

**FACTORS AFFECTING CONSUMER
BEHAVIOR IN PURCHASING SUSTAINABLE
FASHION PRODUCTS**

LAB UNIVERSITY OF APPLIED
SCIENCES
Bachelor of Business Administration
Degree Programme in International
Business
Autumn 2020
My Nguyen
Trang Tong

Abstract

Author(s) Nguyen, My H Tong, Trang Q T	Type of publication Bachelor's thesis Number of pages 67 pages + appendices	Published Autumn 2020
Title of publication Factors affecting consumer behavior in purchasing sustainable products		
Name of Degree Bachelor of Business Administration		
<p>Abstract</p> <p>The purpose of this study was to increase the understanding about sustainable consumer behavior, the situation of the sustainable fashion industry, environmental awareness, and the gap between environmental awareness and the actions of consumers. This thesis aims to answer the question: "What are the factors affecting consumer behavior in purchasing sustainable fashion products?". Furthermore, the main goal of this thesis is to propose a value reference for sustainable fashion brands on closing the gap between environmental awareness and the actions of consumers in the sustainable textile industry.</p> <p>For this analysis, the theoretical context covered three key concepts: The Current Situation of Fashion Marketing, The Gap Between the Awareness and the Actions of Consumers and Factors That Affect Sustainable Consumer Behavior. The first chapter covers the three main points which are: Green-marketing, Greenwashing, and the differences between the two. The second chapter studies the gap between the awareness and the actions of consumers. The final chapter is surmised of the factors that affect sustainable consumer behavior.</p> <p>In the empirical section, a mixture of qualitative and quantitative approaches is utilized. Secondary data sources come from books, articles, research papers and other reliable online sources. Primary data was gathered by a quantitative data collection method (online survey).</p> <p>Valuable and recent data regarding consumer behavior in the sustainable textile industry is discussed. Findings about the different factors that affect consumer behaviors in the sustainable fashion market is also revealed.</p>		
Keywords Sustainable consumer behavior, Sustainable fashion, Green marketing, Greenwashing		

CONTENTS

1	INTRODUCTION.....	1
1.1	Research background	1
1.2	Thesis objectives, questions and limitations.....	1
1.3	Literature review	3
1.4	Thesis structure	4
2	CURRENT SITUATION OF FASHION MARKETING	7
2.1	Green marketing.....	7
2.2	Greenwashing	8
2.3	Green marketing claims versus greenwashing claims	8
3	THE GAP BETWEEN AWARENESS AND ACTION OF CONSUMERS	10
3.1	The awareness of consumers towards sustainable fashion products.	10
3.2	The gap between awareness and action of consumers	11
4	FACTORS THAT AFFECT SUSTAINABLE CONSUMER BEHAVIOR	14
4.1	Sustainable consumer behavior	14
4.2	Factors that affect sustainable consumer behavior	15
4.2.1	Individual related factors.....	15
4.2.2	Contextual/situational factors	18
5	EMPIRICAL RESEARCH AND DATA ANALYSIS	22
5.1	Research methods and data collection	22
5.2	Design of questionnaire.....	23
5.3	Respondents' background.....	24
5.4	Data analysis	26
6	CONCLUSION	50
6.1	Key findings	50
6.2	Answers to research questions	52
6.3	Reliability and validity	54
6.4	Further suggestions.....	54
7	SUMMARY	56
	LIST OF REFERENCES	57
	APPENDICES	68

1 INTRODUCTION

1.1 Research background

The fashion industry is regarded as the second most polluting industry in the world which creates a negative impact on our planet, according to the UN Conference on Trade and Development (2019). With the incredible growth of the economy all over the world, the environment has been damaged as a trade-off for overloaded production and exploitation (Pettinger 2019). There have been many studies and documentaries created about the fashion industry's effect on climate change. In order to cope with this crisis, sustainable fashion was emerged as a solution. It began with the hippie revolution in 1960s and reached its peak in April 2013 with the Rana Plaza – the giant fashion factory collapse. The collapse of fashion factory in the capital of Bangladesh hit the world with the fact that how bad the fashion industry has become (Rauturier 2019).

The growing pace of sustainability in the fashion industry has decreased by a third over the last year. It shows that it is not progressing fast enough to combat the negative influence of the fashion industry's growth. (Catharina & Felix 2019.) The fast fashion industry causes damage to the environment as it increases the mass production of textiles whereby there are up to 24 seasonal collections released per year (Šajin 2019). According to a report from the Ellen MacArthur Foundation (2017), the share of carbon emission could reach up to 26 % by 2050, if the fashion sector continues its' recent speed. In order to slow down the speed of fast fashion, demand in sustainable fashion should increase. One of the ways to navigate a customer's demand for sustainable fashion products is to reduce the gap between producers and customers in the fashion field. By taking the customers' point of view into consideration, this thesis aims to explore the factors that affect consumer behaviour in purchasing sustainable fashion products.

Public criticism is at a high level in the fashion industry when compared to other industries. Criticism is high especially in regards to the sustainable aspects. As the media keeps putting pressure on the fashion industry, this forces them to have either proper solutions for their production or to greenwash their brand. The difference between greenwashing and actual sustainable production is difficult to distinguish for most mainstream consumers due to its required knowledge and effort to research the information. In consideration of the aforementioned factors, the sustainable apparel industry is in need of research in order to improve the gap between consumers and providers. This in turn, will improve the view of the world of sustainable fashion.

While researching green purchasing behavior, an emerging problem has been realized, which is the gap between consumers' favorable ideas for sustainable products and their actual purchasing actions (Tanner & Kast 2003). On the statistics side, Defra (2006) discovered that 30% of the British consumers have expressed their worries towards the environment, but the conversion rate for actual actions taken about their concerns is low. According to the current research amongst Swedish generation X and Millennials, the author has discovered the gap between attitude and behavior. Even though they are aware of sustainability and sustainable apparel consumption, they still have the inclination to choose fast fashion or unsustainable fashion products over sustainable ones. (Bordi & Moon 2019.) This is how the gap between consumers' awareness and actions towards sustainable fashion exists (Wheale & Hinton 2007; Chen & Chai 2010). This mentioned gap is also known as "green purchasing inconsistency" or "green attitude-behavior gap". To understand this gap, it is essential to research why environment concerns do not have a strong influence on consumer purchasing decisions.

Despite the significant amount of consumer awareness of environment and consumer behavior patterns studies, the accessibility of the topic "factors affecting consumer green purchasing behavior" is limited. Rokka and Uusitalo (2008) found that even consumers with the strong environmental consciousness do not always practice their sustainable purchasing actions; their decision in purchasing depends on both environmental perception as well as their consideration of the different product attributes. It is obvious to state that a positive consumer perception towards sustainable apparel products does not ensure the green practices (Gupta & Ogden 2009). According to a paper from Joshi & Rahman (2015) there are insufficient studies on attitude behavior inconsistencies in the terms of sustainable consumer behavior. Although, empirical studies on the various dimensions of green consumption have been made. The shortage of studies on the inconsistencies of the attitude and behavior gap, combined with the important role of sustainable fashion in combating climate change enforces the importance of researching the factors affecting consumer behavior in purchasing sustainable textiles.

1.2 Thesis objectives, questions and limitations

It is necessary to discover the reasoning behind the gap between ecological awareness and the actual purchasing decisions, and its existence.

To identify the reason for attitude-behavior inconsistency, several ideas are taken into consideration. The thesis aims to find the answer for this by exploring the factors that affect customer behavior in purchasing sustainable textile products.

Thesis question:

What are the factors affecting consumer behavior in purchasing sustainable fashion products?

In order to have a better understanding and findings for the main research question, the following sub questions were written:

- What is a sustainable fashion product?
- What is green marketing and greenwashing?
- What is the level of customers' awareness about the negative influence of the fashion industry on environment?
- To what extent do these factors affect consumer behavior when purchasing sustainably?

This study provides the reader a basic understanding about sustainable consumer behavior, the sustainable fashion industry situation (including defining sustainable fashion, green marketing and greenwashing), the awareness of the environment and the gap between awareness and actions. Below are the findings of customers' responses to eco-friendly fashion based on data.

The main aim of this thesis is to create a value reference for sustainable fashion marketers with information and ideas on how to close the gap between awareness and actions in the sustainable fashion industry. Specifically, a deep understanding of the way customers think and behave and how this is in relation to green marketing in fashion is needed. This will provide marketing experts with the insights to understand why consumers behave as such, and what can stop them for doing so. As a result, suggestions coming along with practical direction will be presented. The outcome of this thesis is reliable, valuable and applicable for practical cases.

There are many articles, theses and research about the topic "customers behavior towards eco-fashion" which are seen as previous work; this thesis has adopted the knowledge from previous work while at the same time, providing new findings by implementing the survey. The updated knowledge, data and logical analysis is used in this thesis in order to provide readers, especially marketers a useful resource for future issues and topics related to this thesis.

The limitation of this thesis is the location range of respondents. The range of this survey is not international enough to generalize the findings as a reliable reference for "consumer

behavior towards sustainable fashion items” in general. Additionally, the range is also not specific enough for the conclusion about “consumer behavior towards sustainable fashion items” in a specific region, for example: Finland or Vietnam.

1.3 Literature review

The main objective was to create a broad picture of the current situation and awareness of how business ethics and environmental policies directly influence consumer buying behavior and marketing strategies for businesses. One of the key objectives was also to figure out whether green marketing has potential to continue manufacturing ethically and sustainably and to inspire businesses to consider environmental aspects more seriously when preparing their future marketing strategy in order to gain profit.

This framework is built based on the research findings, journal articles, and books. The authors identify and emphasize the significance of the findings which are used to develop study theories and to build research questions. In order to review how to utilize green marketing to increase sales of green products in the fashion industry, it is important to analyze literature in relation to the subject, especially regarding green marketing and consumer behavior.

For this analysis, the theoretical context covers three key concepts: The current situation of fashion marketing, the gap between awareness and the actions of consumers and the primary factors that affect sustainable consumer behavior.

The first chapter covers these three main points:

Green-marketing: The subject that the news, governments, corporations and the public in general have been worrying about over the last decade is eco friendliness or so-called "green marketing." Consumers have started to respond to environmental issues. Companies have been promoting themselves as green businesses since they recognize how important green business plays in customer's mindset nowadays.

Greenwashing: As public interest about greenwashing has risen over the past two decades, theoretical research has expanded significantly, and there is now a growing amount of research discussing greenwashing concerns. Therefore, this paper discusses and analyzes greenwashing findings to have an overview of patterns and knowledge in the field and a comparison with true ordinary green marketing.

Greenwash versus Green-marketing: Sustainability is a growing issue in the world, as the vast majority of the population imposes enormous burden on the global environment. Greenwashing is therefore becoming a largely influential campaign tactic that people need

to be more conscious of. Besides, greenwash brings more challenges to organizations who try to claim themselves as green business.

Following to the first chapter, the second one is conducted about the gap between awareness and action of consumers which includes:

The awareness of consumers towards sustainable fashion products: Consumers are getting more environmentally aware and willing to purchase green goods. Eco products are environmentally friendly in themselves or manufactured in an eco-friendly fashion. The key idea of the theory is to promote awareness of eco-products and how consumers can benefit the world if they turn to sustainable practices. Consumers' perception of green products is important in showing decisions on how green products are going to be purchased.

The gap between awareness and action of customer: There are some hypotheses which argue that action itself does not impact response; there are several aspects that not only control behavior, but also the frequency of the action-behavior interaction.

Final one is dedicated to sustainable consumer behavior and factors that affect sustainable consumer behavior which mentions:

Sustainable customer behavior basic concept which includes sustainable consumer behavior definition and its main features.

Factors that affect sustainable consumer behavior are divided into individual related factors, contextual/situational factors, the difference between environmental intention and actual behavior.

1.4 Thesis structure

This thesis is divided into six parts which are:

- Introduction
- Theoretical Part
- Empirical Research and Data Analysis
- Conclusion
- Summary

The introduction presents and describes the question in depth. This will also provide details for improving the audience's awareness of the problem. It includes research background, thesis objective, questions and limitations, literature review, and thesis structure.

The theoretical framework will be divided into three main parts which are the current situation of fashion marketing in terms of greenwashing versus green-marketing, awareness of customers about green business, relationship between attitude-behavior, and factors leading to customer's decision buying products from those green businesses. Through all of these contents, it will be easier for the readers to understand the work.

The third part, which is the chapter of Empirical Research and Data Analysis, addresses the choice of research methods and the process of implementing them, the designing of questionnaires and the collecting of data. Details of the analysis gathered are also discussed in this chapter which is data analysis. Data analysis focuses on the awareness of customers and is designed for factors which have an effect on customer's buying decisions. Data analysis chapter provides for readers details on quantitative data collection, demonstrating all the figures received in order to support thesis objectives.

Conclusion chapter will present the key findings, answers to research questions; credibility and validity; and further suggestions.

Summary chapter will sum up all the necessary information of the whole thesis.

2 CURRENT SITUATION OF FASHION MARKETING

2.1 Green marketing

Sustainable fashion was created as a solution for the fashion industry's severe environment damage. Sustainable fashion is known as a part of the slow fashion shift, developed throughout the past years (Cervellon & Carey 2014). Several terms are used interchangeably with sustainable fashion which are: eco-fashion, green fashion, ethical fashion, environmentally friendly fashion. According to Joergens (2006), "ethical fashion" is defined as "fashionable clothes that incorporate fair trade principles with sweatshop-free labor conditions while not harming the environment or workers by using biodegradable and organic cotton". Another definition, the term "environmentally sustainable textiles and apparel" is regarded as a sustainable fashion product which implies the process of producing and consuming items without damaging resources permanently (Walter 2009). Sustainable fashion is a new concept in fashion field which must ensure these core features: biodegradable (fabrics easily decompose into natural elements after being thrown away); eco-friendly (products must be made with minimal damage to the planet); ethical (workers are treated safely and paid fairly); fair trade (workers and resources are traded fairly in financial terms); organic (materials harvesting without any harsh chemicals); recycled (items was made from reused materials); upcycled (using materials being upgraded from current form); vegan (made without any animal products). In order to claim as a sustainable fashion product, it has to comply with the requirement and recommended regulations.

Using sustainable fashion marketing has been a way for businesses and marketers to attract new consumer attention. They aim to shift consumer's usual shopping habits to the new sustainable fashion trend. The marketing concept related to the sustainable fashion industry is called green marketing, whereas greenwashing is the 'fake' or 'fraudulent' version of green marketing where businesses pretend or act like they are green.

According to Banerjee (1999), green marketing is defined as the implementation of marketing programs directed at the environmental market segment. Meanwhile, according to Polonsky (1994), green marketing is all activities that are created to facilitate all exchanges, to satisfy human needs or desires with minimal harm to the natural environment. Polonsky's definition is considered to be more comprehensive than that of Banerjee's.

The concept of green marketing is a business practice that takes into account the concerns of consumers about the preservation and preservation of the natural environment (Bradley 2010). The previous green marketing, which focused mainly on the green framework, has shifted to more sustainable marketing efforts and the primary focus today is on

the socio-economic and environmental context. Meanwhile, the green market is defined as part of a market segment based on “consumer vegetation” (Polonsky 1999). Therefore, green marketing is currently dealing with fair trade in terms of socio-economic benefits and environmental responsibilities through green businesses.

Green marketing is an environmentally conscious solution to the desires and expectations of customers. The customer’s perception and desire to support verifiable eco-friendly goods is the most significant element in companies' acceptance and decision to use green marketing concepts. The green marketing concept has also been adapted into certain industries due to government policies and pressure from environmental activities. (Sherman 2020.)

Business strategies are important to ensure solutions to environmental issues and to create sustainable development. It can be said that green marketing is one of the optimal solutions for businesses and economic organizations when operating in today's limited natural environment.

2.2 Greenwashing

Greenwashing concept is recently discussed by researchers and businesses, as a result of an increase of unverified and baseless green claims from companies. To address the demand of greener and more sustainable products, companies under pressure and else have put effort into publicizing their “green effort”. While there are many companies who are serious in their green claims and efforts to push a façade of being green, when in all reality they are not. This in turn makes it harder to successfully survive and perform well in the green market. (Desirée et al. 2018.)

Greenwashing is when a business or organization spends more effort and money on marketing themselves as an environmentally friendly business than on actually minimizing their own environmental impact. This action is seen as a deceitful advertising gimmick aiming to mislead consumers who want to practice sustainable behavior. (Corcione 2020.) Greenwashing is considered as intentional communicative behavior with the purpose of deceiving stakeholders (Jong et al. 2019). Greenwashing was defined as “corporate disinformation” by Lauffer (2003) and Ramus & Montiel (2005). The possible activities of greenwashing could be related to The Seven Sins of Greenwashing by TerraChoice (2009): the hidden trade-off; sin of no proof; sin of vagueness; sin of worshipping false labels; sin of irrelevance; sin of lesser of evils and sin of fibbing. According to Nielsen (2018), 81% of people think that companies should take action on helping improve the environment. Organizational complexity describes the uncontrollable side of environmental

behaviors and communication within the organization (Jong et al. 2019). The determinant was explained by Ramus & Montiel (2005) with the notion that it is easier for organizations to make policy statements rather than implementing them successfully and properly. Sharing the same point of view, Christensen, Morsing and Thyssen (2013) state that excessively communicating about being environmentally friendly can be considered as instrumental for attaining environmentally friendly behavior.

2.3 Green marketing claims versus greenwashing claims

With the raise in claims of sustainability and green capabilities, this imposes a challenge for businesses to verify and claim their genuine green efforts. The emergence of green skepticism from consumers makes successful green marketing more challenging. Despite the many possible signs pointing to greenwashing, green claims need to present more official evidence to support them. Potentially, FTC's Green Guides is a way to verify these claims. FTC's Green Guides was first published in 1992 and revised in 1998, which was created to help prevent deceptive environmental claims and provide guidance to companies who intend to market the environmental advantages of their products (Evensen 2011). Furthermore, the certification from third parties are widely used by businesses to distinguish their green claims from greenwashing claims. The most popular third-party natural certifications are the NPA seal and PETA's cruelty-free logo which are organizations dedicated to animal rights, natural manufacturing, protecting consumer's health, and environmental safety. The assurance coming from third parties increases the credibility of businesses. In order to protect consumers from greenwashing practices, the Greenwashing Index, an online portal where consumers can publish advertisements that contain greenwashing elements has been created. The Greenwashing Index is also an automated tool that notices the responses to five statements on the relevance of marketing claims in advertisements. (Nadanyiova & Kliestikova 2017.)

3 THE GAP BETWEEN AWARENESS AND ACTION OF CONSUMERS

3.1 The awareness of consumers towards sustainable fashion products.

After sustainability became strongly widespread among policy makers in the early 1980s, interest in sustainability became a staple of marketing. In particular, the third wave of consumerism was identified (Hilton 2003), and early adopter trends in the late 1980's, including eco, socially responsible and fair trade, were created (Valor 2007). In the lexicon of preference choices, sustainable procurement choices steadily and decisively slid. The definition of sustainable shopping behavior is the preference for social responsibility, and other steps to preserve the environment for consumers (Fraj & Martines 2006). A significant amount of research has explored the attitudes of consumers towards sustainable goods and the overall purchasing choices of consumers for sustainable products. Many studies have shown that while buyers typically have strong attitudes towards sustainable goods, they frequently refuse to purchase sustainable products. (Carrigan & Attalla 2001; Nicholls & Lee 2006; McDonald et al. 2009.)

The difference between the consumers' awareness and their actions, which is a key factor in this thesis, requires further considerations. Bray, Johns and Kilburn (2011) find that this difference has attributed to many population variables, including the gender and age, as well as other variables such as price responsiveness and personal knowledge. Research has also found that the lifestyle (Connolly & Prothero 2003) and other influences (D'Souza et al. 2006) impact consumers needs for environmentally sustainable products. Joergens (2006) argues that buyers have no real option for one possible cause, because vast numbers of clothing available on the market are made in developing countries.

Shen, et al. (2013) portrays US customers being mindful about pricing rather than ethical behavior. Moreover, American consumers pay respect and interest to ethical transactions, but do not wish to compromise on their basic characteristics and choose to avoid change. Broman & Robèrt (2017)) states that young people should also be encouraged to ecologically leverage the garment chain and increase awareness in the textile and clothing industries.

As all firms, clothes firms must know how to sell their unique goods in a socially aware and environmentally friendly way. Research indicates that apparel companies must have an exciting and fun retail experience that encourages young to have environmentally conscious employees. In addition, there are some indications that consumers are reluctant to buy sustainable products because they offer so little options, because they have aesthetic and practical drawbacks, because consumers lack product knowledge and are unaware of

the environmental real benefit. There are several surveys that have shown that green brands are beneficial to environmentally prudent consumptions but the environmental literacy and perception of customers regarding green products has yet to obtain a positive answer. Thus, it is impossible to conclude that the apparel industries achieve a strategic edge without a detailed comprehension of customers' thinking and expectations of sustainability. Customers' decisions are led by value for money and driven by price. The market as it exists at the time of this thesis, is so dynamic that it may be difficult for consumers to accept that sustainable products can also be convenient and right for them.

Analysis shows that consumers in the United States prefer to consider the pricing of food rather than its ethical origins. Although they have an interest in ethical procurement, they cannot compromise on those basic qualities (Joergens 2006). Another opinion indicates that US customers appear to have an excellent view of company obligations (Maignan 2001). Specifically, many US customers claim that profit is among the main tasks of the company, whereas the importance of corporate social and ethical responsibility appears to be emphasized by French and German customers. All these experiments deal with factors which are important in understanding real purchasing behavior, but none of which bring into question consumers' understanding of the requirements of durability of purchasing decisions.

Different generations (Ekström et al. 2015) feed and waste differently. Generation Y (Millennials) (Ekström et al. 2015) is a generation that is consumer driven, but still more socially and environmentally conscious than other generations. This generation was taught to be more environmentally conscious in schools and this led to them thinking ecological but had to practice as adults while previous generations were not taught (Ekström et al. 2015). Concerning the detrimental environmental effects of current customer behavior, ecological concerns within the supply chain of mode are constantly concerned (Choi & Cheng, 2015).

3.2 The gap between awareness and action of consumers

A pro-environmental comportment imbalance is a core concern in efforts to boost sustainability in consumption. The behavioral difference clarified that many individuals are in favor of sustainability, but these hardly imply sustainable action. Scholars had explained a disparity in attitude and action in sustainable market activities, where the optimistic attitude of the population toward sustainability does not reflect the current activities of sustainable consumption. Therefore, when seeking to explain the reasons for the lower pro-environmental participation rate it is important to consider the individual discrepancies between the perceived challenges to sustainable fashion consumption. In the same way, as

indicated, understanding of market understanding of sustainability is the secret to supporting sustainable consumption.

The key determinant of the reported attitude-behavior gap may be information gap. Rogers (2003) and other consumer behavior model implementation theories, for example, provide a precondition of consumer consciousness and awareness before a decisive transition is implemented. In order to make a thorough assessment of competing options, customers must be conscious of their decisions before taking a decision. A lack of understanding and information may be the reason for not selecting a specific choice. Especially when consumers are plainly aware of the fact that their activities are largely untutored or, rather, naïve about the value of sustainability, as essential to our context. As a solution, they could be predisposed to adapting if they have ample experience predisposing them to sustainability.

The distinction between this analysis and other similar or tangential studies is also significant. The literature, which has many parallels with the idea of sustainable fashion, is one of the most important ones. The actions of a business involve society, its owners and the environment and thus have a natural responsibility for the health of society. Therefore, CSR can be viewed as related to the idea of sustainability but tangential. Moreover, current research indicates that it is at best simplistic to assess the role of CSR in consumers' decisions. Boulstridge & Carrigan (2000) observed that CSR serves just 20% of customers and argued that CSR is not a central factor affecting the purchasing intentions of consumers. Interestingly, however, the lack of market awakening to CSR practices is an explanation why CSR is not definitive (Smith 2000). Moorthy, Arokiasamy and Chelliah (2010) discovered that customers are not aware of the CSR procedure of a given business but are more focused on the brand name and the power of their peers. Particularly when information about the company's socially conscious practices is given (Mohr & Webb 2005), there are more likely to be an intention to buy from a company. Sight and information of a company's CSR practices is a deciding factor in real procurement decisions and, rather, the customers' awareness of sustainability and their expertise can then be concluded as a procurement decision.

In brief, the awareness deficit may be the principal driving factor of the mindset and action gap found, and the conscience and awareness of standards of sustainability are essential to a consumer's sustainable fashion choice.

Despite developing concern about environmental issues, several empirical studies have indicated that pro-environmental attitudes do not always convert into actual behavior (Gupta & Ogden 2009; Kollmuss & Agyeman 2002). Yankelovich (2009) found that the

perception of severe environmental issues does not connect directly to the willingness to spend more money on green products, thus environmental concern and paying more money are two different things. The dissonance between attitudes and behavior and its relations have been studied by several researchers. There are various possible explanations for that such as sustainable practices by the individual are often perceived by consumers as too insignificant to have a real influence on the environmental problems. Eco-friendly products often have a higher price, lower quality and are not available in all stores; together with lack of trust in the poor information provided by producers, contribute to the gap (Gleim et al. 2013; Gupta and Ogden 2009). Habits, financial condition and lifestyles of people, as well as commitment to existing brands, may affect sustainable consumer behavior (Peattie 2010). Lack of opportunities to practice green behavior (access to recycling containers, availability of eco-friendly options to essential products, etc.) and lack of reliable and transparent information about the standards to be considered as a green product (Kostadinova 2016). As a result, these notions contribute to the gap between the tendency of the sustainable behavior to the actual behavior. Thus, marketing mission for eco-friendly products is not only to increase the awareness of sustainable consumer behavior but also narrow down the gap between the attitude and actual behavior towards sustainable practices.

4 FACTORS THAT AFFECT SUSTAINABLE CONSUMER BEHAVIOR

4.1 Sustainable consumer behavior

The concept of “consumer behavior” has been analyzed in plenty of research, which provides a wide range of definition term itself. According to Khan & Dhar (2006), consumer behavior is described as the process of people initiating with the decision and actions relating to acquiring, evaluation, consuming and disposing of purchased products. In an economic point of view, the consumer behavior refers to all kind of acts and actions of each person on the way they use and save existing resources in order to fulfill their demands (Remesovschi 2018). In another aspect, the formulation of the consumer behavior is defined via five steps according to Wilkie (1990) which are perception, information/ learning process, attitude, motivation and process of actual behavior. Sharing the same notion with Wilkie, Solomon, Bamossy, Askegaard & Hogg (2013) claims that the consumer behavior is “an ongoing process” and it goes beyond the transactional exchange when a customer hands money in exchange the goods or services.

Based on the notions about consumer behavior from academic sources, the consumer behavior term generally could be considered as a process in thinking and acting of a person which is initiated by the desire of a good/ service and ended by the disposal of that product. With the aim of obtaining the significant extent of understanding the consumer behavior concept and answering the research questions, three theories including theory of Reasoned Action & Planned Behavior by Fishbein & Ajzen (1975), theory of collective consciousness and factors affecting consumer behavior will be analyzed.

According to the World Commission on Environment and Development (WCED), the concept of sustainable development is clarified as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” in the 1987 Brundtland Commission Report. The idea of sustainability is explored in every aspect in human’s life, such as food and beverage, transportation, fashion, household consumption, etc. Sustainable consumer behavior is one of the steps leading to the sustainability. According to Khan (2006, 04), consumer behavior is described as the process of people initiating with the decision and actions relating to acquiring, evaluation, consuming and disposing of purchased products. Sustainable consumer behavior will be based on basic concept of consumer behavior with the sustainability aspects taken into consideration.

Sustainable consumer behavior is defined in a comprehensive way by the Norwegian Ministry of the Environment (1994) as “the use of services and related products which

respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations". It is lately focused by the business sectors since its profound impact on the planet and human wellbeing. Sustainable consumer behavior is a sub – concept of consumer behavior and it is widely explained by the Theory of Reasoned Action and Planned Behavior (Wang et al. 2011; Paul et al. 2016), and they are seen as predictors of intentions to purchase eco products (Kalafatis et al. 1999). Sustainable consumer behavior is also known as “pro-environmental” behavior in another way of expressing the consumers who are green product purchasers.

4.2 Factors that affect sustainable consumer behavior

Factors that affect sustainable consumer behaviors are profoundly studied, most of the studies base on the theory of consumer behavior as the first step to explore the concept such as theory of Reasoned Action & Planned Behavior by Fishbein & Ajzen (1975) However, in this thesis, the theoretical factors affecting the pro-environment behavior will be thoroughly discussed to achieve a deeper view in the research process. Most of the factors affecting environmental behavior can be classified into two distinct categories: Individual related factors & context/ situational factors.

4.2.1 Individual related factors

Individual related factors comprise a wide range of variables, in this paper, some will be discussed as following: age; economic situation; value and personal norms; trust; knowledge; perceived consumer effectiveness; perceived behavioral control (Yatish & Zillur 2015).

First, the age factor has a strong impact on a person’s preferences and tastes, which leads to changes in purchasing behavior during their different ages. People tend to consume different products in different life cycle stages as a result of changing in interest. One of the most popular segmentation methods in marketing is generation classification, such as Baby boomer, Generation X, Millennials, and the most recent Generation Z. According to Nielsen, Millennials are willing to pay more for sustainable offerings compared to other generations (75% of the respondents in the latest findings), even though this generation was born in one of the most difficult economic circumstances in the past 100 years. The next supporter for sustainability is generation Z which makes up high percentage (72% in 2015, increased by 17% compared to 2014) in the survey result with the age

ranging from 15 to 20. According to the survey, they are willing to pay more for products and services produced by businesses committing to corporate social responsibility.

Second, the economic situation is one of the individual related factors affecting sustainable consumer behavior. Products and brand choices are mainly affected by the economic circumstances of a person. Price sensitivity is usually a worth-mentioning topic for the marketers when it comes to 4P method in marketing strategy. Especially in the sustainable section, the price concern of eco products does influence consumer behavior when they are making purchase decision. Researchers have found that the price sensitivity does affect individuals differently to some extent when they react to the price changes and price differences of the product (Lichtenstein et al. 1993). Several research claim that price sensitivity is a direct or indirect factor for the purchasing decision of sustainable products. (Hsu et al. 2017). According to a survey by Kilbourne & Beckmann (1998), 27% of consumers refused to buy environmentally friendly products due to their higher price. In another study, the author found that Millennials are less price sensitivity than other generation in term of product attributes and willing to choose sustainable products over price when CSR involved.

Third, values and personal norms have been found to have a strong impact on purchasing intentions when it comes to environmentally friendly products (Arvola et al. 2008; Gleim et al. 2013). Personal norms are related to the self – concept and established as feelings of a moral obligation in order to lead to a certain behavior (Schwartz 1973). According to NAM, activated personal norms as feelings personal obligation are driving force for pro-social behavior. Behavioral regulation is motivated by internal rather than external influencers (Kallgren et al. 2000). Previous findings also pointed out that acting according to personal norm is associated with positive emotions such as pride, while acting against personal norm brings negative emotions such as guilt (Onwezen et al. 2013). It has been found that personal norms were a more impactful predictor than other variables such as economic situation, environment concern, etc. (Doran 2015). Apart from personal norms, individual values affect ethical purchasing behavior according to several studies (Vermeir & Verbeke 2008; Doran 2009; Kim & Chung 2011). Several papers show a positive correlation between environmental values of consumers and their actual purchases green products (Chen & Chang 2012; Eze & Ndubisi 2013; Wang et al. 2014).

Fourth, environmental concern is one of the most popular factors affecting sustainable consumer behavior. The definition of environmental concern is “an individual’s assessment or attitude towards the facts, their own behavior or the behavior of other people, that have an impact on the environment” (Ajzen 1988). There are some suggestions about the

degree of concern could demonstrate the accuracy in forecasting sustainable consumer behavior such as recycling (Simmons & Widmar 1990) and the action of buying green products (Chan 1996; Ottman 1993). Customers who possess the idea of environmental consciousness are expected to be more likely to consume products and services that they consider having a positive impact on the environment (Roberts 1996). A high number of environmental behaviors have routine character (Jackson 2005) and consumers have become more aware about the influence of their everyday purchases on the living surroundings (Krause 1993). However, the negative impact on consumer belief resulted from green washing often provokes skepticism towards environmentally sensitive behavior and reduces the effect of environmental concern as a factor (Albayrak et al. 2013).

Fifth, knowledge is also seen as an important predictor of eco-friendly consumer behavior as it is assumed that consumers who are more aware and knowledgeable about the environmental issues will gain more motivation to act for the planet (Peattie 2010). The knowledge factor has found to be the most studied variable (Yatish & Zillur 2015). According to Chen & Chang (2012) and Eze & Ndubisi (2013), knowledge of environmental concern has been positively affected consumer intention and actual purchasing decision of green products. It is believed that knowledge is needed for consumers to make decision in purchasing the product/ service which potentially fulfil their biogenic or psychogenic demand. Lack of information while purchasing products pose negative impact on green product consumption (Padel & Foster 2005; Connell 2010). Consumer' perception results from their past experiences, received information, etc. which in general becomes a filter for the purchasing decision. However, it is also found that there is no connection between environmental knowledge and actual purchasing intention among survey attendee (Wolsink, 2007; Chan & Lau 2000; Ramayah & Rahbar 2013). The influence of knowledge factor on sustainable consumer behavior will be further discussed in the data analysis of this paper.

Sixth, perceived consumer effectiveness is closely related to consumer attitudes, subjective norms and perceived behavioral control which leads to consumer purchase decision (Kang et al. 2013). Perceived consumer effectiveness is defined as "consumers' evaluation of the extent to which their consumption can make a difference in the overall problem" (Webster Jr 1975). According to some research, a positive connection between perceived consumer effectiveness and sustainable purchase willingness has been pointed out (Gupta & Ogden 2009; Gleim et al. 2013). Overall, green consumption is about the degree to which consumers believe that their individual actions have an actual effect on the environment (Kostadinova 2016).

Seventh, trust has been seen as an emerging issue in the sustainable production industry. Since the current marketing situation in the fashion industry poses a complex circumstance, trust is known as the way consumer believes and expects in the environment performance of one product (Chen 2013). Several studies have claimed that trust has significant impact on the sustainable consumer behavior. In details, lack of trust and confidence in green claims and features of environmentally friendly products pose noticeable barriers to the actual purchase intention in sustainable products. (Bang et al. 2000; Fotopoulos & Krystallis 2002; Tung et al. 2012.)

Eighth, perceived behavioral control is known as acknowledged control a person has over his own actions. The term mentions the ability of one to perform a given behavior (Ajzen 1988). Ma, Littrell, and Niehm (2012) claimed that perceived behavioral control has a profound and positive influence on the connection between intention and purchase action. However, a finding from Arvola et al. (2008) show that perceived behavioral plays no role in the sustainable consumer intention.

4.2.2 Contextual/situational factors

Contextual/ situational factors refer to external forces that may affect sustainable consumption in a positive or negative way (Kostadinova 2016). Normally, these factors are overlooked by researchers and individual related factors are usually overestimated which is known as the term “fundamental attribution error” (Jackson 2005). Situational factors play an important role in sustainable consumer behavior (Kostadinova 2016). Contextual factors affecting sustainable consumer behavior are discussed as following: Price; product availability; subjective norm/ social norm and reference group; product attributes and quality; brand image; eco labelling and certification.

First, price factor has been proved to play an important role in consumer behavior when purchasing eco-fashion items. According to Miller (1990) consumers are willing to pay 5% more than the original price for green products but several other studies have suggested that higher prices may become a barrier to ethical considerations (Connell 2010; Gleim et al. 2013) and the buyer power for green products decreases resulting from the price increases. Based on the research by Philippa, C., Dr Claudia, E., Prof. Stephen, P. (2010), they discovered that the majority of respondents was not willing to spend enough amount of money of a T-shirt to afford the sustainable offerings, and 52% were down to pay no more than 10 pounds despite of the high ethical awareness. It has been reported in several studies that higher price plays a key role in widening the gap between intention and actual purchase action when it comes to sustainable products (Connell 2010). Other findings from previous research show that consumers having lower price sensitivity react

positively in sustainable offerings (Eze & Ndubisi 2013), and consumers with a higher price sensitivity react negatively in green offerings (Ma, et al. 2012).

Second, product availability factor should be taken into account in this context. According to Vermeir, Verbeke & Vackier (2004), there are many customers with the intention to consume green products, however, the low availability of those products prevents customers from purchasing them. Numerous studies suggest that the low level of availability and difficult accessibility in obtaining green products were noticeable barriers to the consumption of eco-friendly products (Young et al. 2010). Fashion consumers have answered that they have little awareness about the availability of ethical fashion and only can access limited information about sustainable fashion (Joergens 2006). Normally, people are not willing to spend time and effort for searching and obtaining green products; products that are easily purchased are preferred over the rest (Tanner & Kast 2003); human basically seek for the convenience in shopping and avoid required effort actions (Gossling et al. 2005; Chan & Wong 2012).

Third, product attributes and quality are another noticeable factor influencing the sustainable consumer behaviors. Research showed that consumers seeks for the functional features of the products which serve their demands and preferences rather than its ethical attributes (Chen & Lobo 2012). It has been found that the perception of high quality of sustainable products have an affirmative influence on the act of buying green products (Mondelaers, et al., 2009); meanwhile, the poor quality of environmentally friendly products as a perception can lead to the negative impact on buying green products (Smith & Paladino 2010). Therefore, the combination of functional attributes and high quality of sustainable products create a good impact on sustainable consumer behavior. However, Chan and Wong (2012) pointed out that product attributes do not relate to sustainable purchase behavior. With the notion by Kostadinova (2016), products made out of eco materials are often more expensive and lower quality than their substitutes; besides, there is a variety of product options with affordable prices and good functionality for mainstream customers to choose, so there is a low chance for them to compromise on standard product value and quality to switch to an eco-friendly option.

Based on the research from Lundblad & Davies (2015), consumers believe that sustainable products have a better quality because of the time and effort needed to produce that piece of product, and sustainable clothing is seen as a net positive value alternative. Besides, the quality of sustainable clothes is strongly associated with the product attribute – long lasting. The study shows consumers take into account the durability aspects and expect clothes to maintain the good condition in frequent usage without losing shape. It is

also seen from the report that consumers require the timeless cut from the product attribute, they expect their piece of clothes have to last at least one more fashion season. Materials used in clothes also reflect the quality of products, natural materials bringing a better experience for consumers.

Fourth, brand image related to sustainable industry is seen as “a whole range of impressions, conceptions and apprehensions towards a brand in the customers’ memory which is correlated to the sustainability and eco-friendly concerns” (Chen & Chai 2010). Another concern about sustainable consumer behavior is brand popularity and brand preference such as non-green criteria products (Young et al. 2010). Glegg, Richards, Heard and Dawson (2005) discovered that there is low probability for customers to purchase green products if they are unfamiliar with the brand. The retail environment is also a significant influence on green purchasing since Quelch and Harding (1996) found that retailers act as a filter to products, and customers have tendency to trust and choose a certain green product if they are filtered and placed in the major retail chains.

Fifth, the eco labeling and the certification factor related to the trust issue of consumers towards green claims. Eco labeling and certification are considered as reliable information sources about sustainable traces of the products, which informs people the environmentally friendly features of products as well as encourages shoppers to consume the products (Young et al. 2010). However, Nittala (2014) claims that consumers remain skeptical when it comes to labelling and certification procedures of different type of products. It has been suggested that transparent and user-friendly information display should be applied for the product labels; as a result, it might build trust and increase green product purchases (Rahbar & Wahid 2011).

Sixth, there is subjective norms/ social norm and reference group. Consumption of goods and services are affected by current legislation, regulations and standards (Kostadinova 2016). Thus, national governments play a critical role in promoting sustainable consumption by imposing regulations on sustainable good consumption. Economic conditions can also affect sustainable consumer behavior and demand for environmental problems as well as eco-friendly products. According to Yankelovich (2009), consumers with a higher level of economic anxiety also have the highest level of environmental concern and lean more towards sustainable behavior. Social and reference groups such as friends and families have a strong impact on consumer’s decision-making process when purchasing green products (Lee 2010). In some studies, it shows that social norms affect positively on sustainable consumer behavior (Liu et al. 2012; Eze & Ndubisi 2013); whereas Connell (2010) gave out the opposite statement. Subjective norms were also discovered as the

indirect influencing factors on green intention and actual purchase of consumers (Smith & Paladino 2010).

To summarize, factors affecting sustainable consumer behavior have been studied for years and some conclusions have been made, whereas, some apparently leave controversial issue. In this thesis, once the theory of factors affecting has been collected, the data will be analyzed in order to come up with updated and details data in sustainable consumer behavior in purchasing fashion items

5 EMPIRICAL RESEARCH AND DATA ANALYSIS

5.1 Research methods and data collection

Data collection is described as the “activities of collecting and evaluating information on variables different of interest, in a systematic way that allows one to response to queries, identify research, studies hypotheses and analyze results. (Formplus 2020.)

There are various reasons for collecting data, but this study will only concentrate on those related to business and marketing (Nemanja 2019):

- It enhances the level of understanding about clients, business partners.
- It helps on finding pattern in how people change their attitudes and actions over time or under different conditions.
- It allows to divide audience into various categories and to create specific marketing campaigns based on preferences within each group.
- It improves decision-making quality and the consistency of decisions made.
- It aims to overcome problems and improve the quality of your good or service by obtaining feedback.

It is essential to bear in mind that data collection falls within two main terms: primary data collection and secondary data collection.

This analysis is mainly a mixture of research and literature review with all knowledge were obtained from the credible sources given in the report, as well as at the conclusion of this thesis in references. Secondary collection of data includes data published in books, business and scientific papers, publications in newspapers and magazines, and other online articles. For primary data collection, the quantitative data collection approach (online survey) was used. The study period begins when its authors acquired adequate context knowledge from multiple sources regarding the main research questions and supporting questions.

The theoretical contribution of the research is the analysis of educational books, company accounts, journals written, advertising and a study. The technique used for different pieces of literature provides the researcher with knowledge about both up-to-date advertisement strategies and popular traditional marketing hypotheses. The empirical part of the research is formed with data from a survey. The survey was undertaken to obtain insight into consumer perspectives on sustainable design. There were 244 participants who

finished the survey. Questions were designed to develop information on customer behavior concerns towards sustainable apparel.

5.2 Design of questionnaire

To assess customer perceptions towards the sustainable fashion phenomenon, survey planning was generated and circulated to potential customers. Questions to the survey were built based on the findings reported in the earlier sections. The survey gathers quantitative data; multiple-choice questions were chosen as survey question type. The first four questions asked were designed to collect fundamental background knowledge of the respondent which are about the awareness of people about environmental issues as well as how popular it is to consumer. The next questions aimed to find out about the respondent's buying behavior regarding to sustainable fashion. These following questions are divided into two parts which whether consumer have purchased any eco-fashion items or have not purchased any of them.

In the survey, two groups which are group A - the group of people purchased/ owned any sustainable fashion items, group B - people who never purchase any sustainable fashion items, are classified based on their purchase history.

The reason for creating two sections is because green market remains as the new market to consumers, or for those who already knew about eco-fashion items but did not interested in buying it. To broaden the size of green market, it is crucial to examine not only available buyer but also the rest of them. The survey was formed in June 2020 on Google Forms website, after more than a month of data collection and analyze literature review and qualitative research. The online survey was created to enter a broader audience. The survey had been posted for about three weeks until enough answers were reached. The survey has no limitation which all respondent from all over the world, all stage of age is welcomed to fulfil the answers. The survey received 244 answers in total, which is a great number to support thesis findings. During the period of collecting survey response, authors utilized social media channels such as Facebook and Instagram as main channels for obtaining the survey responses. In Facebook channel, private and public groups for people who have been living in Finland, Sweden have been used. Besides, personal connection has been used in order to gain the sufficient data. Authors aimed to target people with different background and nationality in order to have a wide range of data. Because of the sustainable fashion topic has not been widespread in a worldwide range, Finland and other developed countries become the ideal target.

In order to understand the difference between people who have purchased/ owned sustainable fashion items and people who have not, the survey is divided into two parts after the survey question number 3. The beginning of the survey has 4 common questions applied for both 2 groups (group A and group B). After the question number 4, people who have owned at least one sustainable textile product will be directed to part 1, and people who have not owned any sustainable apparel product will be directed to part 2. Some repetitive questions can be found in both two parts. However, some questions are designed differently according to different context of survey respondents.

5.3 Respondents' background

The survey has been collecting answers from 244 respondents with different background from ages and country they are living, to generate the objective data for the survey. Survey topic is about factors affecting consumer behavior in purchasing ethical textile items which has no restriction in territory and age range. There are 25 countries recorded in the survey responses from different continents in the world. However, the main proportion is occupied by Finland for both group A and B with 75% and 52,6% respectively. The second popular country in the survey is Vietnam with 10,2% in group A and 20,7% in group B. The rest of the nationality is diverse from developing country to developed country. The place where respondent lives might affect their response. According to figure 1 and 2, in group A, the large proportion belongs to developed countries, such as Finland, America, Sweden, etc. In group B, the developing country's names are mentioned more frequently.

The country you are living now

128 câu trả lời

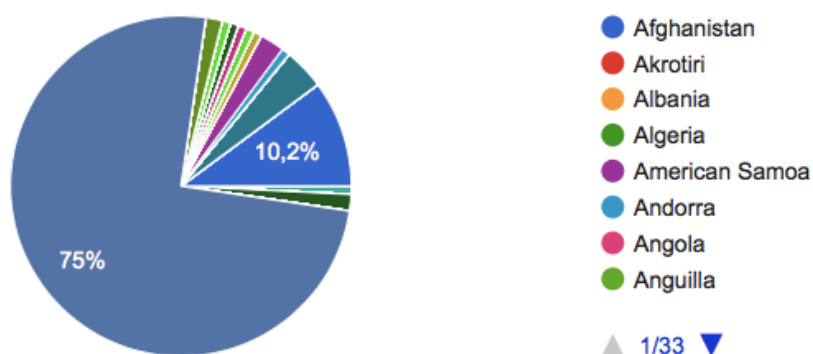


Figure 1 The country respondents in group A living now

The country you are living now

116 câu trả lời

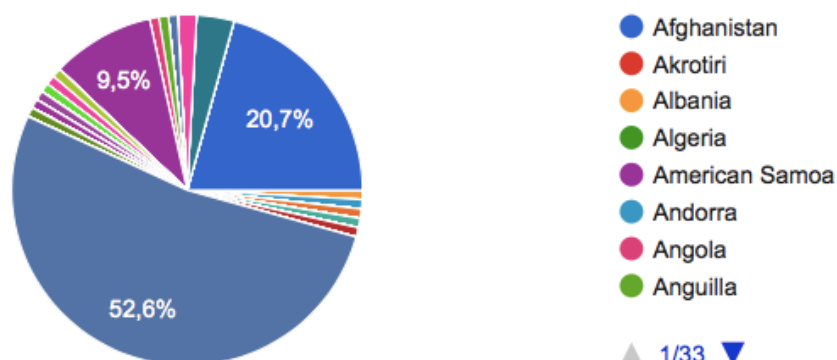


Figure 2 The country respondents in group B living now

Besides, the age data in this survey result shows an important aspect in the eco-friendly mindset and capacity to act accordingly to their consciousness. Refer to figure 3, in group A, the percentage of people who are older than 24-year-old is dominate the chart. The age ranging from 15 to 24 only accounts for 30,5%, which is considered as insignificant number. As it can be seen, generation X is the most potential and proactive consumer segment for sustainable apparel industry.

Your age

128 câu trả lời

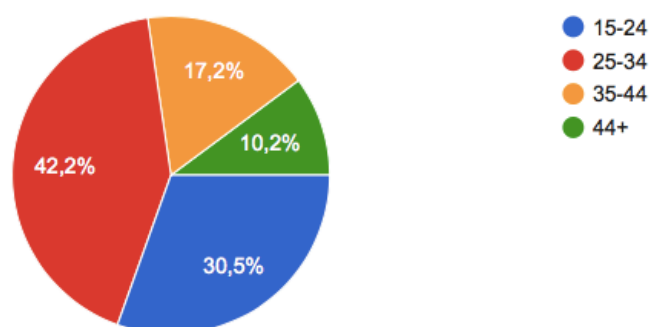


Figure 3 Age of respondents in group A

In contrast, group B shows that around 45,7% people are under 24-year-old, which is the largest proportion in the chart. Therefore, the age plays an important role in the way people react to sustainable purchasing matters. As a finding, Millennials generation is the least potential and proactive consumers in sustainable fashion field.

Your age

116 câu trả lời

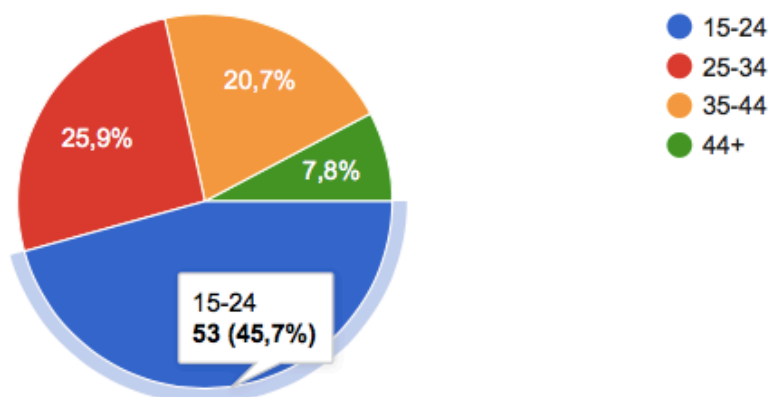


Figure 4 Age of respondents in group B

5.4 Data analysis

Respondent's awareness on the environmental impact of the fashion industry

The following set of data from survey questions will provide the information as well as consumers' insight about their awareness on the environmental impact of the fashion industry. By grouping the data, the readers will find it easy to follow and obtain the findings in the end of the researching process.

According to the answer of question "Which level of impact do you think the fashion industry has on the environment?", the majority of respondents, 103 answers occupied of over 40 percent, are mindful about the negative impact the fashion industry has on the environment. As demonstrated in figure 5, with 79 responses as over 30 percent, respondents consider the negativities of fashion industry as a caution and extremely harmful to the planet. Almost a quarter thinks that fashion industry has influence on the environment but they either do not acknowledge how far this industry may go or they have slightly noticed about this issue but it does not strongly impressive as other industries such as oil, energy, aviation, etc.

Which level of impact do you think the fashion industry has on the environment?

244 answers

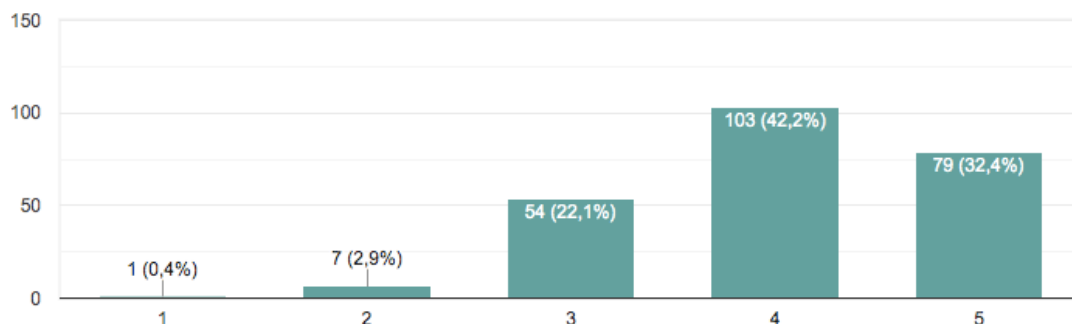


Figure 5 Survey question: which level of impact do you think the fashion industry has on the environment?

In order to gain the data about knowledge of consumer about fashion industry, the question in figure 5 was designed. Inadequate knowledge or understanding of environmental concerns, especially related to clothing hidden side effects, may become a criterion for specific group of consumers that is not environmentally conscious. There are many explanations that the lack of information is a barrier. Thus, there are a certain number of consumers that do not know that fast and easy-mode consumption has that much environmental effects. According to the figure 6, more than half of respondents claimed that they do not know the fact that following oil processing the fashion industry has become the world's second most polluting sector.

Do you know the fact that fashion industry is the second largest polluter in the world, just after the oil industry (2018)?

244 answers

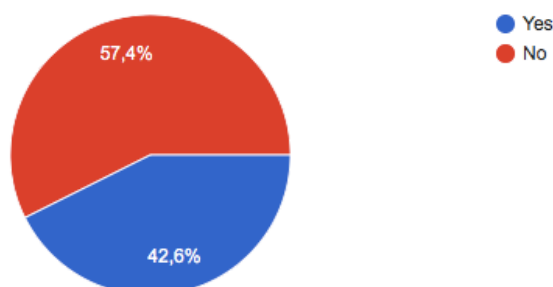


Figure 6 Survey question: Do you know the fact that fashion industry is the second largest polluter in the world, just after the oil industry (2018)?

In order to examine the widespread of sustainable fashion concept, the question was designed to measure how many percentages of people encountering the idea of sustainable fashion. The result from figure 7 shows almost three quarters of respondents have seen/heard about eco-fashion items. Only 22,1% have no idea about the eco-friendly fashion concept. As a result, this reveals that there is still significant amount of people have not experienced the sustainable fashion product.

Have you ever heard of or seen eco-friendly clothes / shoes from any fashion brand?

244 answers

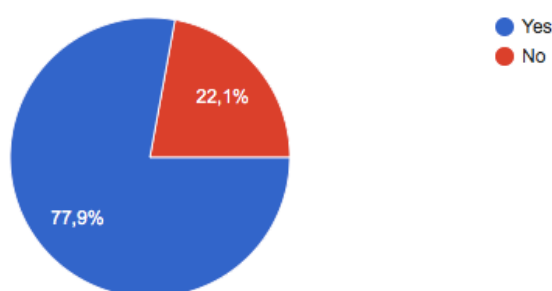


Figure 7 Survey question: Have you ever heard of or seen eco-friendly clothes/ shoes from any fashion brand?

Next is to discover the actual purchasing situation of survey respondents, the question 4 was created. Holding up approximately half of percentage in total responses comprehend the fact about the negativities, matching with the action on purchasing-decision as the following statics below. As describe in figure 4, 47,5% confirmed that they never have had sustainable fashion items in their closet, and the slightly bigger percentage (52,5%) stated that they have had at least one. Figure 8 show that there is a nearly equal number of respondents having two opposite contexts while filling the survey, which makes the findings of the thesis is balance and objective for both conditions.

Do you have any eco-friendly fashion items (t-shirt, shoes, jacket, etc.) in your closet?

244 answers

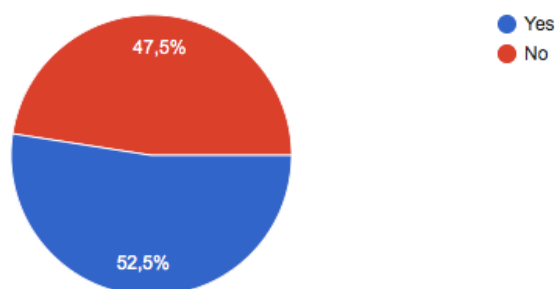


Figure 8 Survey question: Do you have any eco-friendly fashion items (t-shirt, shoes, jacket, etc.) in your closet?

The number 4 question is also placed as the dividing factor between people who have known about sustainable fashion notion and people who have not. In particular, there are 128 respondents belong to group A (people have encountered ethical fashion idea) and 116 respondents belong to group B (people have not encountered ethical fashion idea).

Factors affecting consumer behavior in purchasing sustainable fashion items

Consumer purchasing behavior can be characterized as final-customers' purchase actions for their personal purposes in regard of products / services. (Kotler & Armstrong 2011). An essential aspect of advertisers is analyzing the customer buyer's thoughts and preferences. The goal in advertisement clearly is to shape customer thought and behavior engaging with businesses.

Acknowledge about that purpose, the authors have built two questions 'Why did you purchase/Why have you never purchased eco-fashion items?' in order to diving deeper into consumer's perspective.

Why have you never purchased an eco-friendly fashion item?

116 câu trả lời

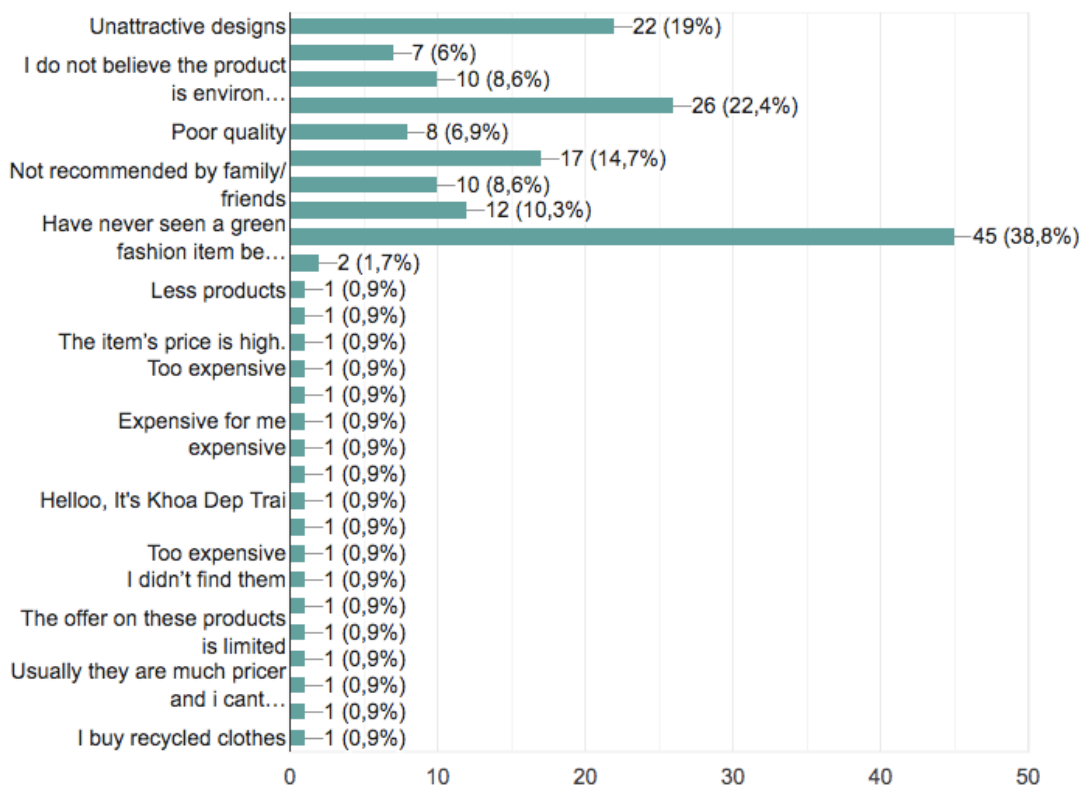


Figure 10 Survey question for group B: Why have you never purchased an eco-friendly fashion item?

The figure 10 shows that the highest percentage (38,8%) belongs to the factor “have never seen a green fashion item before”, the second place goes to “I don’t think it’s worth the money” factor, the third significant factor is “unattractive designs” concern. Most of other answers fall to either the low of accessibility for ethical textile product or the expensive price of sustainable piece of clothes.

Sorting from figure 9 and figure 10, we have overall results that are presented in the figure 11 below:

	Reasons
Purchased	Products are made from sustainable materials (approximately 58 percent) and produced in eco-friendly process (over 56 percent).

	Attractive design (almost 47 percent).
Have never purchased	Have never seen any eco-fashion items in your area (more than 38 percent). It's not worth the money (over 22 percent). Unattractive design (19 percent).

Figure 11 Reasons people purchased and have never purchased sustainable fashion items

Through the figure 11 above, we clearly see the contrast between consumer's opinion about green fashion design. 19 percent from total 116 responses claimed that sustainable fashion items are unattractive while 47 percent of 128 respondents said that they see them attractive. As mentioned before, marketing experts must concentrate on those 19 percent of respondent in order to expand the market. This dissimilarity is reasonable as it was clarified in theoretical part, chapter 4.2 Factors that affect consumer behavior – Individual factors. Individual factors involve age, income, occupation, lifestyle, personality, etc. Thus, it leads to the distinction among preferences of buyers behaving towards making any point of view. For instance, in this survey, aging plays a hidden impact behind the consumption of eco-friendly items. The range of 25-34 years old stands the major in buying green products. This information can be used to identify the group of people that purchasing the greatest number of sustainable items. Align with that, marketers can focus marketing program to right group of people. (Assael 1992; Kotler et al. 2005; Karunakaran 2008).

Next question provides an insightful data about consumer behavior when they purchase sustainable textile items. There are 11 factors listed: Trendy design, basic design to wear in multiple occasions, affordable price, organic materials, high quality texture, popular brand name, trusted brand name, opinions of friends/ family, impressive advertisement on social media, influencers recommended, comfortable feeling when try on.

Factors that determine your purchase decision for eco-friendly fashion items 1: Not affect at all - 5: Highly affect

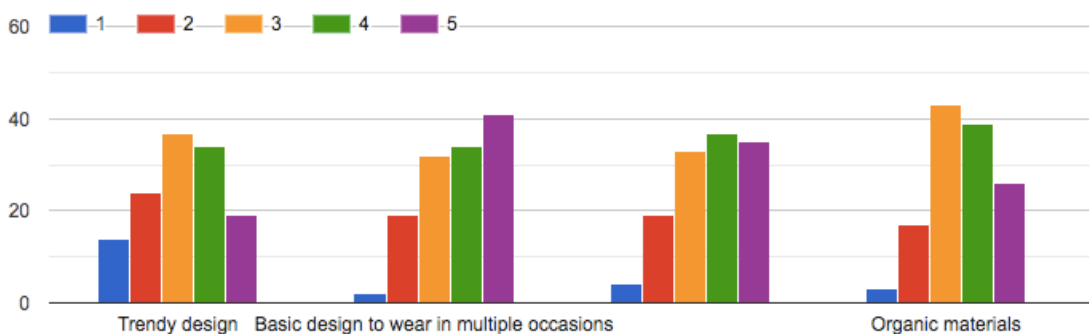


Figure 12 Survey question for group A: Factors that determine your purchase decision for eco-friendly fashion items with option 1,2,3 & 4 of group A

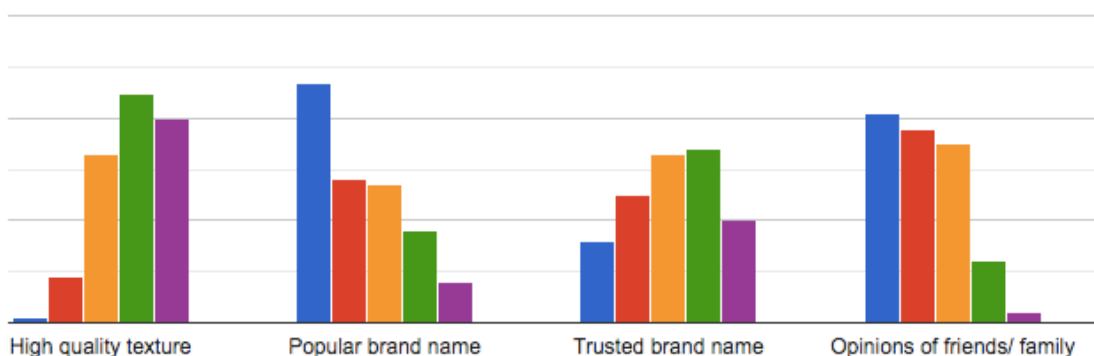


Figure 13 Survey question for group A: Factors that determine your purchase decision for eco-friendly fashion items with option 5,6,7 & 8 of group A

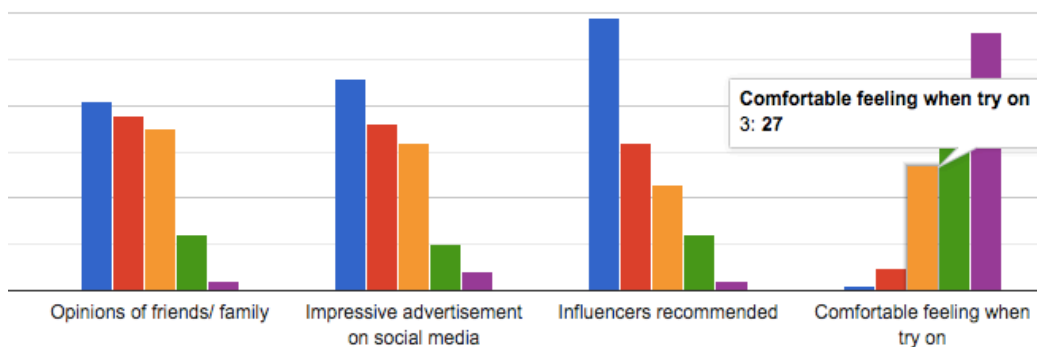


Figure 14 Survey question for group A: Factors that determine your purchase decision for eco-friendly fashion items with option 8,9,10 &11 of group A

As the results from those charts above, it can be clearly seen that when it comes to factors highly affect purchase decision for eco-friendly items, most of the people concern about the comfortable feelings to try on, which accounts for the highest vote 56 votes. Customer wants to have basic design to be used in multiple situation (41 votes for highly affect) as well as high quality texture (40 votes for highly affect). The less concerns were advertisement (46 votes for not affect at all), brand-name (47 votes for not affect at all) and influenced by others (51 votes for not affect at all).

Meanwhile, the same question was posted for group B, there are some similarities and some significant difference compared to group A. The purpose of analyze two questions at the same time is to show the difference and consistency in their way of response to ethical fashion of group A and B consumer behavior.

Factors that determine your purchase decision for eco-friendly fashion items 1: Not affect at all - 5: Highly affect

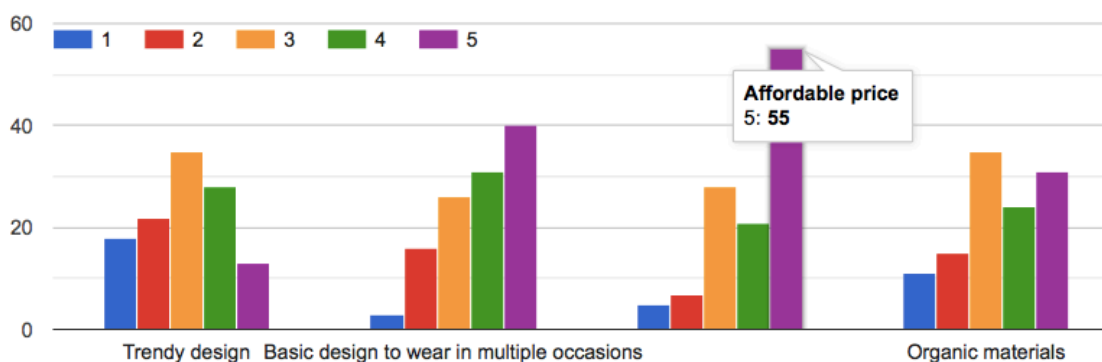


Figure 15 Survey question for group B: Factors that determine your purchase decision for eco-friendly fashion items with option 1,2,3&4

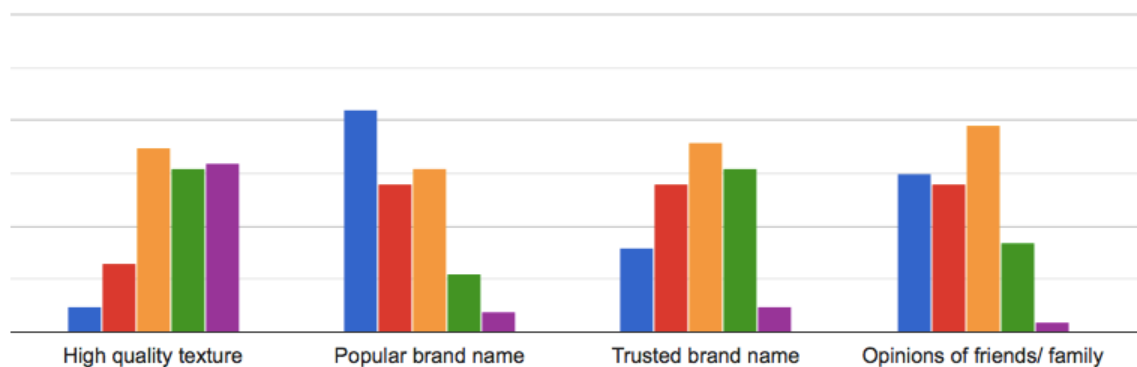


Figure 16 Survey question for group B: Factors that determine your purchase decision for eco-friendly fashion items with option 5,6,7&8

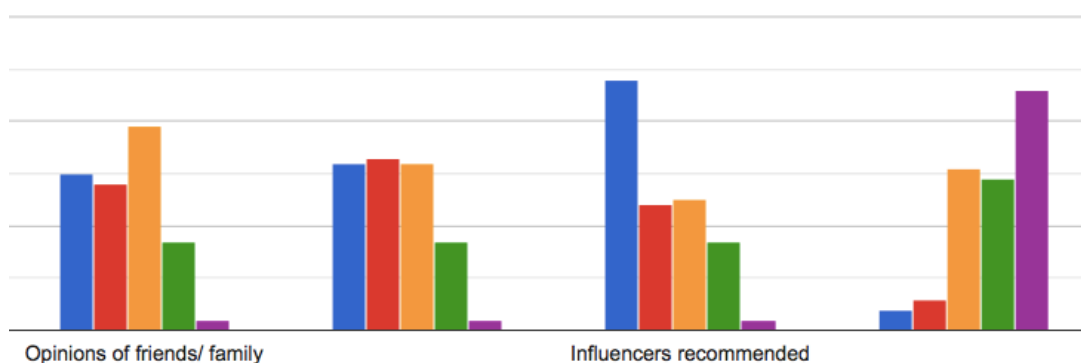


Figure 17 Survey question for group B: Factors that determine your purchase decision for eco-friendly fashion items with option 8,9,10&11

Being consistent with the figure 10 findings, group B respondents voted “affordable price” factor highly affect their purchase behavior (51 votes), according to figure 17. The next factor, they shared the same view with group A with the significant high votes for “comfortable feeling when try on” factor, and “basic design to wear in multiple occasions” factor.

Interestingly, when it comes to factors not affecting at all for consumer behavior in purchasing ethical textile, both group A and B respondents shared the same point of view. The least affecting factors goes to “Influencers recommended” (48 votes for not affect at all), which is the same option with group A result. The following factors receiving less concerns are popular brand name and impressive advertisement on social media.

Human trust for green labels in the fashion sector

In the survey, two groups are classified based on their purchase history which are group A - the group of people purchased any sustainable fashion items, group B - people who never purchase any sustainable fashion items. In this sector, the purpose of raising human trust issue is to examine the trust level for green labels on fashion items in human perception in general. In the scope of people purchasing eco-friendly fashion products (which are 128 people out of 244 people), there are 56,3% chose to check the authenticity of claimed products and the rest (43,8%) chose not to check it, according to figure 18.

Do you check whether the product is eco-friendly as claimed before buying it?

128 câu trả lời

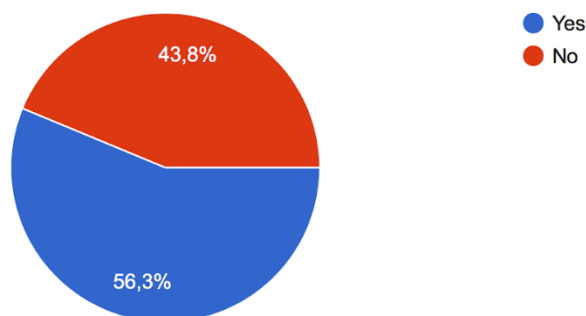


Figure 18 Survey question for group A: Do you check whether the product is eco-friendly as claimed before buying it?

Reasons for not checking the claim are as well proposed by the respondents. The most common reason is they believe what the brand advertises about the product, which accounts for 21,9% of the responses. The second common reason is that customers do not take the green claim into consideration but the design of the product itself plays important part in their buying decision. Only 11,7% choose the green items based on solid evidence which they already validated and trust the brand for a period of time, according to figure 19.

Why don't you check whether the product is eco-friendly as claimed before purchasing it?

128 câu trả lời

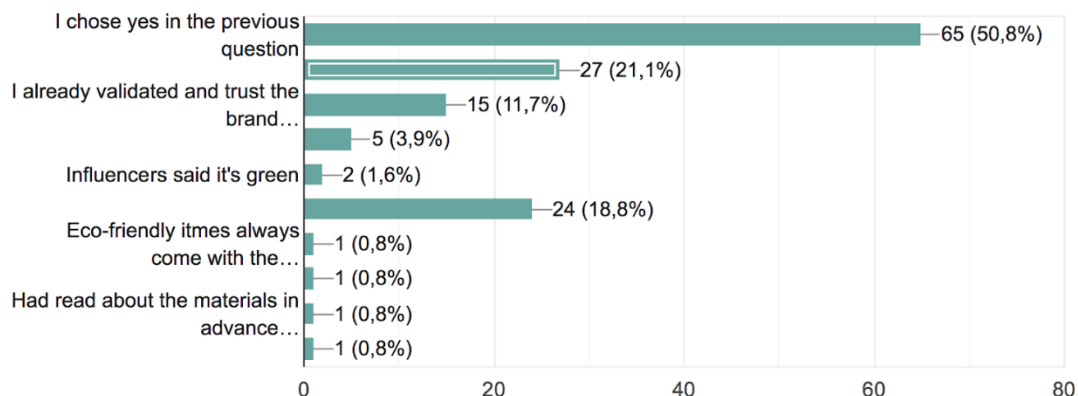


Figure 19 Survey question for group A: Why don't you check whether the product is eco-friendly as claimed before purchasing it?

According to figure 20, in the scope of people not purchasing eco-friendly fashion items, there are 35,3% responding with neutral opinion about the trust of green labels on fashion items. Following is 31% and 17,2% of people showing the positive opinion with the increasing level of certainty from 4 to 5 respectively about green claims from the brand.

Do you believe the item was made in an eco-friendly way when see the eco-label on it?

116 câu trả lời

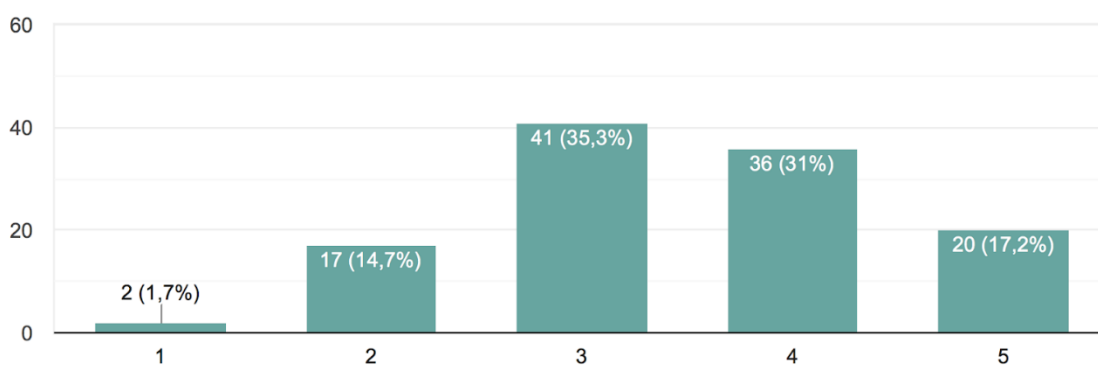


Figure 20 Survey question for group B: Do you believe the item was made in an eco-friendly way when see the eco-label on it?

In general, 83,5% respondents demonstrate their trust towards green labels on clothes (as figure 20). As a conclusion, the survey suggests a solid evidence about consumer

maintaining a significantly positive level of trust while encountering the green claim in fashion sector.

However, to have an overall picture, the data of skeptical people wondering about the validity of green claim should be taken into consideration. For both two groups who either purchased an eco-friendly fashion item or did not, significant signs of lack of trust in green claims is seen according to the survey data. There are 56,3% respondents who have a behavior to confirm the claim from the brand when they decide to buy an eco-friendly piece of clothes. In the meanwhile, 16,4% people never purchase sustainable fashion items declare that they do not believe in the green labels when they see it. This could lead to the relevance of greenwashing concept which causes incredulousness in consumer's perception. Connecting with the theoretical part, greenwashing explicitly does harm to the sustainable industry in general (Durgin 2020). The collected data shows that a large proportion of customers have a skeptical problem with trusting the green claims/ green labels on the fashion products. An output from the survey is that marketers should be aware of greenwashing, act against and prevent that matter getting worse.

Besides, it can be seen that a recommendation from friends and family, and even influencers does not perform a significant role in the decision-making process of a consumer while they are purchasing eco-friendly fashion items.

The factors people check for the validity of green claim

The next matter will be discovered through survey data is what factors customers take into consideration when purchasing green labels fashion products. According to the survey, incredible similarities are pointed out for two groups (group A and group B) in behaviors checking the validity of green claims. The most chosen factor is the materials of products, 46,9% of group A and 63,8% of group B took materials of products into account while they validate the green labels on a piece of clothes, which means materials of products in fashion sectors strongly represent for their greenness and sustainability, connecting with the

theoretical part.

How do you check whether the product is eco-friendly as claimed?



128 câu trả lời

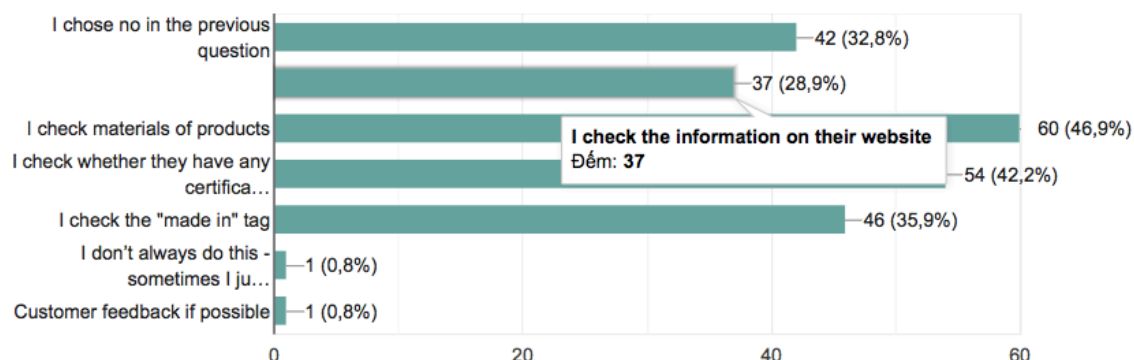


Figure 21 Survey question for Group A: How do you check whether the product is eco-friendly as claimed?

What kind of information will you check to make sure it is eco-friendly produced when you are about to buy an eco-friendly fashion item?

116 câu trả lời

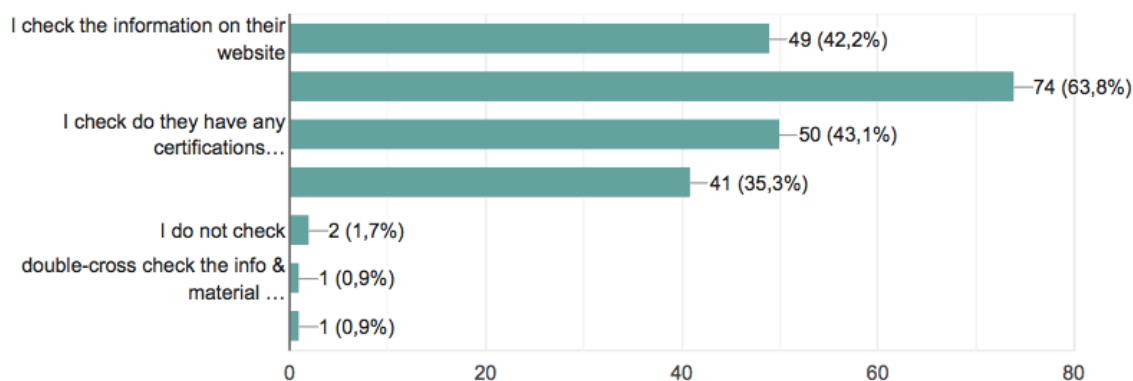


Figure 22 Survey question for group B: What kind of information will you check to make sure it is eco-friendly produced when you are about to buy an eco-friendly fashion item?

The second important matter for customers is certifications related to environment concerns to backup for the brand's green claim. This factor both appears at the second place in two groups, it accounts for 42,2% and 43,1% respectively in group A and B. Referring to the theoretical part 1.3, in order to avoid greenwashing accuse, sustainable businesses use third party certification in order to gain credits for their green claims, which is more convincing to customers. The theory is proven through this data which shows a large amount of people chose to rely on certification while checking the validity of a green claim.

The convince of green claims also depends on the information the brand declares on their websites as well as “made in” tag information on the product but with a lower level of influence on the decision-making process of customers. However, these could be the extra factors to strengthen a business’ green claim. Based on the high and slightly equal proportion of people voting for all four factors, one hypothesis could be considered that a customer may go through all four factors in their decision-making process in order to come up with the final decision. Therefore, in green marketing session, marketers should pay attention overall in four matters. All figures for illustration can be found in the figure table list in the end of this thesis.

Pricing and quality matters in sustainable fashion industry from customers’ point of view

According to figure 23 & 24, it is shown that there are similar patterns in consumers’ perception in term of price and quality in both group A and group B when they are purchasing sustainable clothes. First of all, with the price factor, the most popular opinion is that customers think the price of eco-friendly fashion items is higher compared to normal ones (the 4th level), which represents 47,7% and 47,4% in group A and B respectively. The second place belongs to “much higher” level opinion which accounts around 25-30% in each group. The third place is neutral opinion for the comparison between the price of sustainable and normal clothes (approximately 20-23%). It is noticeable when people barely consider eco-friendly fashion products have a lower price than normal ones. The data shows the percentage below four in either option much lower and is also lower in the chart for both two groups. The data indicates the fact that people are aware of the higher price they must pay for the sustainable products due to its high cost in producing green products.

How do you think is the price of eco-friendly fashion items compared to normal fashion items?

116 câu trả lời

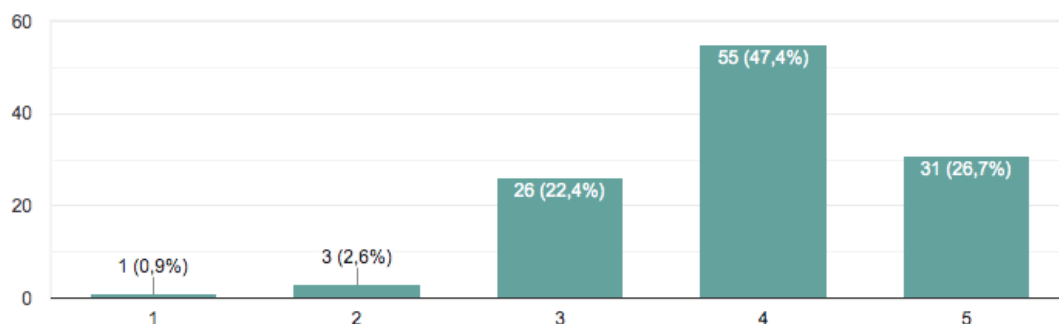


Figure 23 Survey question for group A: How do you think is the price of eco-friendly fashion items compared to normal fashion items?

How do you think is the price of eco-friendly fashion items compared to normal fashion items?

128 câu trả lời

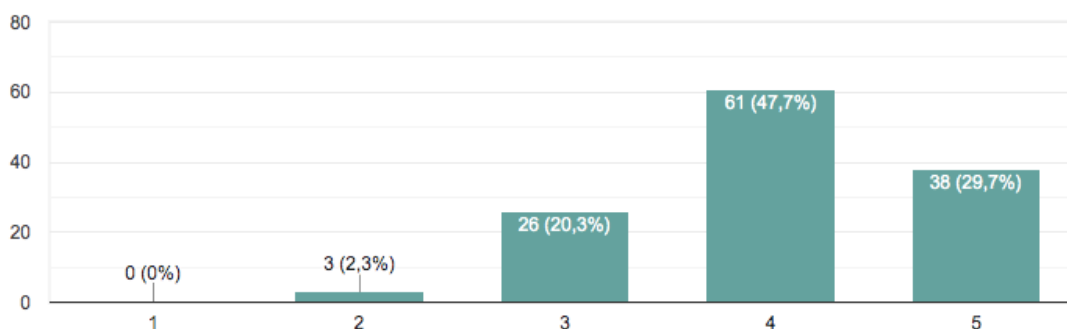


Figure 24 Survey question for group B: How do you think is the price of eco-friendly fashion items compared to normal fashion items?

Next issue is the quality matter of eco-friendly clothes under customers' perspective. It can be found that one difference between group A and group B in response for the quality of sustainable fashion items. With the group of people have experience in consuming eco-friendly clothes, the tendency of responses goes for neutral and agreed side with the statement rather than the opposite one, which is 50% for the neutral opinion, 28,1% for opinion agreed and 13,3% strongly agreed with the statement that eco-friendly fashion items have better quality than normal items. However, there is still a small amount of people think eco-friendly fashion have lower quality than normal products, which accounts for

around 9% of respondents. According to the figure 25, it shows a positive sign for sustainable fashion industry in term of quality management and customer relation management.

Do you think eco-friendly fashion items have better quality than normal items?

128 câu trả lời

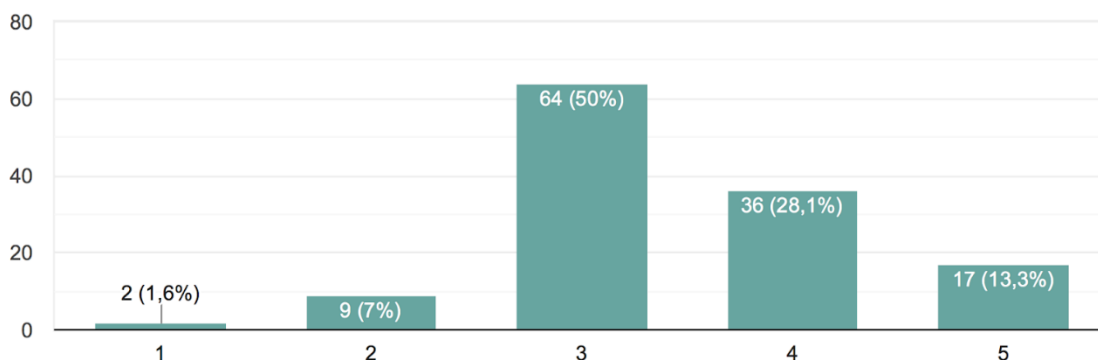


Figure 25 Survey question for group A: Do you think eco-friendly fashion items have better quality than normal items?

While as, the group of people who never purchase sustainable fashion items before, they have the overall opposite opinion with group A. According to figure 26, the most common opinion votes for neutral opinion which customers have no solid evidence about to what extend the quality of eco-friendly products is better than the normal one. In other word, they might think they have the same quality, the producer manages to maintain the quality even though they change the materials of the product. The second common option with 23,3% belongs to disagree opinion with the statement that sustainable clothes have better quality than normal ones. Following that is the agree opinion for the mentioned statement, which takes up to 16,4% among responses. In general, for group B, people's perception tends to think that green fashion items have lower quality than the normal one.

Do you think eco-friendly fashion items have better quality than normal items?

116 câu trả lời

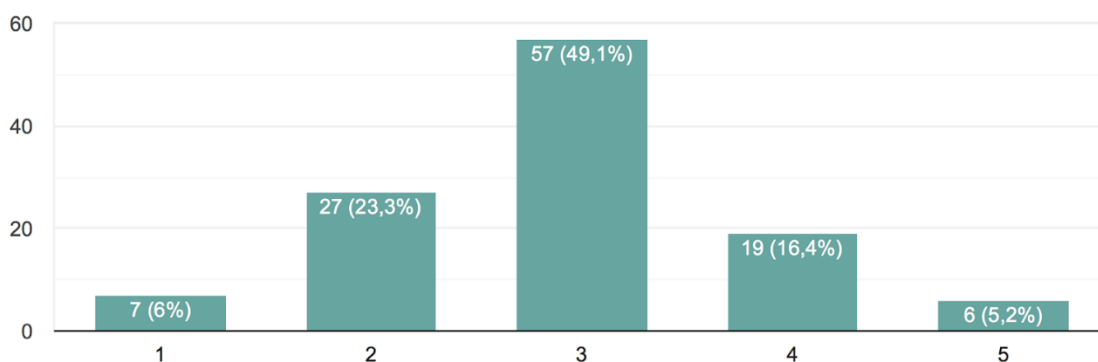


Figure 26 Survey question for group B: Do you think eco-friendly fashion items have better quality than normal items?

Based on the figure 25 & 26, it can be seen that people with their experience in consuming the sustainable fashion items assess the quality of that type of product with a positive review, and for the one who never consume it, have more negative perspective about the quality of eco-friendly products. As a result, there is a good sign for sustainable fashion industry in the quality approval from their customer. Besides, there is a notice that they need to change their potential customers' mindset - who has not purchased any eco-friendly fashion items.

The relationship between price and quality of sustainable fashion items could be seen in the factor "cost per use" of the green fashion item. The next question of the survey explores the mentioned factor which shows that in group A, accordingly with the analyzed data in figure 27 about quality of sustainable fashion items versus normal ones, the large proportion of people have been using eco-friendly clothes also agreed that "cost per use" of sustainable clothes is lower than the normal ones, which takes up to 52,4% of the respondent in one group. Furthermore, the second large amount of people (42,2%) chose to be neutral about the statement, they do not have specific idea whether eco-friendly fashion items has cost per use lower than normal ones. The minor amount of people (<6%) chose the opposing option. It can be considered as a positive sign for sustainable fashion industry to develop their products and gain better customer feedback. In a bigger picture, this factor also suggests that sustainable fashion industry is developing potentially in the market.

Do you agree that you can use an eco-friendly fashion item for a longer time > cost per use will be lower compared to the normal item? (durability factor)

128 câu trả lời

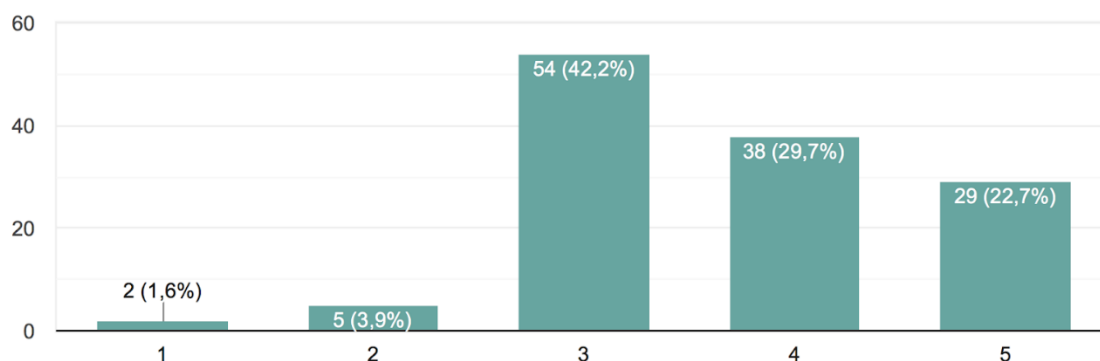


Figure 27 Survey question for group A: Do you agree that you can use an eco-friendly fashion item for a longer time, cost per use will be lower compared to the normal item? (durability factor)

According to figure 28, there is a slightly confusion in the result. As discussed above, the overall opinion of group B is that eco-friendly fashion items have worse quality than normal. However, in this sector, people who have never purchased a sustainable piece of clothes said that they assume cost per use of those products is lower than the normal product. According to the figure below, apart from neutral opinion which takes up to the largest percentage of the group (37,9%), there are 45,5% people considered cost per use of green fashion items is lower than normal ones. Meanwhile, the smaller amount of people (21,5%) disagreed with that statement.

Do you agree that you can use an eco-friendly fashion item for a longer time & cost per use will be lower compared to the normal item? (durability factor)

116 câu trả lời

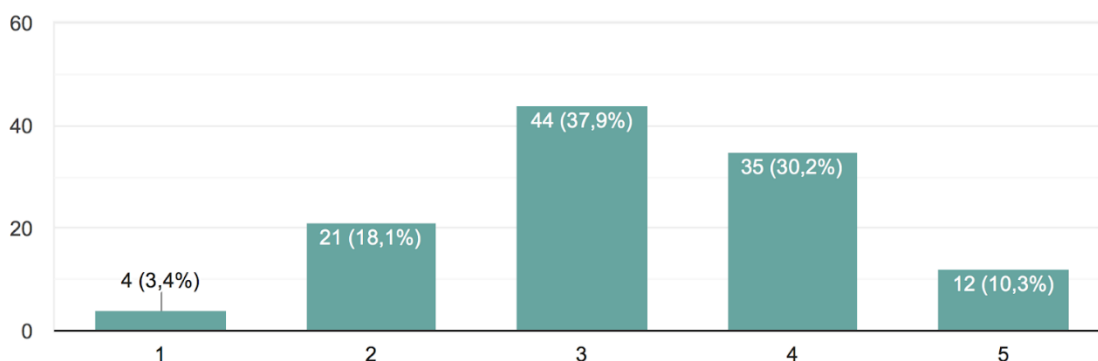


Figure 28 Survey question for group A: Do you agree that you can use an eco-friendly fashion item for a longer time, cost per use will be lower compared to the normal item? (durability factor)

As it can be seen, these data propose a confusing matter between two relevant issues, which may suggest that people of this group may not have a strong opinion about the quality of sustainable fashion clothes since they have no experience in consuming it. Based on this hypothesis, marketers could emphasize the quality matter of eco products and persuade these groups of customers about its high quality of the sustainable product.

Availability of sustainable fashion products supplies

This research problem was raised to explore the real situation of the availability of eco fashion items in the market. This factor could be relevant to the accessibility of sustainable resources in human daily activities. As a result, from the survey, group A has been recognized with a surpass amount of people (38,3%) said it is not easy for them to purchase an eco-friendly fashion item in their area compared to opposite opinion. Besides, another majority (37,5%) responded with the neutral opinion, it is considered as not too easy and not too difficult to buy a sustainable piece of clothes in their area. Only 24,2% of respondents claim that they found it easy to find a place selling eco-friendly fashion products.

Do you find it easy to buy an eco-friendly fashion item in your area?

128 câu trả lời

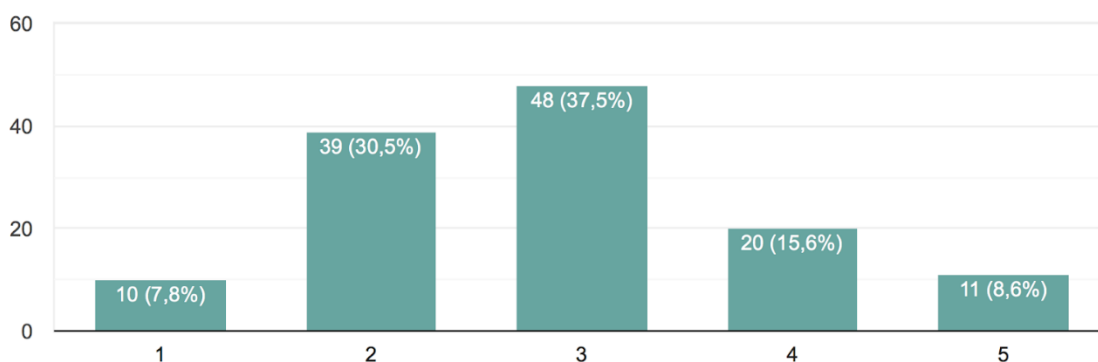


Figure 29 Survey question for group A: Do you find it easy to buy an eco-friendly fashion item in your area?

When comparing group A's data to group B's data, a significant difference is explicitly demonstrated. Most people claimed that it is extremely difficult for them to purchase any eco-friendly fashion product in their area, which accounts for 63,8% of group B's respondents. Furthermore, the 1st level (extremely difficult) has the highest number of people choosing which is 32,8%. Only 15,5% people think that it is easy for them to buy green fashion items in their neighborhood.

Do you find it easy to buy an eco-friendly fashion item in your area?

116 câu trả lời

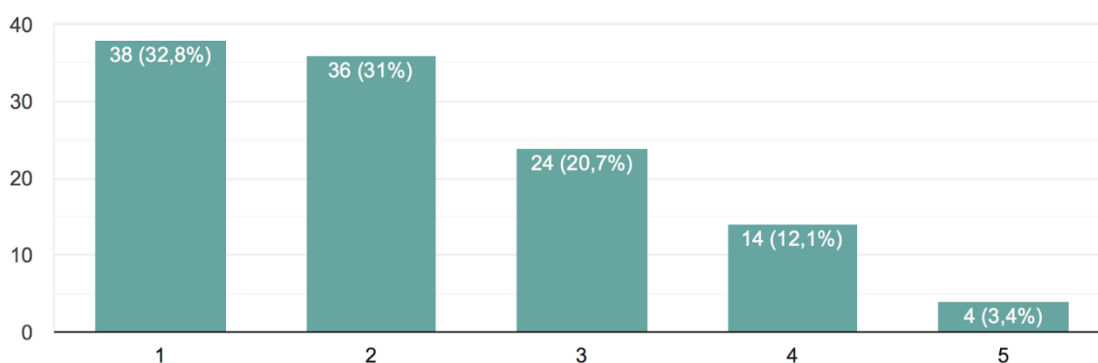


Figure 30 Survey question for group B: Do you find it easy to buy an eco-friendly fashion item in your area?

Put the figure 29 and 30 into comparison, data show that people who did purchase eco clothes, the outcome of the question survey is significantly positive compared to the one who have not purchased any eco-friendly clothes. However, in general, both outputs imply that the availability of sustainable fashion items is seen as limited in survey taker perception. This outcome is also correspondent with the reason why group B have not purchased eco-friendly clothes analyzed above.

Referring to the theory, the contextual factor plays an important part for people get access to sustainable resources and supply. This data result well explains the theory that people can be limited to perform their green action due to the scarcity of the supply and distribution of eco goods in general and fashion related ones in specific.

The tendency of human act in acknowledging and consuming sustainable fashion items

This factor can be displayed by two aspects: the intention for future purchase and the will to recommend for your circle of friends and family. There is the difference between group A and group B in their responses for both two survey questions. In group A, the figure 30 illustrate positive signs for sustainable fashion industry due to the high amount of “definitely yes” answers, which takes up to 51,6% in total responses. Following is the “yes” answer which accounts for 35,9% placed as second position in the chart. There is barely respond for the “no” options (less than 1%), which indicates the positive signal for green businesses in the fashion sector.

Will you purchase another eco-friendly fashion item?



128 câu trả lời

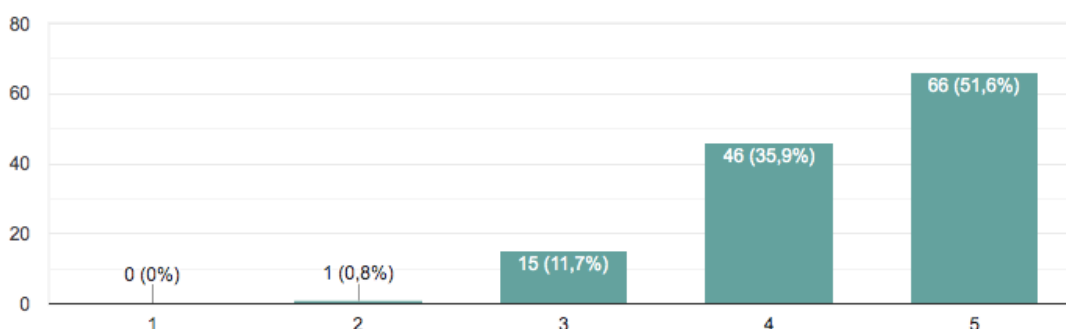


Figure 31 Survey question for group A: Will you purchase another eco-friendly fashion item?

The highest of satisfaction level for a product can be seen by the willingness to recommend that product to their close people. This fact was believed to be true based on the perception of thought “Person’s credibility is an important matter”. Corresponding to the purchase intention, the willingness of customers to recommend for their close people in group A shows the positive sign in general. There are only 6,3% of people choosing “no” option when being asked whether they want to recommend their friends or family to buy an eco-friendly fashion item or not. It could be a satisfaction measurement indicator for the brand. The majority belongs to the “yes” answer with 93,8% in total.

Will you recommend your friends/ family buy an eco-friendly fashion item?

128 câu trả lời

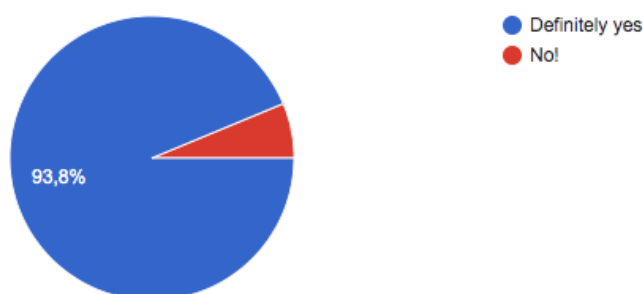


Figure 32 Survey question for group A: Will you recommend your friends/ family buy an eco-friendly fashion item?

Compared to group A, there is a slightly shift in the purchase intention of group B’s respondents. People equally chose “yes” and “definitely yes” options with 33,6%, which show the group B’s purchase intention is not as strong as group A’s. Furthermore, there are 9,5% people voted for “no” option, which indicates that they have no interest in buying sustainable fashion items. According to the figure 33, it suggests that the potential customer segment for the eco-friendly fashion sector is quite large, which are 90,5% of people have never purchased any sustainable fashion items. In another point, the actual potential customer segment could be larger with the including the customer having history purchase with positive feedback.

Will you purchase eco-friendly fashion items in the future?



116 câu trả lời

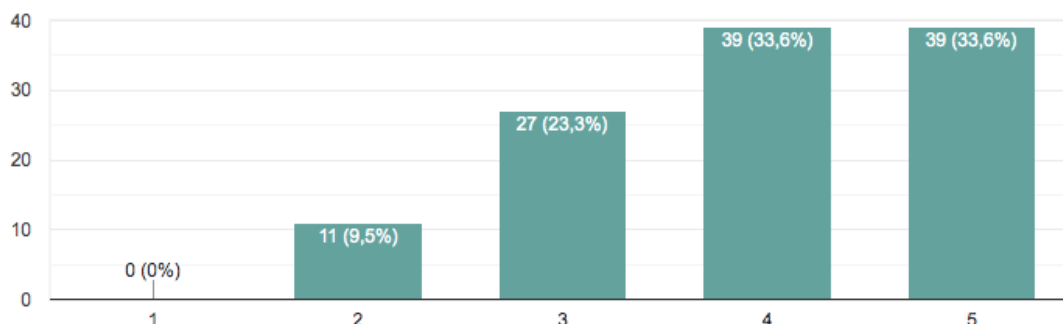


Figure 33 Survey question for group B: Will you purchase another eco-friendly fashion item?

For the recommendation aspect, the number of respondents choosing “no” option in group B is significantly higher than that number in group A, which takes up to 21,6% in group B’s responses and 12,1% higher than number of people said “no” in group A.

Will you recommend your friends/ family buy an eco-friendly fashion item?

116 câu trả lời

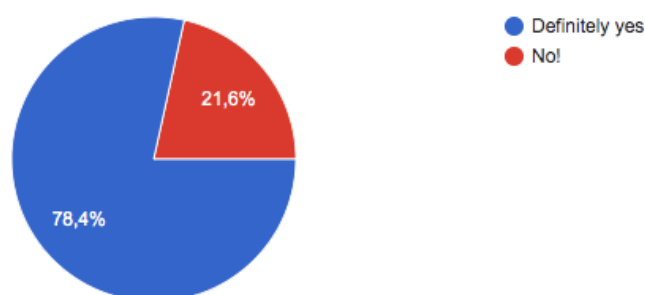


Figure 34 Survey question for group B: Will you recommend your friends/ family buy an eco-friendly fashion item?

In sum up, people with the experience from purchasing and consuming sustainable fashion clothes have a positive point of view about eco-friendly products rather than people without that experience. The result indicates that people have certain barriers in adopting new things as indicated in the consumer behavior theory. Consumer psychology is afraid to try new things which they have no experience about, and usually result in the resistance behavior with the new experience.

6 CONCLUSION

6.1 Key findings

We have studied and questioned our respondents about several factors affecting their decision when it comes to buy sustainable clothing. As the result from group A and group B, 4 out of 9 elements play the major impacts which are:

- Basic to wear in multiple occasion
- Affordable price
- Sustainable materials
- Comfortable when try on

Price is essential to advertisers because it reflects an evaluation by advertisers of the worth that consumers find in the goods or services and therefore are willingly to pay for them. The other components of the marketing mix (product, position and promotion) might seem a little more important than price, and thus get more recognition, but setting the price of the products or services in reality is one of the most critical managerial decisions. Here is the explanation. (Introduction to price).

- Although product, location and promotion have an impact on costs, price is the only aspect that influences revenue streams and therefore beneficial a business. Price may contribute to survival or downfall of a business.
- Modifying price has a significant effect on the marketing campaign and can also influence competition and sales based on price flexibility of the item. The mislead on setting price will also have a detrimental effect on revenue and profitability.
- Problems arise when the marketing expert does not set a price that fits the other elements of the marketing mix and the business's goals, as pricing relates to the value of a product or service that are judged by consumers. A premium price stands for high quality, then appears the term luxury. But if a company wants to introduce itself as a low-cost provider, it will be charging cheap prices. For any kind of price, when consumers see price-tag, they know what to expect.

Thus, as you have seen, it's critical for a firm to set the right price. The future of a company will rely on that. But with too many subjects to measure, it is not that simple to do. And it even harder for sustainable fashion brands to adjust price for their products since it is usually more expensive compared to normal clothing brands. Value is the most

important when it comes to green development. Clothes are to be made to last-long wear, year after year, in absolute opposite to quick-fashion. Sustainable clothes, though, it costs extra to make and purchase than fast-fashion versions, which may turn off most consumers. So, instead of satisfying the demand from clients for an affordable price which is currently impossible for sustainable development, why don't we ask them to give us a hand to make it possible? Let us make the customer aware of their power and start to question themselves "why don't we shift our mind-set into another level?".

Marketing the power of buyer is the solution now. It is can be denied that the power is belong to consumer. A transition in what the consumer behaviors have a spectacular impact through the apparel industry. If consumers continue to purchase green clothes where they can, it can inevitably result in a reduced pricing, similarly to what has done to organic food as an example. As organic food is still expensive, its premium has sign that is dropping more than before. While customer must pay 9 percent more for fresh foods in 2014, it is already downstream to 7.5 percent in 2018. (AssociatedPress, 2019)

Keep up with customer lifestyle is another key on boosting success of businesses. For a few souls who are not already known, minimalism is a revolution which now spreads to many aspects of life, including way of living, interior design, and, of course, fashion. Minimalism lifestyle is intentionally living with stuffs that really support our lives by releasing distraction things that rarely used (Becker, 2020). The 'minimalist lifestyle' is phenomenon, it has risen and fallen over the years but has gained more attention in recent times. Now we are seeing brands adopting innovative strategies for their system in order to create slow fashion and develop a better lifestyle together with efficiency and functionality (Garner, 2019). Two words "efficiency" and "functionality" somehow describe the right direction for sustainable businesses. The design that we see in the clothing industry is refreshing. It is where minimalism and sustainability meet.

Experience is the last step that marketers should pay attention for to achieve fully satisfaction of buyers as well as increasing the number of loyal customers. From our studies, quality and comfortable when try on are consider as the main factor for shopper buying sustainable product.

Sustainable garment quality is equally essential as the traditional apparel brand. To support price premium applied to a green brand due to extra expensive costs of raw materials, manufacturing and logistics, eco-clothing firms must maintain excellent good's consistency. In their work on the measurement of customer apparel performance, Klerk and Lubbe (2008) list sensory perception, particularly observation and feeling, as some of the most key parameters in buying decision-making. As said, the importance of visual and

sensual attributes of sustainable and organic products are the same as that of traditional ones, so eco fashion companies should pay special attention to that experience of a customer for clothing pieces as it is one significant measure of quality. (Klerk & Lubbe, 2008)

Apart from factors that marketing experts should pay attention for, we need to shortly mention about 'less attractive' elements to consumer towards eco-fashion items. Take advantage of this, marketing experts will help in saving time and effort of business to not invest in.

- Trendy design is complete contrast to the concept of minimalism which is focus on clothes that suitable for multiple occasion. Buying clothes as a trend may lead to the bad side effect for environment since fashion changes every minutes. To keep up with the changing, buyer must keep buying new clothes regularly. These old ones will be eliminated and ended up on the landfill which will take hundred years to be disposed.
- Brand-name is no-doubt one of the main factors when it comes to buy a product. However, as we can see from the result, consumer does not consider brand-name as a big deal in buying process. It is a good sign for start-up business who want to invest in sustainable clothing industry that they can challenge big brand-name firms if they provide good products and good services.
- Opinions from friend and family also have less power on choosing fashion items since self-perceived has gained a lot recently. One will decide which kind of style and image they want to achieve for themselves.
- Advertisements not playing an important role seems to be unreasonable. However, looking at the mass-media world right now, it is not hard to guess why marketing is having doubts from consumers. Green washing, as mentioned in theoretical parts is one of the reasons that at some point marketing does not work out as it is expected to be.
- As well as the falling of influencer's affect in customer's buying decision due to the lack of credibility. Brands pay them to promote their product without real experience, as time passes customer is more careful to trust them

6.2 Answers to research questions

Based on the collected secondary data and primary data, the answer for thesis sub question questions has been given along this paper. As a result, readers can achieve a better approach to the main thesis question, which is "What are the factors affecting the

consumer behavior in purchasing sustainable fashion products?”. Based on the data analysis, there are six factors that affect consumer behavior while purchasing ethical apparel products. Factors are listed in order of the level of its significance.

First, environmental concern, which belongs to personal factor, is recognized in the beginning of the research. Buyers claimed that they spend money on a green item because of its environmental attribute. They chose to buy a particular fashion item which its production does harm to the environment at the acceptable level. Second, the product availability prevents people from purchasing sustainable product. Consumers indicated that they either are unable to find the store or have not known about the sustainable sector of one fashion brand. The product availability is the main reason that stop people from executing the ethical fashion practices. Third, since the research focuses on the fashion field, product attribute – product design is considered as a significant factor in decision making process of consumers. This is also a significant factor that affect the gap between the inconsistency in awareness and action of consumers towards sustainable textile product.

Another product attribute – texture of fashion items is received a lot of attention when consumers make their decision in shopping. It is recorded that consumers want to have a good feeling when trying on the product and they believe good texture is associated with good quality. Price comes as fifth factor influencing consumer behavior when they go shopping. According to the data, a great number of respondents who owned sustainable fashion products perceived that sustainable fashion products charging a higher price than the normal fashion items; however, they also agree that it has the quality correlation with the price in the positive way. Whereas, people who have not had any piece of ethical fashion item found that sustainable clothes are not worth the price and it is not equal with high quality as well. Another controversial point in terms of sustainable marketing as well as sustainable consumption is trust issue. According to the survey, people have a some certain of doubts with the checking green claims behavior, with the backup data is 56,3% people looking for proof to confirm the validity of a sustainable tag on a fashion items before buying it. Materials of products and certification is the most common feature people check when it comes to validity of a green claim. However, there are still a number of people believe what the brand says on advertisement, which shows that trust issue is not necessary is a huge barrier for sustainable marketing for the fashion industry.

There is some significant difference from people who have encountered the concept of sustainable fashion product and the people who have not. Based on the collected data, for people who have got the sustainable fashion items, factors that having the most impact on their purchase decision are comfortable feeling when trying on, whereas people who have

not had any piece of sustainable clothes, focus mainly on price and see the “affordable price” as the most influencing factor to them, comfortable feeling when trying on falls back the second place. However, they both shared the same insight which is influencers recommended seen as the least impactful factors when it comes to shop sustainable clothes.

6.3 Reliability and validity

Reliability and validity are criteria used to assess the performance of study. They imply how a certain method, technique or test measure something. Reliability is about the reliability of a measurement, and validity is about the precision of a measurement. It's important to take into account reliability and validity while you are establishing your study design, designing your methods, and drawing up your results, especially in quantitative research.

The primary aim of this work was to address the key study question and the secondary questions. Secondary evidence obtained to help the literature review comes from publicly or virtually relevant databases, as well as printed information for academics in the business world or specialist reviews analyzing real world climate conditions is used to support this chapter every one of all are listed at the end of this thesis are carefully reviewed and described in alphabetical order. Observational study chapters used primarily data collected from online survey.

The survey is the primary source of data. It obtained a total of 244 replies. A greater number of answers could make the study more accurate, but it is better to interpret the limited empirical data gathered with accuracy and without misstatements. The findings of the survey are accurate for its focus market – mostly younger generation individuals residing mostly in Europe and a small amount from Vietnam. The findings can be considered reliable and accurate in the meantime.

6.4 Further suggestions

For more study, the aspects in which insight about current challenges and future alternatives can be shared should also be discussed. As the world wide web and influencers can lead to growing style adoption, the ability of the Internet can also be explored in cases of improvements to conscious consumption. For example, eco-bloggers that encourage slow fashion, healthy consumption and offer conscious consumption can be attractive to consumers.

Research into aspects which affect customers to purchase intentionally and sustainably can be implemented in the future. For example, due to the extreme climate change

problem, and because they want to commit to its reduction or because they are vegetarians, they do not want harm to animals because of non-environment-friendly processing; they could have read histories of illegal working practices and thereby agreed not to help unhealthy fashion firms, or social and environmental concerns would affect them and motivate them to be consumer-conscious concerns of sustainability.

7 SUMMARY

The key goal of the study was to consider the factors affect buyers and how they see the influence of the fashion industry in terms of sustainability. The study was undertaken with the goal of evaluating how clothing advertisers use them to support the trend of sustainability. The research is carried out using methodologies such as literature review, data analysis conducted from survey to address the main research question and secondary questions. The report focused on the fashion brands and customers of the Generation X, Millennials and Z age group, residing in Europe mostly and a small amount in Vietnam. The analysis has some limitations.

Firstly, the theoretical concepts supporting the research were introduced. The theoretical base about current situation of fashion marketing in term of greenwashing versus green-marketing, awareness of customer about green business, relationship between attitude-behavior, and factors leading to customer's decision buying product from those green. These theoretical findings were used to formulate the research hypotheses and research questions.

The next chapter was devoted to the data analysis and empirical research methods of this thesis. Data Analysis and Empirical Research part discusses the selection of research methods and their execution, the design and collection of questionnaires. In the section data analysis, it describes the specifics of the data analysis obtained. The data collection focuses on consumer understanding about ethical fashion concept and its influence, as well as consumers' reaction and perception towards its products. Two sets of questions were designed to obtain the information from the survey respondents which represent for current consumers on the market.

The conclusion includes key findings, answers to research questions, reliability and validity, and further suggestions. Key findings as well as answers to research question have been delivered and achieved successfully based on the combination of data analysis and theoretical part. Reliability and validity, and further suggestions have been concluded briefly and adequately.

The last part is the summary, which sums up all the contents included in the thesis paper.

LIST OF REFERENCES

- Ajzen, I., 1988. *Attitudes, Personality and Behavior*. s.l.:Open University Press.
- Albayrak, T., Aksoy, Ş. & Caber, M., 2013. The effect of environmental concern and skepticism on green purchase behaviour. *Marketing Intelligence & Planning*, 1(31), pp. 27-39.
- Arvola, A. et al., 2008. Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 2(50), pp. 443-454.
- Assael, H., 1992. Consumer behaviour and marketing action. In: *Consumer behaviour and marketing action*. Boston: PWS-KENT, p. 319.
- AssociatedPress, 2019. *marketwatch*. [Online]
Available at: <https://www.marketwatch.com/story/heres-why-prices-of-organic-food-are-dropping-2019-01-24>
[Accessed 6 7 2020].
- Banerjee, S. B., 1999. *Corporate environmentalism and the greening of marketing strategy: implications for marketing theory and practice*. 2nd ed. Sheffield: Greenleaf Publishing.
- Bang, H. K., Ellinger, A. E., Hadjimarcou, J. & Traichal, P. A., 2000. Consumer concern, knowledge, belief, and attitude toward renewable energy: An application of the reasoned action theory. *Psychology & Marketing*, 6(17), pp. 449-468.
- Beard, N. D., 2008. The Branding of Ethical Fashion and the Consumer: A Luxury Niche or Mass-market Reality?. *Fashion Theory*, 4(12), pp. 447-467.
- Becker, J., 2020. *Becomingminimalist*. [Online]
Available at: <https://www.becomingminimalist.com/what-is-minimalism/>
[Accessed 6 7 2020].
- Bordi, E. & Moon, N. E., 2019. *Sustainable apparel consumption: The attitude-behaviour gap among Swedish consumers*, Jönköping: Jönköping University .
- Boulstridge, E. & Carrigan, M., 2000. Do consumers really care about corporate responsibility? Highlighting the attitude-behavior gap. *Journal of Communication Management*, 4(4), pp. 355-368.
- Bray, J., Johns, N. & Kilburn, D., 2011. An Exploratory Study into the Factors Impeding Ethical Consumption. *Journal of Business Ethics*.

- Broman, G. I. & Robèrt, K.-H., 2017. A framework for strategic sustainable development. *Journal of Cleaner Production*, Issue 140, pp. 17-31.
- Carrigan, M. & Attalla, A., 2001. The myth of the ethical consumer; do ethics matter in purchase behavior?. *Journal of Consumer Marketing*.
- Cervellon, M.-C. & Carey, L. I., 2014. Sustainable, hedonic and efficient: Interaction effects between product properties and consumer reviews on post-experience responses.. *European Journal of Marketing*, 7-8(48), p. 1375–1394.
- Chan, R. Y. & Lau, L. B., 2000. Antecedents of greenpurchases: a survey in China. *Journal of consumer marketing*, 4(17), pp. 338-357.
- Chan, T. S., 1996. Concerns for environmental issues and consumer purchase preferences: A two-country study. *Journal of International Consumer Marketing*.
- Chan, T. Y. & Wong, C. W., 2012. The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision. *Journal of Fashion Marketing and Management*, 2(16), pp. 193-215.
- Chen, J. & Lobo, A., 2012. Organic food products in China: determinants of consumers' purchase intentions. *The International Review of Retail, Distribution and Consumer Research*, 3(22), pp. 293-314.
- Chen, T. B. & Chai, L. T., 2010. Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 2.(4), pp. 27-39.
- Chen, Y. S. & Chang, C. H., 2012. Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 3(50), pp. 502-520.
- Choi, T. M. & Cheng, T. E., 2015. *Sustainable fashion supply chain management*. New York: Springer.
- Christensen, L. T., Morsing, M. & Thyssen, O., 2013. CSR as aspirational talk. *Organization*, 3(20), pp. 372-393.
- Connell, K. Y. H., 2010. Internal and external barriers to eco-conscious apparel acquisition. *International Journal of Consumer Studies*, 3(34), pp. 279-286.
- Connell, K. Y. H. & Kozar, J. M., 2012. Sustainability knowledge and behaviors of apparel and textile undergraduates. *International Journal of Sustainability in Higher Education*, 4(13), p. 394 – 407.

Connolly, J. & Prothero, A., 2003. Sustainable consumption: consumption, consumers and the commodity discourse. *Consumption Markets and Culture*.

Corcione, A., 2020. *Business News Daily*. [Online]

Available at: <https://www.businessnewsdaily.com/10946-greenwashing.html>

[Accessed 18 5 2020].

Crommentuijn-Marsh, P., Eckert, C. & Potter, S., 2010. Consumer behavior towards sustainability within fashion. *International Conference on Kansei Engineering and Emotion Research*, pp. 1-10.

Defra, 2006. *Procuring the Future*, s.l.: s.n.

Doran, C. J., 2009. The role of personal values in fair trade consumption. *Journal of Business Ethics*, 4(84), pp. 549-563.

Doran, R., 2015. The Relative Importance of Social and Personal Norms in Explaining Intentions to Choose Eco-Friendly Travel Options. *International Journal of Tourism Research*, 166(Wiley Online Library), pp. 156-166.

D'Souza, C., Taghian, M. & Lamb, P., 2006. An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*.

Durgin, V., 2020. *Climate Conscious*. [Online]

Available at: <https://medium.com/climate-conscious/greenwashing-is-getting-dangerous-4d5e493f7cf3>

[Accessed 15 7 2020].

Ekström, M. K., Hjelmgren, D. & N., S., 2015. Environmental consumer socialization among Generation Swing and Y: a study of clothing consumption. In: M. K. Ekström, D. Hjelmgren & S. N., eds. *Waste management and sustainable consumption: reflections on consumer waste*. Abingdon: Routledge, pp. 150-165.

Engelke, C. & Spindemann, A., 2017. *A smart practice case study on persuasive sustainable fashion communication - Mastering Better World Fashion's communication challenge*, Denmark: Aalborg Universitet.

Evensen, L. A., 2011. *Green Marketing or "Greenwashing"*, s.l.: Kane County Bar Association's Bar Briefs.

Eze, U. C. & Ndubisi, N. O., 2013. Green Buyer Behavior: Evidence from Asia Consumers. *Journal of Asian and African Studies*, 4(48), pp. 413-426.

Fishbein, M. & Ajzen, I., 1975. *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison – Wesley.

Formplus, 2020. *7 Data Collection Methods & Tools For Research*. [Online]

Available at: <https://www.formpl.us/blog/data-collection-method>

[Accessed 27 6 2020].

Fotopoulos, C. & Krystallis, A., 2002. Purchasing motives and profile of the Greek organic consumer: a countrywide survey. *British Food Journal*, 9(104), pp. 730-765.

Fraj, E. & Martines, E., 2006. Environmental values and lifestyles as determining factors of ecological consumer behavior: an empirical analysis. *Journal of Consumer Marketing*.

Garner, S., 2019. *LinkedIn*. [Online]

Available at: <https://www.linkedin.com/pulse/intersection-between-minimalism-sustainability-sarah-garner>

[Accessed 8 7 2020].

Gecseg, O. 2. J. 2. ... [o. 5. J. 2. A. a., 2020. *What is Fast Fashion and why is it still so popular?*. [Online]

Available at: <https://www.the-sustainable-fashion-collective.com/2020/01/20/why-is-fast-fashion-still-popular-and-what-is-it-costing-our-planet>

[Accessed 5 7 2020].

Glegg, G., Richards, J., Heard, J. & Dawson, J., 2005. *Barriers to green buying: Household chemicals. A report for the clean water initiative*, United Kingdom: University of Plymouth: Marine and Coastal Policy Research Group.

Gleim, M. R., Smith, J. S., Andrews, D. & Cronin Jr, J. J., 2013. Against the green: A multi-method examination of the barriers to green consumption. *Journal of Retailing*, 1(89), pp. 44-61.

Gleim, M. R., Smith, J. S., Andrews, D. & Cronin Jr, J. J., 2013. Against the green: A multi-method examination of the barriers to green consumption. *Journal of Retailing*, 1(89), pp. 44-61.

GmbH, T., 2019. *Trendone GmbH*. [Online]

Available at: <https://www.trendone.com/trends/mega-trends>

[Accessed 15 10 2020].

Gossling, S. et al., 2005. A target group-specific approach to “green” power retailing: students as consumers of renewable energy. *Renewable and Sustainable Energy Reviews*, 1(9), pp. 69-83.

- Gupta, S. & Ogden, D. T., 2009. To buy or not to buy? A social dilemma perspective on green buying. *Journal of Consumer Marketing*, 6(26), pp. 376-391.
- Gupta, S. & Ogden, D. T., 2009. To buy or not to buy? A social dilemma perspective on green buying. *Journal of Consumer Marketing*, 6(26), pp. 376-391.
- Hilton, M., 2003. *Consumerism in 20th Century Britain*, Cambridge: Cambridge University Press.
- Hsu, C.-L., Chang, C.-Y. & Yansritakul, C., 2017. Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, Issue 34, pp. 145-152.
- Jackson, T., 2005. *Motivating Sustainable Consumption*, GUILDFORD Surrey: Sustainable Development Research Network.
- Ji, C. Z., 2019. *King's College London*. [Online]
Available at: <https://www.kcl.ac.uk/news/raising-awareness-of-the-environmental-impact-of-clothes-production>
[Accessed 15 10 2020].
- Joergens, C., 2006. Ethical fashion: myth or future trend?. *Journal of Fashion Marketing and Management*, 3(10), pp. 360-371.
- Jong, M. D. T., Huluba, G. & Beldad, A. D., 2019. Different Shades of Greenwashing: Consumers' Reactions to Environmental Lies, Half-Lies, and Organizations Taking Credit for Following Legal Obligations.. *Sage Journals*.
- Joshi, Y. & Rahman, Z., 2015. Factors Affecting Green Purchase Behaviour and Future Research Directions. *INTERNATIONAL STRATEGIC MANAGEMENT REVIEW* 3 (2015), pp. 128-143.
- Kalafatis, S., East, R., Pollard, M. & Tsogas, M. H., 1999. Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*.
- Kallgren, C. A., Reno, R. R. & Cialdini, R. B., 2000. A focus theory of normative conduct: When norms do and do not affect behavior.. *Personality and Social Psychology Bulletin*, Issue 26, p. 1002–1012.
- Kang, J., Liu, C. & Kim, S.-H., 2013. Environmentally sustainable textile and apparel consumption: the role of consumer knowledge, perceived consumer effectiveness and

perceived personal relevance. *International Journal of Consumer Studies*, 4(37), pp. 442-452.

Karunakaran, K., 2008. Marketing management. In: *Marketing management*. Mumbai: Global Media, p. 60.

Khan, U. & Dhar, R., 2006. Licensing Effect in Consumer Choice. *Journal of marketing research*, 2(43), pp. 259-266.

Kilbourne, W. E. & Beckmann, S. C., 1998. Review and critical assessment of research on marketing and the environment. *J. Market. Manag*, Issue 14, p. 513–532.

Kim, H. Y. & Chung, J.-E., 2011. Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing* , 1(28), p. 40–47.

Klerk, H. M. & Lubbe, S., 2008. Female consumers' evaluation of apparel quality: exploring the importance of aesthetics. *Journal of Fashion Marketing and Management: An International Journal*, 1(12), pp. 36-50.

Kollmuss, A. & Agyeman, J., 2002. Mind the gap: Why do people act environmentally and what are the barriers to pro environmental behavior?. *Environmental Education Research*, 3(8), pp. 239-260.

Kostadinova, E., 2016. Sustainable Consumer Behavior: Literature Overview. *Economic Alternatives*, Issue Issue 2, pp. 224-234.

Kotler, P. & Armstrong, G., 2011. Principles of Marketing. In: *Principles of Marketing. 14th edition*. New Jersey: Prentice Hall, p. 133.

Kotler, P., Wong, V., Saunders, J. & Armstrong, G., 2005. Principle of marketing. In: *Principle of marketing*. Essex: Pearson Education Limited, pp. 258-259.

Krause, D., 1993. Environmental consciousness: an empirical study. *Journal of Environment and Behaviour*.

Lauffer, W. S., 2003. Social accountability and corporate greenwashing. *Journal of Business Ethics*..

Lee, K., 2010. The green purchase behavior of Hong Kong young consumers: the role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of international consumer marketing*, 1(23), pp. 21-44.

- Lichtenstein, D. R., Ridgway, N. M. & Netemeyer, R. G., 1993. Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 2(30), p. 234–245.
- Liu, X., Wang, C., Shishime, T. & Fujitsuka, T., 2012. Sustainable consumption: Green purchasing behaviours of urban residents in China. *Sustainable Development*, 4(20), pp. 293-308.
- Lundblad, L. & Davies, I. A., 2015 . The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*, 2(15), pp. 149-162.
- Maignan, I., 2001. Consumers' perceptions of corporate social responsibilities: a cross-cultural comparison. *Journal of Business Ethics*.
- Ma, Y. J., Littrell, M. A. & Niehm, L., 2012. Young female consumers' intentions toward fair trade consumption. *International Journal of Retail & Distribution Management*, 1(40), p. 41–63.
- McDonald, S., Oates, C. & Thyne, M., 2009. Comparing sustainable consumption patterns across product sectors. *International Journal of Consumer Studies*.
- Miller, C., 1990. Use of environmental packaging may take a while. *Marketing News*, pp. 24-18.
- Mohr, L. & Webb, D., 2005. The effects of corporate social responsibility and price on consumer responses. *Journal of Consumer Affairs*, 1(39), pp. 121-147.
- Mondelaers, K., Verbeke, W. & Van Huylenbroeck, G., 2009. Importance of health and environment as quality traits in the buying decision of organic products. *British Food Journal*, 10(111), pp. 1120-1139.
- Moorthy, M. K., Arokiasamy, L. & Chelliah, T. D., 2010. Corporate social responsibility: Awareness level among undergraduates. *Interdisciplinary Journal of Contemporary Research in Business*, 2(2), pp. 440-460.
- Nadanyiova, M. & Kliestikova, J., 2017. *Green Marketing vs. Greenwashing. How to protect against Negative Impact of Green-washing?*, s.l.: Global Academy of Training & Research (GATR) Enterprise.
- Nemanja, J., 2019. *Leadquizzes*. [Online]
Available at: <https://www.leadquizzes.com/blog/data-collection-methods/>
[Accessed 2020 6 2020].

Nicholls, A. & Lee, N., 2006. Purchase decision-making in fair trade and the ethical purchase 'gap': is there a fair trade twix?. *Journal of Strategic Marketing*.

Nielsen, 2018. *Nielsen*. [Online]

Available at: <https://www.nielsen.com/eu/en/insights/article/2018/global-consumers-seek-companies-that-care-about-environmental-issues>

[Accessed 20 5 2020].

Niinimäki, K., 2010. Eco-clothing, consumer identity and ideology. *Sust. Dev*, Issue 18, p. 150–162.

Nittala, R., 2014. Green Consumer Behavior of the Educated Segment in India. *Journal of International Consumer Marketing*, 2(26), pp. 138-152.

Norway, M. o. t. E., 1994. *Report: Symposium Sustainable Consumption*, Oslo: Miljøverndepartementet.

Onwezen, M. C., Antonides, G. & Bartels, J., 2013. The Norm Activation Model: An exploration of the functions of anticipated pride and guilt in environmental behaviour. *Journal of Economic Psychology*, Issue 39, pp. 141-153.

Ottman, J. A., 1993. *Green Marketing: Challenges and Opportunities*. Chicago: NTC Business Books.

Padel, S. & Foster, C., 2005. Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 8(107), pp. 606-625.

Paul, J., Modi, A. & Patel, J., 2016. Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, Issue 29.

Peattie, K., 2010. Green consumption: behavior and norms. *Annual Review of Environment and Resources*, Issue 35, pp. 195-228.

Pettinger, T., 2019. [Online]

Available at: <https://www.economicshelp.org/blog/145989/economics/environmental-impact-of-economic-growth/>

[Accessed 4th July 2020].

Polonsky, M. J., 1994. An Introduction to green marketing. *Electronic Green Journal*, Issue 2.

- Quelch, J. A. & Harding, D., 1996. Brands vs Private Labels: Fighting to Win. *Harvard Business Review* , pp. 99- 109.
- Rahbar, E. & Wahid, N. A., 2011. Investigation of green marketing tools' effect on consumers' purchase behaviour. *Business Strategy Series*, 2(12), pp. 73-83.
- Ramayah, T. & Rahbar, E., 2013. Greening the environment through recycling: an empirical study. *Management of Environmental Quality*, 6(24), pp. 782-801.
- Ramus, C. A. & Montiel, I., 2005. When are corporate environmental policies a form of greenwashing?. *Business and Society*.
- Rauturier, S., 2019. [Online]
Available at: <https://www.solenerauturier.com/blog/history-ethical-fashion>
[Accessed October 2020].
- Remesovschi, N., 2018. Consumer Behavior Approach Under the Aspect of Concept Evolution. *Economica*, 103(1), pp. 51-66.
- Roberts, J. A., 1996. Green consumers in the 1990s: Profile and implications for advertising. *Journal of Business Research*.
- Rogers, E., 2003. *Innovation of adoption*. 5th edition ed. New York: The Free Press.
- Rokka, J. & Uusitalo, L., 2008. Preference for green packaging in consumer product choices - Do consumers care?. *INTERNATIONAL JOURNAL OF CONSUMER STUDIES*, 5(32), pp. 516-525.
- Šajin, N., 2019. *Environmental impact of the textile and clothing industry.*, s.l.: The European Parliament.
- Schoenbachler, D. D. & Gordon, G. L., 2002. Multi-channel shopping: understanding what drives channel choice. *Journal of Consumer Marketing*, 1(19), pp. 42-53.
- Schwartz, S. H., 1973. Normative explanations of helping behavior: A critique, proposal, and empirical test. *Journal of Experimental Social Psychology*, 4(9), pp. 349-364 .
- Shen, D., Richards, J. & Liu, F., 2013. Consumers' awareness of sustainable fashion. *Journal of the Marketing Management*, Issue 23, pp. 134-147.
- Simmons, D. & Widmar, R., 1990. Motivations and barriers to recycling: Toward a strategy for public education. *Journal of Environmental Education*, 1(22), pp. 13-18 .

- Singh, S., 2012. New Mega Trends. Implications for our Future Lives. In: *New Mega Trends. Implications for our Future Lives First Edition*. New York: Palgrave Macmillan, pp. 3-4.
- Smith, N., 2000. *Changes in corporate practices in response to public interest advocacy and actions: The role of consumer boycotts and socially responsible corporate social responsibility*, London: London Business School.
- Smith, S. & Paladino, A., 2010. Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal*, 3(18), pp. 93-104.
- Solomon, M. R., Bamossy, G., Askegaard, S. & Hogg, M. K., 2013. *Consumer Behaviour: A European Perspective*. 5th Edition ed. s.l.:Pearson Education.
- Stern, P. C., 1999. Information, incentives, and proenvironmental consumer behavior. *Journal of Consumer Policy*, 4(22), pp. 461-478.
- Tanner, C. & Kast, S., 2003. *Promoting sustainable consumption: Determinants of green purchases by Swiss consumers*, s.l.: Wiley Periodicals, Inc.
- TerraChoice, 2009. *The Seven Sins of Greenwashing: Environmental Claims in Consumer Markets*, London: TerraChoice Environmental Marketing.
- Tung, S., Shih, C., Wei, S. & Chen, Y., 2012. Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior: An illustration of Taiwan consumers. *British Food Journal*, 7(114), pp. 997-1015.
- Valor, C., 2007. The influence of information about labor abuses on consumer choice of clothes: a grounded theory approach. *Journal of Marketing Management*.
- Verbeke, W., Vermeir, I. & Vackier, I., 2004. Impact of values, involvement and perceptions on consumer attitudes and intentions towards sustainable food consumption. *Proceedings of the EURSAFE – Science, Ethics and Society, Centre for Agricultural, Bio- and Environmental Ethics, Leuven*, pp. 81-5.
- Vermeir, I. & Verbeke, W., 2006. *Sustainable food consumption: Exploring the consumer attitude-behaviour gap*, s.l.: s.n.
- Vermeir, I. & Verbeke, W., 2008. Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 15 January 2008(64), pp. 542-553.

- Walter, L., 2009. *BioTex: a joint research roadmap for the European industrial biotechnology and textile & clothing sectors.*, s.l.: European Apparel and Textiles Organization.
- Wang, P., Liu, Q. & Qi, Y., 2014. Factors influencing sustainable consumption behaviors: a survey of the rural residents in China. *Journal of Cleaner Production*.
- Wang, Z., Zhang, B., Yin, J. & Zhang, X., 2011. Willingness and behavior towards e-waste recycling for residents in Beijing city, China. *Journal of Cleaner Production*.
- Webster Jr, F. E., 1975. Determining the characteristics of the socially conscious consumer. *Journal of consumer research*, pp. 188-196.
- Wheale, P. & Hinton, D., 2007. Ethical consumers in search of markets. *Business Strategy and the Environment*, 4(16), pp. 302-315.
- Wilkie, W. L., 1990. Consumer Behavior. In: *Consumer Behavior*. Madison: Wiley, p. 214.
- Wolsink, M., 2007. Wind power implementation: the nature of public attitudes: equity and fairness instead of 'backyard motives'. *Renewable and sustainable energy reviews*, 6(11), pp. 1188-1207.
- Yankelovich, D., 2009. *Selling Green in a Down Economy*. The Futures Company, s.l.: Yankelovich Monitor Live.
- Yatish, J. & Zillur, R., 2015. Factors Affecting Green Purchase Behaviour and Future Research Directions. *INTERNATIONAL STRATEGIC MANAGEMENT REVIEW* 3, pp. 128-143.
- Young, W., Hwang, K., McDonald, S. & Oates, C. J., 2010. Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable Development*, 1(18), pp. 20-31.

APPENDICES

Appendix 1: Questionnaires from the Online Survey

Research About Consumer Behaviour Towards Eco-friendly Fashion Items

This survey is served for research purposes as part of a thesis at LAB University of Applied Sciences (Finland). The information provided will be confidentially collected and secured.

Which level of impact do you think the fashion industry has on the environment?

- Not at all
- 1
2
3
4
5
- Extremely harmful to the environment

Do you know the fact that fashion industry is the second largest polluter in the world, just after the oil industry (2018)? *

Yes
No

Have you ever heard of or seen eco-friendly clothes/shoes from any fashion brand?

Yes
No

Do you have any eco-friendly fashion items (t-shirt, shoes, jacket, etc.) in your closet?

Yes
No

Questions for people have been purchasing eco-friendly fashion items

Why did you decide to buy that item?

I got hooked by advertisement
It's made from sustainable materials
It's environmental-friendly produced
I was influenced by KOLs (influencers, etc.)
I was influenced by friends/family
Affordable price
Attractive design
Mục khác:

Factors that determine your purchase decision for eco-friendly fashion items 1: Not affect at all - 5: Highly affect

1
2
3
4
5

Trendy design
Basic design to wear in multiple occasions
Affordable price
Organic materials
High quality texture
Popular brand name
Trusted brand name
Opinions of friends/ family
Impressive advertisement on social media
Influencers recommended
Comfortable feeling when try on
Trendy design
Basic design to wear in multiple occasions
Affordable price
Organic materials
High quality texture
Popular brand name
Trusted brand name
Opinions of friends/ family
Impressive advertisement on social media
Influencers recommended
Comfortable feeling when try on

Do you check whether the product is eco-friendly as claimed before buying it?

Yes
No

How do you check whether the product is eco-friendly as claimed?

I chose no in the previous question
I check the information on their website
I check materials of products
I check whether they have any certifications related to environmental concern
I check the "made in" tag
Mục khác:

Why don't you check whether the product is eco-friendly as claimed before purchasing it?

I chose yes in the previous question
I believe what they advertise about the product
I already validated and trust the brand for a period of time
A friend/ family member told me it's green
Influencers said it's green
I dont care, I bought it because I like the design

Mục khác:

How do you think is the price of eco-friendly fashion items compared to normal fashion items?

Much lower

- 1
- 2
- 3
- 4
- 5

Much higher

Do you agree that you can use an eco-friendly fashion item for a longer time => cost per use will be lower compared to the normal item? (durability factor)

Strongly disagree

- 1
- 2
- 3
- 4
- 5

Strongly agree

Do you think eco-friendly fashion items have better quality than normal items?

Strongly disagree

- 1
- 2
- 3
- 4
- 5

Strongly agree

Do you find it easy to buy an eco-friendly fashion item in your area?

Extremely difficult

- 1
- 2
- 3
- 4
- 5

Extremely easy

Will you purchase another eco-friendly fashion item?

Never

- 1
- 2
- 3

4
5

Definitely yes

Will you recommend your friends/ family buy an eco-friendly fashion item?

Definitely yes
No!

Your gender

Female
Male
Prefer not to say

Your age

15-24
25-34
35-44
44+

The country you are living now

Questions for people have never purchased an eco-friendly fashion item

Why have you never purchased an eco-friendly fashion item? *

Unattractive designs
Have never seen eco-friendly fashion items before
I do not believe the product is environmental-friendly
I don't think it's worth the money
Poor quality
I don't think the advertisement is reliable
Not recommended by family/friends
I don't think buying eco-friendly products can help environment
Mục khác:

Factors that determine your purchase decision for eco-friendly fashion items 1: Not affect at all - 5: Highly affect *

1
2
3
4
5

Trendy design
Basic design to wear in multiple occasions
Affordable price
Organic materials
High quality texture
Popular brand name
Trusted brand name
Opinions of friends/ family

Impressive advertisement on social media
 Influencers recommended
 Comfortable feeling when try on
 Trendy design
 Basic design to wear in multiple occasions
 Affordable price
 Organic materials
 High quality texture
 Popular brand name
 Trusted brand name
 Opinions of friends/ family
 Impressive advertisement on social media
 Influencers recommended
 Comfortable feeling when try on

Do you believe the item was made in an eco-friendly way when see the eco-label on it? *

Never

- 1
- 2
- 3
- 4
- 5

Definitely

What kind of information will you check to make sure it is eco-friendly produced when you are about to buy an eco-friendly fashion item? *

I check the information on their website

I check the materials of the product

I check do they have any certifications related to environmental concerns

I check the "made in" tag (products' origin)

Mục khác:

How do you think is the price of eco-friendly fashion items compared to normal fashion items? *

Much lower

- 1
- 2
- 3
- 4
- 5

Much higher

Do you agree that you can use an eco-friendly fashion item for a longer time => cost per use will be lower compared to the normal item? (durability factor) *

Strongly disagree

- 1
- 2
- 3
- 4
- 5

Strongly agree

Do you think eco-friendly fashion items have better quality than normal items? *

Strongly disagree

- 1
- 2
- 3
- 4
- 5

Strongly agree

Do you find it easy to buy an eco-friendly fashion item in your area? *

Extremely difficult

- 1
- 2
- 3
- 4
- 5

Extremely easy

Will you purchase eco-friendly fashion items in the future? *

Never

- 1
- 2
- 3
- 4
- 5

Definitely yes

Will you recommend your friends/ family buy an eco-friendly fashion item? *

Definitely yes

No!

Your gender *

Female

Male

Prefer not to say

Your age *

15-24

25-34

35-44
44+

The country you are living now *