og kemi	Water, Trash and chemicals
Genbrug og generelt menneskers adfærd i forhold til emnet.	Recycle and generally human behavior in relation to the subject.
Sociale forhold, fordi det er vigtigt, at alle har adgang og ret til verden ressourcer. Herunder er det også vigtigt, at de mennesker, der producerer et givent produkt arbejder under gode og humane forhold.	Social conditions because it is important that everyone has access and right to world resources. Below it is also important that the people who produce a given product work in good and humane conditions.
Genbrug	Recycling

Original English Answers
Global warming, animal well-being, less plastic
recycling, zero waste
nothing
Social issues, waste, recycling, chemicals, water, fast fashion, transport, air pollution, dissipation of forests, sea pollution, animal extinction, child labor, etc.
I care about our planet and I strongly support sustainable development.
Avoiding environmental harm and degradation which is impacting social life (especially of the poor).
Recycling, reducing the usage of plastic, Glass bottles instead of plastic, second hand shopping instead of fast fashion, organic and regional food, vegetarianism

Original English Answers

Air and water pollution, global warming, waste disposal

None

social issues (e.g. good working conditions, fair trade & payments), environmental issues (fair use of resources), but also transparency of processes , ingredients and everything about a product itself - thinking in long-term

Appendix 19: Answers to Need Recognition Option "Others"

German	Danish	English
Ein Stück gefällt mir außerordentlich		I like a piece very much
	Moden skifter	Trend is changing
alte Kleidungsstücke fallen aus dem eigenen Favoritenkreis		Old pieces are not my favorites anymore
Alte Teile sind kaputt		Old pieces are worn out
	Jeg køber meget sjældent tøj	I buy very rarely clothes
	selvforkælelse, gaver til andre	self-indulgence, gifts for others
		just need new clothes
	Fordi jeg har lyst. Man må følge trends i samfundet. Å	
Kleidung ist kaputt		Clothes are broken
		Trend

Appendix 20: Answers to External Stimuli Option "Others"

German	Danish	English
	at det er genbrug	that it is recycling
Materialien (gerne Tencel, Biobaumwolle, andere natürliche Materialien, Wolle aus artgerechter Haltung ohne Mulesing), die verfügbaren Informationen sollten möglichst Infos über Arbeitsbedingungen enthalten (Fairtrade o.ä.)		Materials (preferable tence, ecological cotton, other natural materials, woll from appropriate treatment without Mulesing), the available information should be information about the labor (fairtrade or so)
	komfortabilitet	comfortability
Herstellungsort		Manufacturing place
	Der findes ingen bæredygtige modeprodukter / High fashion	There are no sustainable fashion products / High fashion
	Jeg går efter specifikke produkter. Hvis det kan findes i genbrug, så shopper jeg der.	I go for specific products. If it can be found in recycling, I shop there.

Appendix 21: Literature Review

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample Type & Country	No.	Data collection method	Scale	Findings
2007	Phau, I., Ong, D.	examine how consumers respond to environmental claims of three types contained in promotional messages attributed to one respected "green" brand and one mainstream leisure clothing.		Australia		shoppers in a mall	380	questionnaire-based survey		Shoppers responded more positively to product-related messages than cause-related messages. They found environmental claims to be more credible if attributed to the green brands than to the neutral brand.
2012	Shen, B., Wang, Y., Lo, C., Shum, M.	examine the relationship between ethical fashion and consumer purchase behavior (their willingness to pay a premium for ethical fashion), with the focus on consumers' concerns and beliefs about, and knowledge of, ethical fashion.	sustainable clothing	Hong Kong		randomly chosen in a fashion department store in Hong Kong	109	self-completion questionnaire		consumer beliefs about ethical fashion, which are based on their perceptions of a company in terms of its reputation in the fashion industry, influence their support for what they perceive as socially and environmentally responsible businesses. – An important implication is that consumer education is essential to mitigate the prevailing throwaway culture and raise consumer awareness of ethical issues facing the fashion industry. Thus, retailers should take initiatives to educate consumers so as to ensure the success of their newly-launched ethical fashion products.
2015	Lundblad, L. & Davies, I. A.	understanding the values and motivations underpinning actual sustainable fashion consumption	sustainable clothing	United Kingdom		only female customers of London-based stores Gudrun Sjoden and Braintree Clothing: approached in-store or via email; aged 16-64	39	are semi-structured, in-depth interviews		consumers want to reduce waste and support the environment; consumers may simultaneously seek individual benefits such as comfort, individuality, looking good and various aspects of design in sustainable fashion; more nuanced interpretation of the role of self-esteem, self-accomplishment and self-expression in sustainable fashion consumption; Despite sustainable fashion products costing more, the quality, durability and wearability are perceived as better than for high street brands; key selling features of sustainable fashion revolve around timeless cuts, unique cuts, durability, natural materials and perceived health benefits;

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
2013	Kang, J., Liu, C. & Kim, S. H.	develop a comprehensive understanding of young consumers' attitudes, perceptions and behavioural intentions towards the consumption of environmentally sustainable textile and apparel products.		USA South Korea		university students from USA, South Korea and China, aged 18-29	701	questionnaire	consumer knowledge	<p>Research results suggest that the greater the knowledge and experience of young consumers about ESTA products, the less likely they are to perceive social pressure on ESTA consumption; if consumers believe they can actually affect the environment through their individual consumption behaviour, they tend to form positive attitudes towards ESTA consumption; Those who feel more that they can make meaningful difference would tend to have greater concerns about feasibility of actions; when a consumer feels sustainable consumption is relevant to his or her own life and enhanced social presentation of self-image (i.e. a higher PPR), he/she is more likely to form a positive attitude, feel stronger social pressure to purchase ESTA and feel more control over difficulties related to ESTA consumption;</p> <p>the results generate useful insights for developing effective communication strategies for young consumers to have more positive perceptions and attitudes towards ESTA products. Among others, convincing young consumers that they can make a substantial difference in the environment is very important. Furthermore, to increase the level of subjective norm as well as attitude, thereby increasing the likelihood of purchasing environmental goods, it is vital to enhance consumers' PPR by directly emphasizing lifestyles, values and self-images in advertising and promotional activities.</p>
2013	Kang, J. & Kim, S. H.	understanding of the risks that young consumers perceive with respect to consuming apparel products that are environmentally sustainable.		USA South Korea		university students from USA & South Korea	<p>sample 1: 62 in Korea</p> <p>sample 2: 205 in Korea</p> <p>sample 3: 1615 in USA</p>	<p>sample 1: open questionnaire;</p> <p>sample 2: questionnaire;</p> <p>sample 3: questionnaire</p>		<p>the financial risk measurements reflect consumers' concerns not only about the prices of such products at the point of purchase, but also about the maintenance costs arising from their use; significant role of psychological risk, a consumer's concern with self-image, in directly shaping attitudes toward ESAP consumption and indirectly shaping intentions to purchase such products; Another barrier to ESAP consumption is the perception of social risk; the effect of performance risk on attitudes and behavioral intentions was not significant.</p>

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
						Type & Country				
2014	Shen, B., Zheng, J., Chow, P., Chow, K.	Investigating ppl's concern about sustainability	sustainable clothing	Hong Kong		internet users (the fashion spot & vogue); data points: 230 North America, 113 Europe, 12 Asia, 8 Oceania	2434	secondary data from two online forums, 2004-2014	consumers voice on blogs	Sustainable concern has been raised
2013	Park, S. H., Oh, K. W. & Na, Y. K.	This research examines the environmental consciousness of fashion consumer attitudes towards eco-friendly products and artificial leather purchase intentions.	fashion items made out of artificial leather	South Korea		Internet users over 20 years	426	online survey		environmental consciousness behavior by consumers influences attitude towards environmental-friendly product
2010	Yan, R., Hyllegard, K., Blaes, L.	examine consumer response to environmentally friendly marketing claims in apparel advertisements. This is done on two variables – brand name and message explicitness	sustainable clothes & brand name & message explicitness	USA		college students	343	intercept survey		explicitness has a positive impact, on the attitude towards brands, brand name has no influence
2014	D'Souza, C., Gilmore, A., Hartmann, P., Ibanez, V., Sullivan-Mort, G.	if men's purchase intent would make a difference to the eco-fashion industry.	eco-fashion	Australia Spain		in store	193	survey		It was found that there are four significant exogenous variables, environmental concern, sustainable pricing, sustainable behaviour and sustainable branding with a moderately strong, negatively signed coefficient path. Perceived consumer effectiveness and faith in others are not found to be significant moderators.
2012	Chan, T.Y. & Wong, C. W. Y.	examine the relationships between product- and store-related attributes of eco-fashion and fashion consumers' eco-fashion consumption decisions; and if such relationships are subject to the price premium level of eco-fashion.		Hong Kong		consumers of fashion stores in Hong Kong mall; mostly students and 75% female	216	questionnaire	PRA (product-related attributes), SRA (store-related attributes), PP (price premium), and ECD (eco-fashion consumption decision)	findings show that PRA is not related to ECD. Such may be due to respondents' ECD being less likely to be stimulated by their physical needs for protection and functionality, emotional needs of expressing their personality, and psychological needs of identity building; SRA positively influences ECD; findings show the moderating effect of PP on the relationship between SRA and ECD, but have no significant moderating effect on the relationship between PRA and ECD;

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample Type & Country	No.	Data collection method	Scale	Findings
2012	Hill, J., Lee, H.	Conflicting marketing messages have caused consumers to misunderstand distinctions between sustainability and environmental concern, especially when considering the apparel industry. This study seeks to explore consumers' actual knowledge and sentiment towards sustainability and environmental issues, both in general and in the apparel industry.	sustainable apparel	USA		university students 18-25	80	open end survey		Findings show a low level of knowledge of the holistic principle of sustainability and specific adverse effects of the apparel industry. Participants feel steps must be taken towards sustainability, and that every effort helps, despite some skepticism. Results confirm the need for more concise educational and marketing campaigns.
2012	Jegethesan, K., Sredhdon, J. N. & Soutar, G. N.	explore the importance of functional, hedonistic and ethical attributes of denim jeans attributes and the trade-offs young adult Australian consumers made within these attributes when making a purchase decision.	denim jeans	Australia		Stage 1: fashion consumers in Perth, age 18-24 Stage 2: consumers in Australia, age 18-24 that previously purchased denim jeans	Stage 1: 20 Stage 2: 160	Stage 1: focus group/interview Stage 2: conjoint analysis,		It was clear multiple attributes were valued and, although the ethical attributes that were included were not as important as garment attributes, respondents appeared to make some trade-offs between garment and ethical attributes when purchasing denim jeans.; product attributes were more important than ethical attributes suggests a focus on ethical credentials may not be effective. Indeed, denim jeans were more likely to be purchased by young adults if they were reasonably priced (i.e. between \$150 and \$400), made in Italy and had a designer brand.
2012	Cervellon, M. C. & Wernerfelt, A. S.	investigate the knowledge content on green fashion and the expectations regarding the sustainable supply chain held by consumers		Monaco		members of an American online forum	196 posts in 2007-2007; 282 in 2010-2011	content analysis of green fashion online forums		between these two periods, the focus in the discussions on green fashion has shifted from green issues (environmental factors linked with energy waste, CO2 pollution and socio-ethical issues such as use of furs) to fashion (green clothing design and fabrics, vintage and consumption issues); Sustainability has acquired a broader meaning: sustainable clothing has to benefit the environment and society. The welfare of the planet and its people are equally discussed in relation to fashion;

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
2012	Cervellon, M. C., Carey, L. & Harms, T.	This paper aims to explore the veracity of a number of assumptions relating to vintage consumption, equating it to the consumption of used, previously owned clothes by nostalgic prone, environmentally-friendly or value-conscious consumers.		UK, Monaco		Women in the Paris and French Riviera area	103	survey		Vintage fashion and second hand consumers differ strongly on the economic motives which precede the purchase. In this study, frugality is not an antecedent to the purchase intention of vintage fashion. In contrast, the main driver to the purchase of second-hand clothes is frugality, both directly and indirectly through the mediation of bargain hunting. The principal driver to the purchase of vintage fashion is nostalgia, which, in line with past research on nostalgia is not linked with the age of the respondents. Neither the purchase of vintage clothes nor that of second-hand clothes is driven by ecological consciousness directly. Eco-consciousness is related to the intention to purchase second hand pieces through the mediating effect of bargain hunting. This finding contradicts the bulk of research on eco-fashion which has explored consumers' aspirations towards green fashion behaviours (Cervellon and Carey, 2011). There appears to be a discrepancy between what the consumer wishes and what she plans to do. Consumers acknowledge the importance of having an eco-friendly behaviour regarding the disposal of clothes, not wasting, not throwing away. But they do not necessarily adhere to making an eco-friendly statement by purchasing second-hand clothes.
2013	Kozar, J. M. & Hillier Connell, K. Y.	The purpose of this paper is to examine the relationships between social and environmental responsibility knowledge, attitudes, and purchasing behavior.		USA		college students in Midwestern USA	325	online questionnaire		As discussed in the findings, significant positive relationships existed between knowledge and attitudes of apparel social issues and socially responsible apparel-purchasing behavior. Moreover, knowledge and attitudes of apparel environmental issues were positively related to environmentally responsible apparel-purchasing behavior. Given the inconsistency in previous findings regarding the relationship among these variables, it is important to note that within this study, consumers who indicated being more knowledgeable about, and holding stronger attitudes towards social and environmental issues, were more likely to report engagement in socially and environmentally responsible apparel-purchasing behavior
2015	Kim, H. S. & Hall, M. L.	Based on the schema theory as the theoretical framework, this chapter offers propositions that address how to leverage the interrelationship among the consumer, brand, and environmental sustainability within the context of green-branding strategies for fashion.		USA		literature review		literature review		The literature shows overwhelming evidence that consumers with environmentally sustainable values strongly respond to green brands and products; How a fashion brand presents itself as a green brand influences consumer motivation to accept the green-branding strategy;

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
1998	Kim, H. S. & Damhorst, M. L.	study explores several constructs related to apparel consumption and environmentalism: knowledge of environmental issues pertaining to apparel products, concern for or attitude toward the environment, and behavior stemming from environmental concerns.		USA		undergraduate students at midwestern university, USA; age 19-46	261	questionnaire	environmentally responsible apparel consumption behavior; environmental concern and general environmental responsibility; responsible behavior; knowledge of the environmental impact of apparel products	Although an increase in knowledge probably does not lead to an equivalent increase in behavior, there appears to be a need for businesses to educate consumers further about the environmental benefits of some apparel products. Awareness of environmental benefits may motivate some consumers to feel better about their purchase or possibly encourage them to choose the green alternative.
2014	Han, T. I. & Chung, J. E.	to gain insight into collectivist consumers' perception of purchasing organic cotton apparel.		South Korea		female consumers older than 18	200	online survey		strong correlation between perceived environmental benefit and health benefit; Importance of individual expression through dressing well was found to be a significant determinant of Korean consumers' attitudes toward purchasing organic cotton apparel. That is, the more people are likely to consider individual expression through dressing well important, the more favorable attitudes they have toward purchasing the product; Performance risk had a negative influence on attitude, which means that consumers' doubt about the product's function contributes to forming unfavorable attitudes toward buying organic cotton apparel; Our study also found that financial risk significantly influenced both attitude and purchase intention. Considering the price of organic cotton apparel, which is usually higher than apparel made with conventional cotton (Goldbach et al., 2003), the fact that financial risk is the strongest antecedent of purchase intention provides solid evidence that high price is a major factor causing consumers to feel reluctant about purchasing organic cotton apparel.
2012	Lee, N., Choi, Y., Youn, C, Lee, Y.	to propose and test a green retailing effect model involving different persuasion routes among green private brand (PB), green marketing campaigns, green consciousness and behavior, and to explore the moderating effect of marketing communication involvement (MCI).		South Korea		20-49	200	questionnaire		The research shows that perception of green PBs has positive impact on consumers' green behavior. Perception of green campaigns has a significant influence on consumers' green consciousness and indirect impact on consumers' green behavior. The relationship between consumers' perception of green campaign and green consciousness is stronger in the low MCI group.

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
2011	Gan, H.	Previous studies regard purchasing of environmentally friendly clothing (EFC) as a subset of environmental behavior. However, like all clothing, EFC also reflects a consumer's fashion choices, and the many variables that influence EFC purchase decisions must be understood for apparel companies to effectively market eco-friendly products. Therefore, the purpose of this paper is to identify whether fashion and shopping orientation are determinants of EFC purchase intention.		USA (Midwest)		female consumers 18-25	329	questionnaire		Factor analysis was used to evaluate both independent variables – predictors: fashion orientation, shopping orientation, environmental concern, and eco-friendly behavior – and the dependent variable – purchase intention regarding EFC. The findings from a series of linear regression analyses indicated that one fashion orientation factor, two shopping orientation factors, and three environmental concern and eco-friendly behavior factors are significantly related to consumers' purchase intention regarding EFC.
2001	Laroche, M., Bergeron, J., Barbaro-Forleo, G.	to identify a profile of consumers who are likely to pay more for environmentally friendly products; and to elaborate marketing strategies that arise from an improved understanding of the profile of this segment of consumers.		USA (North)		consumers in USA	907	structured questionnaire		This study reveals that consumers willing to pay more for green products did not perceive it inconvenient to behave in an ecologically favorable manner. The opposite was found for the unwilling respondents. This research reveals that consumers willing to pay a higher price for green products perceive that it is very important to behave in an ecologically favorable way. The results suggest that consumers who are willing to spend more for green products believe that firms do not act responsibly toward the environment, whereas the opposite was observed for unwilling respondents.
2013	Pookulangara, S., Shephard, A.	The exploratory study analyzed consumers' perception of purchasing slow fashion garments using focus groups.	slow fashion	Italy		18-25 years	7 focus groups (50 ppl.)	focus groups & survey		that consumers have the mindset that shopping for slow fashion would require a larger share of their discretionary income to be spent on clothing which is not considered "trendy"; slow fashion is still at its' introductory phase. Slow fashion is a concept that potentially serves as a means of improving the way businesses that are involved in the textile and apparel value chain conduct business. However, there is greater awareness among consumers about ethical behavior and the consequences. Slow fashion is not time-based but quality-based and is about choice, information, cultural diversity, and identity and requires a combination of rapid imaginative change and symbolic (fashion) expression as well as durability and long-term engaging, quality products

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
						Type & Country				
2016	De Angelis, M., Adigüzel, F. & Anetulli, C.	This article explores the role of sustainability in the design of luxury fashion products, investigating the type of environmental sustainability practices that luxury companies should adopt in order to galvanize consumers' interest in environmentally sustainable versions of their products. In particular, this research investigates the differential effectiveness of two strategies that luxury fashion companies might adopt when introducing new green products: First, the green new product might be similar in design to a luxury company's previous non-green products. Second, the green new product might be similar in design to models made by non-luxury companies specializing in green production.	luxury fashion	Italy		American participants, recruited through online service. Not further specified	Experiment 1: 101 Experiment 2: 104 Experiment 3: 159	all experiments: questionnaire with A/B testing		the first experiment showed a basic effect whereby consumers manifest a reduced luxury brand evaluation when the NGLP aesthetically resembles a model manufactured by a green company rather than the luxury company's previous models due to a reduced NGLP-luxury brand fit perception, while Experiment 2 and 3 demonstrated that this negative effect is likely to occur only in specific conditionsnamely, when consumers have a high (vs. low) luxury brand knowledge (Experiment 2) and when the product is durable (vs. ephemeral) (Experiment 3); Additionally, findings suggest that luxury companies focused on more ephemeral goods, such as fashionable clothing, may have greater design freedom than their counterparts producing durable luxury products, such as watches.
2016	Harris, F., Roby, H., Dibb, S.	To identify the challenges that need to be addressed and the associated barriers for sustainable clothing & to propose interventions to encourage more sustainable consumer behavior in the purchase, care and disposal of clothing.	sustainable clothing	UK		experts	10	semi structured interviews		Ethical purchase are primarily influenced by information about a company's CSR., consumers downplay the negative effects of their consumption behavior and that clothing purchasing behavior is driven by economic and personal considerations and disposal behavior by habits and routines.
2015	Austgulen, M.	environmental impact on the textiles and clothing industry. How consumer practices, especially at the point of purchase, are activated as an arena for thinking about sustainability in the textile and clothing industry & how it is acted out at the individual level	sustainable clothing	USA		5 Western European countries	5204	cross national survey		gender or education have non or only limited effect in the context of textiles and clothing. Significant country differences are also detected. The country variations that are identified indicate that there are different mechanisms influencing political consumption of textiles and clothing in the countries studied. The political consumption of textiles and clothing seems to be lower than political consumption in other consumption areas and the factors found to influence political consumption are not identical to the influencing factors identified in previous research.
2007	Valor, C.	To explain the influence of information about labor abuses on consumer behavior, when buying clothes.	ethical consumption	Spain		coming from different countries but have been living in the UK for at least one year - 21-35		interview		In addition, the model shows that the findings of research on one social or ethical dimension (e.g. "green consumption" or fair trade) cannot be extrapolated to other products/dimensions. Not every social issue is equally important to individuals.

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
2016	Fahman, O. & Gong, M.	The objectives of this study are twofold: (1) to explore various techniques for creating transformable clothing and (2) to gain a deeper understanding of how individuals (entrepreneurs, designers, professors, and consumers) respond to their perceptions of transformable clothing, and issues of sustainability in China.		Canada		China: in-depth interviews with professionals from fashion industry; online survey; chinese students under 30	7 in-depth interviews ; 111 participants in online survey	in-depth interviews and online survey		consumers generally embraced the idea of customised stylisation through transformable design. With this analysis, it is apparent that fashion designers should continue to explore different design methods to offer affordable eco-products to meet consumers' changing needs and aspirations; Both interviews and online surveys indicated that Chinese consumers were generally interested in transformable designs. Some online participants even indicated that they were willing to pay higher prices when customised, transformable, and/or sustainable clothing are offered. According to the results of this study, it is reasonable to suggest that Chinese consumers would like to be involved in the design process where they could create personalised clothing to fulfill their specific needs and desires. In addition to these findings, it is evident that many informants and online participants would prefer a transformable garment with less mix-and-match options.
2015	Clark, H.	Three "lines of reflection" are addressed: the valuing of local resources and distributed economies; transparent production systems with less intermediation between producer and consumer; and sustainable and sensorial products that have a longer usable life and are more highly valued than typical "consumables."		USA		Literature review		Literature review		the fashion system has had to pay greater attention to consumer interest in used clothes, in custom designing, and recycling. Conditions of anonymous workers are coming to the fore at the consumer level with fair trade products.
2017	Nam, C., Dong, H. & Lee, Y. A.	examine consumers' purchase intention for green sportswear by investigating the effects of their expectation, perception, subjective norm, perceived behavior control, and attitude on purchasing green sportswear.	sportswear	USA		US consumers over 18	542	online survey		The findings of this study suggest that creating a positive attitude toward buying green sportswear enables a significant consideration for apparel retailers who aim to increase consumers' purchase intention for green sportswear. The results confirmed that significant effects of expectation, perception, subjective norm, and attitude as a mediator variable, played important roles in purchasing green sportswear in the overall conception model; non-green product users were unwilling to purchase green sportswear due to the premium price, while green product users were unwilling to purchase green sportswear due to a lack of information about green products; consumers' previous purchase experiences with green products facilitate their purchase intention for green sportswear;

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample Type & Country	No.	Data collection method	Scale	Findings
2014	Maniatis, P.	This research investigates the influence of consumers' knowledge, commitment, and general awareness related to green products on their green consciousness while making decisions for buying green products.		Greece		shoppers of 4 malls in Athens, Greece	253	survey		The green consumers choose green products by virtue of their consciousness about environmental benefits, economic benefits, green reliability, and green appearance of the product. The results have also revealed that there is a high correlation between consumers' consciousness about environment and economic benefits of the green product. Hence, as per the results of a research conducted in Athens, the green consumers collectively consider the environmental and economic benefits while choosing a green product.
2000	Dickson, M.	The purpose of the study was to provide initial understanding of female consumers' decisions to purchase from socially responsible apparel businesses, operationally defined as the U.S. Department of Labor's Trendsetters.		USA		consumers in USA	219	survey		Greater knowledge and concern about issues in the apparel industry as well as beliefs of the US apparel industry and perceived industry and perceived effectiveness were related to a greater support for social responsible businesses. Suspicion about business practice intended to solve apparel industry problems was related to beliefs about foreign apparel businesses and societal values.
2014	Manchiraju, S. & Sadachar, A.	the purpose of this paper is to seek to explore whether consumers' personal values predict consumers' behavioral intentions to engage in ethical fashion consumption.		USA		USA, 18 years and older	202	online survey		findings suggest that self-enhancement and openness to experience personal values influence a consumer's intention to engage in ethical fashion consumption;
2011	Hiller Connell, K. Y.	The purpose of this research is to advance understanding of the socially responsible apparel consumer by exploring apparel consumption behaviors perceived by consumers to be eco-conscious.		USA		USA, 18-75	26	semi-structured, personal interviews		As a result, this study identified a number of perceived eco-conscious apparel acquisition behaviors present among the participants including (a) establishing acquisition limits, (b) acquiring apparel with perceived environmentally preferable attributes; and (c) acquiring apparel through environmentally preferable sources; This study affirms that not only are consumers making deliberate efforts to engage in eco-conscious apparel acquisition behaviors but also that consumers perceive a range of apparel acquisition behaviors to be eco-conscious. First, the participants in this study established limits in terms of the quantity of apparel they acquired by focusing on apparel needs and extending the technical and aesthetic lifetime of their apparel products. Second, the participants acquired apparel with perceived environmentally preferable attributes. More specifically, the participants acquired some of their apparel because it was made from environmentally preferable fibers such as organic cotton, hemp, and recycled fibers. The third behavior discussed by the participants as engaging in for environmental reasons was acquiring apparel through sources perceived to be environmentally preferable. These sources included second-hand sources, eco-conscious companies, independently-owned companies, and home sewing.

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample Type & Country	No.	Data collection method	Scale	Findings
2015	Harris, F., Roby, H. & Dibb, S.	This article contributes to the literature by harnessing the experience of expert researchers, consultants and practitioners from the clothing industry to propose ways forward to encourage more sustainable consumer clothing behaviour. The aims are: (i) to identify the challenges that need to be addressed and the associated barriers for sustainable clothing; and (ii) to propose interventions to encourage more sustainable consumer behaviour in the purchase, care and disposal of clothing.		UK		experts from the fashion industry (retailers and consultants) and researchers	10	semi-structured interviews		In spite of the encouraging developments in sustainable clothing, our research makes it clear that a focus on sustainability alone will not drive the necessary changes in consumers' clothing purchase, care and disposal behaviour; Markkula and Moisander (2012) called for policymakers to move from focusing on informing and educating consumers to actions that address not only individual consumer perceptions, knowledge and attitudes but also the wider cultural and social contexts of consumers' lives.
2017	Pearson-Smith, A. & Evans, S.	this paper reviews the role of fashion user perceptions toward popularly used words adopted by fashion brands intended to stimulate sustainable behaviors. It is based on research findings determining how users make sense of this complex discourse and the impact on consumption practices.		Hong Kong		on street interview: shoppers in Hong Kong shopping district, age 18-35 focus group: professionals from Hong Kong, age 23-35	100 interviews ; focus group: 30	interviews; focus group		The findings of this preliminary study, using a relatively limited sample in a specific geographic location, indicate that the selected lexicon of words used by fashion brands to communicate a move toward sustainability among consumers may be unknown, misleading, overwhelming, or misunderstood as there are few words in this particular lexicon that are clear and consistently interpreted that can lead to changes in consciousness or behavior; Fashion users find the brand messaging about green fashion couched in undefined, complex, or contradictory terminology. They are faced with brand directives asking them to compare options that are measured on different scales as they can buy either "organic," "upcycled," or "recycled fabric." This confusion is further amplified, as clothing frequently associated with the green lexicon is not viewed as fashionable by the majority of users
2008a	Niinimäki, K.	This paper aims to contribute to a better understanding of eco-fashion consumption and consumer purchase decisions while constructing one's self with external symbols, such as appearance, clothing and fashion items. This study approaches sustainable clothing from a grounding in design research and the meanings of material culture.		Finland		Finnish consumers aged 18-65	246	online survey		According to the results of this survey, we have come to the conclusion that an ethical commitment and ethical values are a strong driver towards purchasing eco-clothes, eco-materials, recycled clothing and ethically made garments; Nonetheless, for all consumers quality and aesthetics are highly important when purchasing clothes and fashion, even eco-clothes. In fashion the main driver for change is the consumers' desires, not guilt; This paper concludes that manufacturers, designers and retailers do not truly know what consumers want and expect from eco-fashion, and hence the present trends in eco-fashion and ethical clothing appeal only to a limited number of consumers and their aesthetics. This might therefore be one reason for the existing attitude-behaviour gap in the eco-fashion field. In addition, the ever-increasing amount of cheap and fashionable clothing manufacturing in Asian countries tempts consumers into unsustainable consuming behaviour in the clothing field despite their ethical interest and inner values.

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample Type & Country	No.	Data collection method	Scale	Findings
2008b	Niinimäki, K.	This paper discusses the consumer values, attitudes and expectations regarding sustainable textiles and clothing.		Finland		Literature review		Literature review		Consumers connect strongly to social mores, which have a moral connotation and are based on the central values of the culture;
2006	Joergens, C.	The aim is to contribute to a better understanding of ethical fashion consumption. Even though consumers demand more ethical responsibility from companies, it is debatable if consumers would sacrifice their own personal needs to support ethically produced clothing.		Germany		Germany and UK; aged 18-26	Focus group: 5 in Germany, 4 in England Questionnaire: 64 in Germany, 53 in England	Focus group; Questionnaire		When it comes to fashion purchase, the majority of consumers are more interested in their own personal fashion needs than the needs of others involved in the apparel supply chain; Even though respondents are aware about ethical problems, it seems likely that their knowledge does not significantly affect their purchase decisions. The reasons for this behaviour are firstly that they feel that they do not have a real choice since large quantities of their garments are produced in developing countries. Furthermore, the "Made in" sign is no meaningful indicator of the production conditions. Secondly, they do not feel they are in a position to judge about unethical behaviour of manufacturing companies in developing countries. They argued that Western norms cannot be imposed on the culture of the manufacturing country; As long as the chemicals in their clothes have no negative effect on their skin, they do not care about the effect on the health of the workers and the environment. It is also argued that consumers buy fair trade and organic food because it directly affects their health. Consequently, it is assumed that consumers only care about certain kind of ethical issues and in particular to the ones which influence the consumer directly.
2013	Kim, H., Choo, H., Yoon, N.	This study aims to investigate the conceptual structure of fast fashion avoidance among young consumers in Korea. The effects of negative beliefs on the behavioural intention regarding fast fashion avoidance are empirically examined.	fast fashion	Korea & USA		Korea	400	literature , blog, web based online survey		The second-order structure of eight negative beliefs is statistically supported. Among these negative beliefs, poor performance and deindividuation have positive effects on fast fashion avoidance. While inauthenticity has a negative effect, big store discomfort and foreignness have an interaction effect with regards to the lack of alternatives.
2013	Zarley Watson, M. & Yan, R. H.	The purpose of the study is to explore the differences between fast fashion and slow fashion consumers in regards to their consumer decision process stages		USA		Western USA; females older than 18	38	Focus group		fast (vs slow) fashion consumers are possibly different in regards to resources (inexpensive clothing vs investment clothing), motivation (buying trendy clothing vs buying clothing to build a wardrobe), attitudes (favourable towards quantity over quality vs favourable towards quality over quantity), and values (disposable, replaceable clothing vs long-lasting, couture clothing);

Year	Author	Purpose	Product/ Service	Country origin	Brands	Sample	No.	Data collection method	Scale	Findings
2015	Armstrong, C.M., Ninimäki, K., Kujala, S., Karall, E. and Lang, C.,	The chief objective of this study was to identify the positive and negative perceptions of clothing product-service systems (PSS) for the purpose of determining barriers as well as pathways to viability.		Finland USA		fashion-oriented female consumers in Helsinki, Finland, age 24-66	52	focus group interviews		<p>Though participants saw many financial benefits to reducing overall clothing purchases, skepticism and resistance to recurring costs associated with a PSS, with the exception of rental situations, were evident; According to participants, the terms involved in a viable clothing PSS scheme must satisfy hesitations about the provider's reputation related to issues such as hygiene, product abuse, and the continuation of the business. Additional information may also be needed to clarify the materials used, how materials have been treated, who has used them and under what conditions;</p> <p>The financial benefit (saving money through reduced purchasing) and ease of use (convenience, simplification of processes) also contributed to a positive perception associated with the environmental benefits.</p>