



FULL TIME WITH INTERNATIONAL ORIENTATION

“The Impact of Sustainable Fashion Movement on Consumer Behaviour: the Determinants of Clothing Buying and Disposal Behaviour”



A thesis submitted in partial fulfilment of the requirements for the master’s degree in marketing & communication

BY

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CERTIFICATE OF DISSERTATION PREPARATION

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Abstract

Due to the increasing clothing consumption, the fashion industry is one of the main sources of global pollution. Over the years, the production, consumption and non-eco-friendly disposal of fast fashion clothing, in particular, has serious negative impacts on the environment and human rights protection. Thankfully, more and more fashion brands and consumers embrace the sustainable fashion movement, which proposes alternative, eco-friendly ways of clothing production and disposal, like recycling. Sustainable fashion's main goals are the reduction of pollution in ecosystems and the support of fashion workers' rights around the world.

This research aims to examine the impact of sustainable fashion movement awareness, as well as of sustainability at an aggregate level, on consumer clothing buying and disposal behaviours. Additionally, the relationship between the personal characteristics and behaviours mentioned above is also investigated. Finally, consumer fashion attitudes towards clothing buying and disposal behaviours are also part of the study.

For the purpose of the research, a quantitative approach was followed by distributing a 30-item questionnaire to 584 participants. The results of the analysis showed that consumers who are aware of sustainability and the sustainable fashion movement, consider the negative environmental and human rights effects of clothing production and consumption when they make clothing purchases and move to sustainable ways of clothing disposal. Also, the analysis revealed that individuals that purchase sustainable fashion are mostly women, young people and people with a low monthly individual income. Furthermore, concerning consumer fashion attitudes, both sustainable and fast fashion consumers desire to be well-dressed, are aware of fashion trends and prefer their clothing to be unique. However, their main difference lies in the fact that consumers of sustainable fashion think about the negative effects on the environment and human rights when they buy clothing and move to alternative, environmentally friendly ways of clothing disposal, whilst fast fashion consumers do not endorse this point of view.

Keywords: Sustainable Fashion, Fast Fashion, Consumer Clothing Buying Behaviour, Clothing Disposal Behaviour, Consumer Characteristics, Consumer Fashion Attitudes



Table of Contents

Acknowledgements	2
Abstract	3
1. Introduction	6
2. Literature Review	8
2.1. Sustainability	8
2.1.1. What is Sustainability	8
2.1.2. What is Slow Living	9
2.2. Consumer Behaviour	10
2.2.1. Sustainable consumers	11
2.3. Fashion	12
2.3.1. Categories of consumers in fashion	13
2.3.2. Fast Fashion	14
2.3.3. Fast fashion consumers	16
2.3.4. Impacts	17
2.3.4.1. Environmental	17
2.3.4.2. Societal	19
2.3.4.3. Economic	19
2.3.5. Slow and Ethical Fashion	20
2.3.6. Sustainable Fashion	21
2.3.7. Sustainable fashion consumers	24
2.3.8. Intention vs Behaviour in Sustainable Fashion	25
2.4. Industry Overview	27
3. Methodology and Research Objectives	31
3.1. Introduction	31
3.2. Research Objectives	31
3.2.1. Conceptual Model	31



3.3. Methodology	32
3.3.1. Research instrument development.....	32
3.3.2. Questionnaire design.....	32
3.3.3. Pre-test	35
3.3.4. Sampling and data collection	35
3.3.5. Data Analysis Methods	36
4. Results and Analysis.....	38
4.1. Descriptive Statistics	38
4.2. Reliability Analysis.....	42
4.3. Factor Analysis	42
4.4. Correlation Analysis.....	53
4.5. Regression Analysis	59
4.6. ANOVA and T-Test Analyses	61
5. Discussion, Implications and Future Research	67
5.1. Discussion and Conclusions	67
5.2. Academic, Managerial and Societal Implications	69
5.3. Limitations and Future Research	71
References.....	73
Appendices	91
Appendix 1.....	91
Appendix 2.....	110
Appendix 3.....	113
Appendix 4.....	114
Appendix 5.....	123
Appendix 6.....	128



1. Introduction

In recent years, climate change and the gradual destruction of the planet have become the focus of discussions and studies, which even concern the state of the planet in a few years if the necessary measures are not taken for its salvation. Among the main culprits of the environmental destruction is the fashion industry, which is the second factor of pollution in the world. Due to the rapid emergence of fashion trends worldwide, the need for an immense, mass clothing production arose, which led to the fast fashion model. Fast fashion is the main cause of negative effects on both the environment and respect for human rights. Specifically, the production of this type of clothing causes serious problems in the atmosphere, terrestrial and aquatic environments, requires a lot of natural resources, and people who work many hours under adverse conditions in sweatshops are paid poorly. Certainly, fashion companies are not the only ones that are part of for this situation, but also consumers who choose to buy fast fashion clothing, as they try to follow the new fashion trends and use unsustainable ways of clothing disposal, like throwing their clothing away.

These high levels of fast fashion consumption and its negative effects have led to the embrace of sustainable fashion by both the fashion industry and consumers themselves. The main principle of sustainable fashion is the clothing production and use of renewable energy materials that do not harm ecosystems and do not violate human rights. In addition, it offers the possibility of eco-friendly clothing and material disposal methods, like recycling. In recent years, more and more companies are trying to embrace sustainability by using the circular economy model, where the production, consumption and disposal of clothing will take place without adverse effects on the environment and human rights. Concerning consumers, they are already making steps towards sustainable fashion by supporting companies that respect human and animal rights, use eco-friendly materials and have clothing recycling as part of their strategy. Also, many consumers have started to dispose of their clothing, as sustainability has started to become more and more widespread. However, the continued production of fast fashion clothing shows that consumers are not yet fully aware of its negative consequences. For this reason, they should be informed about the situation that prevails in fast fashion and be educated



on what sustainability is and how they can achieve it in order to change attitudes and shopping habits that will significantly contribute to the environment and human rights protection.

Driven by the emergence of sustainable fashion and based on related literature, this study has attempted to examine the factors that determine clothing purchasing and disposal behaviours related to sustainable fashion movement and sustainability awareness, as well as consumers' personal characteristics and fashion attitudes. In this chapter, an introduction to the subject that is examined in the present study is presented, while the second chapter unfolds in detail the literature review on the subject. Specifically, chapter 2 begins with a presentation of what sustainability and slow living are, while it continues with the factors that determine consumer behaviour, as well as the sustainable consumer behaviours. The next subchapter begins with a general presentation of the fashion industry and then with the analysis of fashion consumers categories. Moving on, in the following subchapter, the phenomenon of fast fashion and its consumers are analysed, while afterwards the effects of fast fashion in the environmental, economic and social sectors are presented. Then, as a comparison, the phenomenon of slow and ethical fashion, sustainable fashion and its consumers are analysed in detail. Finally, intention vs behaviour in sustainable fashion and an overview of the fashion industry are presented.

Moving on, chapter 3 presents the methodology, the research objectives and the conceptual model of the study. Also, the design of the questionnaire and the data collection and data analysis methods applied in the study are presented, as well. Moving on, chapter 4 provides an insight on the data analyses conducted and the derived results. More specifically, descriptive statistics, reliability and factor analysis, correlation and regression analysis, as well as T-test and ANOVA analyses were conducted in order to analyse the collected data.

Furthermore, in chapter 5, the results of the analysis are discussed and the derived conclusions are presented, whilst academic, managerial and societal implications and suggestions for future research are also introduced. Finally, the reference list used for the literature review, as well as the appendices with the questionnaire, in both Greek and English, and the analyses, that were not included in the main part of the thesis, are displayed in detail.



2. Literature Review

2.1. Sustainability

2.1.1. What is Sustainability

The concept of sustainability has its origins in forestry, in which there was the philosophy of never harvesting more than a forest can produce and offer (Kuhlman & Farrington, 2010). The term “sustainable” comes from the words “*Nachhaltend*” (longevity), “*durabilité*” (durability) and *Duurzaam* (sustainable), and presents the need to preserve natural resources and find a way to use them in a steady and increasing way (HOFER, 2009). According to Grober (2007), sustainability is not just about the environment, but it’s also a way of thinking and acting in societies that support its preservation and development.

Of course, sustainability can be used in a practical way by applying its aspects (environmental, social and economic) in the business field, being that way “the only business success strategy of the future” (Danciu, 2013). According to International Institute for Sustainable Development et al. (1992): “sustainability for a business enterprise means adopting business strategies and activities that meet the needs of the enterprise and stakeholders today, while protecting, sustaining and enhancing the human and natural resources that will be needed in the future”. A sustainable corporation can thrive and preserve its success in long-term whilst its strategy and actions have positive results to the environment and society (Cândea, 2006).

As suggested by Carter and Rogers (2008), sustainability in business should be examined on the impact of corporations on the environment, economy and society. The study showed that firms in the supply chain operation have to have goals and follow practices that respect all of the three aspects of sustainability. Specifically, companies can reduce packaging, provide working conditions that respect human rights, use means of product conveyance that helps in fuel consumption reduction and working with suppliers that follow policies that respect the environment and human rights. Also, the reduction of packaging waste (Mollenkopf et al., 2005), the proper working conditions concerning



safety and health, the reducing of labour costs and the retention of the personnel because of good working conditions (Brown, 1996), and the increase of workers' will for work and productivity (Holmes et al., 1996) can lead to an environmental, social and economic success and the company can be more attractive to suppliers, employees, customers and stockholders (Ellen et al., 2006; Capaldi, 2005; Klassen & McLaughlin, 1996).

2.1.2. What is Slow Living

The philosophy of slow living indicates a slow pace in everyday life and is the opposite of fast life, which “disrupts our habits, pervades the privacy of our homes and forces us to eat fast foods.” (Bac & Aksoz, 2013). Slow living is based on localism, sustainability and family, it connects people to local tradition, emphasizing in the value of social diversity, it is against a world defined by high technology, opposed to a harmonical way of living, and embraces people's gatherings, like yoga and meditation in the nature, gardening and craftwork (Matchar, 2013; Ioncic & Petrescu, 2016). The Slow Living movement started in Italy in the 1980s with the Slow Food movement, but has sprawled to other countries in the world and in other fields, like travel and tourism, fashion, religion and urbanism (Bac & Aksoz, 2013). A field that the Slow Food movement has been applied on is tourism. Slow tourism is all about infrequent, long vacation using eco-friendly means of transportation, which also are part of the trip, like walking and cycling (Dickinson et al., 2010), accomodation (small guesthouses rather than hotel chains and luxurious resorts) and culture (respecting and integrating in the local way of living). Slow tourism is a typical example of sustainability achieved at the fullest, as it contributes in the environmental protection and benefits local economies and societies.

The Slow Living movement also promotes sustainable consumption, which is presented as an opposite way of living to hyperconsumption (Hall, 2012). Sustainable consumption is basically “the use of goods and services that respond to basic needs and bring a better quality of life, while minimising the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardise the needs of future generations” (Ofstad et al., 1994) and can be used by people



in order to avoid unnecessary purchases that only make them feel and look fine, as well as an antidote to mental health problems that they face every day because of the fast way of living, like work stress and nervous breakdown (Hall, 2012; Ioncic & Petrescu, 2016).

2.2. Consumer Behaviour

Consumer behaviour is defined by Hawkins and Mothersbaugh (2010 pp. 6) as: *“The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”*, and it is affected by both internal and external factors. Internal, or psychological, factors have to do mainly with the personal characteristics of consumers, like memory, perception, personality, motives, perception and emotions. External, or sociological, factors, are associated with demographics, social status, culture, family and social groups that a person can be in (Hawkins & Mothersbaugh, 2010).

Regarding internal factors, a main one is motivation and what leads consumers to it. Motivation is about the needs, practical or experiential, that consumers want to satisfy and the urge they feel to eliminate it when these needs are present (Solomon, Bamossy & Askegaard, 2006). Furthermore, consumers make purchases because of the value of the product, instead of its ability to cover their needs (Furajji et al., 2012). In addition, nowadays hyper-consumption has led people to make purchases based on their hedonic needs (e.g. emotional bonding with other people, the desire for fun, the reduce of stress or pain), although utilitarian motives (rational needs, function of products) are still there (Solomon et al., 2006).

Another important internal factor is self-concept, which has to do with the image (appearance, abilities and personality characteristics) an individual has of himself in society. The idea of self-concept has three aspects: the actual self, which is about how people see themselves, the social self, which is how people think society sees them, and the ideal self, which is about how people would like other to

see them (Sirgy, 1982). In general, self-concept has to do with the idea people have of themselves and with the way this idea can be connected to their purchase behaviour (Solomon et al., 2006).

As far as it concerns external factors, one of the most important ones is culture, which involves everything that can have a strong impact on people's behaviour, such as beliefs, laws, customs and knowledge (Hawkins & Mothersbaugh, 2010). Reference groups can be another important external factor because the consumer is very connected with them and can be influenced easily. Such groups may be family, friends and school/university peers (Solomon et al., 2006). Finally, another important factor that influences consumption is social status, which is divided in lower, middle and upper class. Consumers decide what and how much they will spend based on their income and the social class they belong to, although having the ability to buy, doesn't mean that purchases are made often.

2.2.1. Sustainable consumers

It is observed that consumers' interest and behaviour towards sustainability is highly increased and continues growing (Pedersen et al., 2016). According to Phipps et al. (2013), sustainable consumption "simultaneously optimizes the environmental, social, and economic consequences of acquisition, use and disposition in order to meet the needs of both current and future generations".

Sustainable consumers are well educated concerning the product making process, disposal ways, the working conditions, and the impact of all the above on the environment, society and economy (Balderjahn et al., 2018). The most popular efforts towards sustainability are plastic-use reduction, purchasing apparel from sustainable brands, diminution of making new purchases and increase of vegetarianism and veganism, especially consumers 18-34 years old. Also, 1 in 5 people choose to use means of transportation that use renewable energy sources in order to help in carbon emissions (Deloitte, 2020). Also, by doing things that promote environmental protection and sustainable product disposal methods, like recycling, feel self-fulfilled and more certain that they do the right thing for them, the environment and the society (Fraj & Martinez, 2006; Rios et al., 2006).



Additionally, past engagement with environmentally friendly products can affect consumers' decision to proceed to sustainable purchases and disposal practices (Connolly & Prothero, 2003).

Furthermore, sustainable consumption is linked to people's lifestyle, values and way of living. According to Gilg et al. (2005), consumers tend to behave sustainably when they see that their actions affects directly their life. In addition, Ackerley (2019) presented four sustainability consumer archetypes based on their education and motivation regarding sustainability: the *dedicated*, who will always put the environment over convenience and try to find ways in order to use only sustainable products or services, the *naïve*, who lacks of sustainable education but tries to follow sustainability practices without knowing the right way to do it, the *apathetic*, who is sustainably educated but has lost interest on following sustainability practices, and the *passive*, who doesn't engage with sustainability or recycling because of lack of awareness, interest, time or money.

2.3. Fashion

According to Fernie and Sparks (1999), fashion is a way that people use in order to express themselves and their materialistic values, like utility, appearance, their desire to communicate their status and success, which shows that people with these attitudes are more likely to engage more with clothing (O'Cass, 2004). Also, fashion is characterized by impulsive purchase behaviour, easily changing preferences and short-lived products (O'Cass, 2004). At first, fashion trends were exclusively available to designers, buyers and high fashion retailers, as fashion shows were not for everyone. However, since 1999, these shows became popular and photographers started sharing picture of them in magazines and online, which led everyday people to come closer to fashion (Mintle, 2008). As a result, more and more retailers, like Zara, Topshop and H&M, started to be inspired by high fashion collections and adopt new designs in less than two months, creating, that way, new trends and leading the fashion retail industry (Barnes & Lea-Greenwood 2006).

Thus, the fashion industry stopped creating trends and started understanding the needs of the consumers (Jackson 2001). If it fails to do so or if it can't imitate the trends presented by fashion



designers, they will lose both loyalty and credibility by fashion-conscious consumers (Bhardwaj & Fairhurst, 2009). After all, fashion is a system affected by culture and its changes, and it is a market driver and a vital part of consumers' reality (Kawamura, 2005).

2.3.1. Categories of consumers in fashion

Fashion consumers can be segmented into categories based on the fashion adoption theory, which presents the factors that can lead consumers in the apparel decision-making process. Specifically, the fashion adoption theory considers as important: the conditions existed before the purchase, like consumer personal characteristics (age, gender, income, marital status, educational level, occupation) and motivations over shopping, the factors that influence consumers to choose and use fashion and apparel, that are related with psychographic and social characteristics, like social cycle, self-identity, lifestyle and awareness of fashion trends (Ming Law et al., 2004), and the way consumers evaluate, alternatively identify, use and dispose their apparel (Sproles, 1979).

Also, Sproles (1979) developed the Fashion Adoption Model, which presents six traits that influence a consumer's decision to make or avoid an apparel purchase: perfectionism, value consciousness, brand consciousness, fashion consciousness, shopping avoidance and support-seeking. Firstly, individuals with the trait of perfectionism look only for the best quality in products and spend more time into shopping decision-making, whilst individuals value consciousness are more price conscious and make their purchases based on the budget they are able to dispose. Furthermore, brand conscious individuals tend to choose the most expensive and famous fashion brand have a medium fashion awareness level and think that high price equals high quality, whilst fashion conscious individuals' fashion awareness level is high and they're always stylish, as they know the latest fashion trends, which are both important to them. In addition, shopping avoidance consumers are those who make purchases only to cover their utilitarian needs and don't spend much time on shopping. Finally,

support-seeking individuals always ask their peers before a purchase, as they don't know fashion and the apparel industry very well.

Furthermore, Belleau et al. (2001) indicate that, based on psychographic and behavioural characteristics, consumers are fashion oriented and shopping oriented. The first one refers to the attitudes and opinions on a fashion item, whilst the second one has to do with the variety, frequency and motivation that leads an individual to choose a fashion product. Gutman and Mills (1982) set the main factors in fashion orientation, which are: fashion leadership, fashion interest, importance of being well dressed and anti-fashion attitude, whilst in shopping orientation are: shopping enjoyment, cost consciousness, traditionalism, practicality, planning and following. Also, consumers' different levels of shopping orientation depend on their different sources of information (Park & Burns, 2005). An individual who spends time reading magazines or blogs related to fashion is more aware of what happens in fashion and have more information regarding shopping and its parameters, like cost.

Another important parameter in fashion consumption is the gender of consumers. Male and female consumers display different behaviours in shopping orientation, specifically in the level of shopping enjoyment, brand and fashion awareness, in convenience and in shopping confidence. Men are more convenient, and planned in shopping, whilst women enjoy shopping more, tend to buy latest clothing trends, are price conscious, their level of apparel quality evaluation is higher and know more information concerning fashion (Seock & Bailey, 2008; Cho & Workman, 2011; Gitimu et al., 2013; Seock & Chen-Yu, 2007). However, the study of Workman & Cho (2012) showed that both males and females were impulsive in their purchases, price conscious, could distinct a garment's high quality and had brand awareness.

2.3.2. Fast Fashion

Fast fashion is interpreted by Barnes and Lea-Greenwood (2006) as "a business strategy which aims to reduce the processes involved in the buying cycle and lead times for getting new fashion



product into stores, in order to satisfy consumer demand at its peak”. Fast fashion is characterized by low cost, fast pace of production and consumption, easy adoption of new trends and low quality of materials (Brosdahl, 2007; Morgan & Birtwistle, 2009). The fast fashion industry holds a very big market share and increases its profits by reducing prices and overusing cheap materials and natural resources, being, that way, an important factor in the environmental pollution (Fletcher, 2007; Brosdahl, 2007).

The fast fashion clothing production is based on the predictions of fashion trends that are made earlier (Birtwistle et al., 2003; Mattila et al. 2002). New fashion trends and styles are created and launched every two weeks and every collection tries to conform to the new market needs, as consumers need to be unique and wear continuously renewed and cheap clothing that makes them stand out (Sull & Turconi, 2008; Sproles & Burns, 1994). Thus, consumers demands get increased and retailers try to offer clothing rapidly in order to satisfy them and make clothing purchasing important to them (The Economist, 2005).

Fast fashion companies are structured in a way that allows them to answer quickly to consumers’ demands and needs and to make them anticipate for more trends quite often. These companies use modern technology that can easily and quickly produce clothing at a low cost (Crewe & Davenport, 1992; Birtwistle et al, 2003). The low production time gets achieved mainly by using materials by local manufacturers; thus, any buyer demand can be fulfilled quickly and easily (Forza & Vinelli, 1997). Also, fast fashion retailers cooperate closely with suppliers and, thus, they can control better the clothing production and the supply chains (Birtwistle et al., 2003; Barnes & Lea-Greenwood, 2006).

One of the main characteristics of the fashion industry is the quick disposal pace, because the clothing is used for a limited time or it isn’t very durable due to low quality materials (Birtwisle and Moore, 2007). As consumers buy more, because of changing trends, they increase the disposal of their clothing, causing, that way, diminution of natural resources and increase of waste in landfills (Claudio,



2007; Walker, 2008). Consumers are aware of the fact that their clothes can't last long, however they proceed to their purchase because of the low price and the fact that they found a way to express themselves through fashion (Collett et al., 2013).

2.3.3. Fast fashion consumers

As far as it concerns fast fashion consumers, most of them follow and adopt fashion trends more rapidly than any other fashion consumer, driven by their attitudes and social circle, make purchases often and extensively and in order to cover their satisfaction and not to protect the environment without thinking of the consequences that fast fashion production and disposal have on the environment (Watson & Yan, 2013; Morgan & Birtwistle, 2009; Crane, 2010; Birtwistle et al, 2003). Fast fashion is mainly consumed by teenagers and youngsters, who care more about following low price trends in order to be accepted in social groups and are not very environmentally aware. (Morgan & Birtwistle, 2009).

In addition, concerning clothing disposal, fast fashion consumers don't retain their clothing for a long period of time and, according to Weber et al. (2016), the way they dispose their clothing and its fabrics differs from how non-fashion conscious consumers treat textiles disposal. Consumers who purchase more, don't care about the environmental consequences of clothing disposal, so they throw their clothes out instead of adopting eco-friendly disposing behaviours, such as recycling, donating, giving them to their family and friends, and reselling, because it's a fast, non-tiring way and they don't think that cheap, low quality clothes should be recycled (Joung, 2014; Shim, 1995; Morgan & Birtwistle, 2009; Joung & Park-Poaps, 2011; Bianchi & Birtwistle, 2011).

Studies have shown that fast fashion consumers are environmentally aware, however they don't consider recycling their clothing. This may happen because of consumers' lack of education on recyclable textiles and ways of recycling them, as studies have indicated that environmentally friendly disposing behaviours (recycling, donating and resale) were executed mainly by environmentally aware

consumers, meaning that values and actions are highly related and that people who understand the value of a clothing piece, prefer to preserve it rather than dispose it (Shim, 1995; Joung & Park-Poaps, 2011; Joung, 2014). According to Morgan and Birtwistle (2009), some younger consumers are worried about the excessive pace of fast fashion consumption, although they purchase new clothing often and their awareness on the environmental and social impact of fast fashion is not high enough.

As far as it concerns fast fashion consumers' personal characteristics, women are the main target group that purchases fast fashion clothing because they care more about their appearance, they have different priorities than men, who spend more money on technology, they are more interested in fashion, they tend to spend more money on apparel in general and the majority of clothing sold in fast fashion stores are mainly for women (Silverstein & Sayre, 2009; Wang, 2010; Watson & Yan, 2013). Concerning the age of fast fashion consumers, the majority is women in their early adulthood (under 25 years old) who are price sensitive and interested in new trends, at the same time (Barnes & Lea-Greenwood, 2006; Cline, 2013). People of this age, known as Generation Z, are educated, well-informed of the latest technological trends, follow innovation, new fashion trends and consider fashion as a way to be accepted by peers and society. (Ernst & Young LLP, 2015; Williams & Page, 2011)

2.3.4. Impacts

2.3.4.1. Environmental

The fashion industry is, after agriculture, the 2nd largest factor responsible for environmental pollution. The textile production requires around 8000 synthetic chemicals for its process and uses 93 billion cubic metres of water per year, whilst the contaminated global water is about 17-20% (Naznin & Barkat, 2018; Ellen MacArthur Foundation, 2017). For every kilogram of cotton, more than 20,000 liters of water are required in order to produce t-shirts or a pair of pants. Apart from that, a huge problem caused by textile production is the plastic microfibres that enter the ocean during the washing of synthetic textiles, like polyester, nylon and acrylic. It is believed that the quantity of microfibers

discarded in the ocean annually is about half a million tonnes, whilst until 2050 it can surpass the 22 million tonnes (Ellen MacArthur Foundation, 2017).

In addition, the fashion and textile industry are the 2nd highest carbon emission sources, as they produce the 10% of carbon globally. Specifically, the greenhouse gas emissions were 1.2 billion tonnes of CO₂ in 2015, more than those caused by global aviation and navigation combined. If the textile production continue in the same pace, by 2050, its percentage of global carbon emission will be 26% whilst the Earth's temperature may increase by 2°C (Ellen MacArthur Foundation (2017)).

Another factor that enhances the environmental pollution is the textile waste. Globally, almost 92 million tons of textiles were discarded, whilst, according to US Environmental Protection Agency (2018), 17 million tons of textile waste ended up in landfills. By 2030, the quantity of discarded textiles is estimated to be more than 134 million tonnes (Beall, 2020). Western families are used to throw away almost 30 kg of clothing each year and only 15% is recycled or donated, which leads to waste accumulation (Sustain Your Style, n.d). The produced waste does not happen only in countries with high clothing production, like Bangladesh, but also in countries with organic and synthetic material clothing production and with an overconsumption lifestyle. However, according to Nielsen and Schmidt (2014), textile waste can't be considered as a serious factor of pollution, as it is not made by toxic chemicals, like batteries or bulbs (Weber et al., 2016).

Finally, according to the Ellen MacArthur Foundation (2017), the textile production is based mainly on 98 million tonnes of non-renewable resources annually, such as oil for the production of synthetic fibres, fertilizer for the cotton cultivation and chemical substances in order to produce and dye textiles. The two main materials that are used in textile production are cotton and polyester. Specifically, cotton cultivation needs a lot of water and the application of high quality fertilizers and pesticides, whilst polyester requires huge resources and energy volumes

2.3.4.2. Societal

The textile and clothing production has a number of negative impacts in society. First of all, concerning fashion workers, there are often many difficulties in their working environment, as the conditions many times violate human rights. The dominance of sweatshops, the substances used during production, the long hours of working, the time pressure, the low payments and the numerous testimonies on slavery and child labour has led fashion workers suffer and protest for a better working environment (Ellen MacArthur Foundation, 2017). Specifically, the most important incident in textile production occurred in 2013 in Rana Plaza, Bangladesh, where almost 1,100 workers died because of the garment factory collapse, and turned people's attention to the prevailing conditions in clothing production and the workers' rights to better working conditions, safety and compensation in case of an accident (International Labour Organization, 2017).

Additionally, it is observed that the fashion industry prefer to employ women rather than men, mostly because they obey to rules, don't protest easily and their bargaining power is low, as they don't demand wage increase and positions of power in a job, as men do. As a result, there are many verbal and physical sexual harassment incidents due to the vulnerability of female workers and their protection is insignificant and questionable (Mukherjee, 2015).

2.3.4.3. Economic

The value of the global fashion industry in 2019 was, including footwear, \$2.5 trillion, without the jewellery sector, was \$1.78 trillion, whilst the apparel sector had a value of \$1.4 trillion, an increase of \$106 billion (8.1%) since 2016, meaning that, in 2019, people worldwide spent \$231 on clothing. Womenswear constitutes the 53% of global retail spending – almost \$689 billion, compared to men and children's clothes (31% or \$403 billion and 16% or \$208 billion respectively). It is expected that by 2030, the value of apparel and footwear together will reach €2.0 trillion annually (Lissaman, 2018; Velden et al., 2013).

At the moment, ten national markets prevail over the fashion retail sector and together account for around 69%, or about \$905 billion, of total global clothing retail spending. China continues to be the lead as the world's largest individual apparel & footwear market (\$380 billion), followed by the USA (\$370 billion) and India (\$71 billion), which is now the fifth largest market, whilst UK is sixth in the ranking (\$69 billion). As far as it concerns Asia Pacific, in 2018, it represented the 37% of global sales of clothing and footwear and it is expected to present a significant growth the next five years.

However, the top 10 largest markets will, in general, slightly grow over that period because their overall market share is predicted to slip marginally to 68%. France, Germany, Japan and Italy are all forecast to shrink by 2021. On the contrary, India is expected to enjoy a relatively boisterous 5.2% average annual growth rate (Lissaman, 2018).

2.3.5. Slow and Ethical Fashion

The “Slow Fashion” movement has its roots on the “slow food” movement in Italy in the 1980s, which was caused as a reaction to the dominating fast food lifestyle and was focused to support local farmers and seasonal products (Pookulangara & Shephard, 2013; Kahn, 2009). Slow fashion is part of the slow culture system, in which fashion must be viewed within the framework of the larger economic and societal systems. (Fletcher, 2010). The slow fashion movement is often considered to be the opposite of fast fashion, but, in fact, its different goals are less “materially growth-focused”, as it is based on a set of values that embrace sustainability, such as respect of fair labour conditions and diminution of environmental deterioration (Fletcher, 2010; Pookulangara & Shephard 2013).

Slow fashion does not have to do with making the pace of clothing supply chain slower, but to emphasize more on what people of fashion (workers and consumers) need, on the impact that fashion has on them and on the environment in general and on the creation of a sustainable fashion creation process, which comprises a careful planning on behalf of designers, an attentive choice of production sources and, of course, the essential education of fashion consumers on environmental and social



awareness and eco-friendly ways of clothing disposal (Fletcher, 2008; Clark, 2008; Fletcher, 2010). According to Fletcher (2010), slow fashion's concept concerns social and human rights awareness, sustainability consciousness, transparency and components in order to improve the practices followed by companies and, at the same time, maintain profitability. Furthermore, slow fashion's clothing design is mainly of high quality and it is produced in local manufacturing units with labour conditions that respect human rights and use eco-friendly textiles and fibers, and technology that minimizes waste and environmental pollution (Slow Fashion Award, 2010).

One of the aspects of slow fashion is ethical fashion, which is defined as the process of fashion clothing production that ensure and offer good labour conditions, considering health and safety, under fair-trade principles (Joergens, 2006). Ethical fashion gains ground because of the increase of protesting and fighting for equality, human and animal rights all over the world and people see fashion from a different, more holistic perspective, instead of only a way to cover their needs and desires (Paulins and Hillery, 2009). During the last decades, there have been many discussions over sweatshops, where fashion workers confront inhuman working conditions (Wilson 2003). Scandals that have occurred in sweatshops, like in 1990s with Nike supporting child labour in Cambodia and Pakistan, forcing its workers to work 16 hours a day, seven days a week, and offering minimum wage, lead fashion companies to plan their production process in a way that supports and protects human rights and good working conditions (Conway, 2019; BSR, 2012).

2.3.6. Sustainable Fashion

Sustainable fashion, also known as eco-fashion, first appeared as a trend in the 1990s and, according to Ethical Fashion Forum, is “an approach to fashion that maximises benefits to people, and minimises impact on the environment.” (Lejeune, 2018). Sustainable fashion has become a global phenomenon and more and more fashion brands start creating eco-friendly clothing collections in order to adapt to the new reality (Hines, 2001).



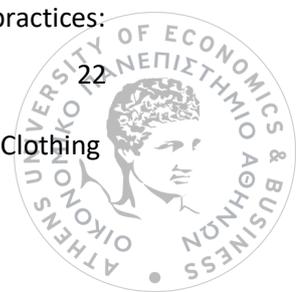
In order for sustainability to be successfully established, the fashion industry has to implement the circular economy model, which keeps in balance the economic development of the industry, whilst it promotes the protection of the environment, the resources and the human rights of factories workers (Gazzola et al., 2020). If companies focus on what consumers value the most just by managing their resources, they can save cost and, at the same time, prevent negative environmental and societal impacts (Birkie et al., 2007).

The main goal that a company has to have in order to accomplish a successful circular economy model is to develop a sustainable supply chain. The sustainable supply chain is consisted by functions like designing, supply purchasing, manufacturing, distributing, retailing (storing, warehousing, usage), recycling and disposal in multiple ways by consumers (Linton et al., 2007).

To begin with, the two sectors that are responsible for the eco-clothing manufacturing in the sustainable fashion supply chain are designers and manufacturers. Designers have the ability to choose fabrics that are environmentally friendly (e.g., fabrics that can be washed easily, get protected by sunlight and are durable can minimize waste of water and fabric and even reduce global warming) (Fletcher, 2008) and make clothes that people can wear in many occasions in different ways, while manufacturers can make sure that the processes and the materials that are used follow an environmentally friendly ideology (Allwood, et al., 2006, Slater, 2003).

The third important factor is the apparel distribution. By reducing transportation costs, companies can keep in balance their capital and achieve minimization of negative environmental impacts. As fibres, textiles and garments have different countries of origin, a garment may travel a lot globally before it ends up in the customer's hands. High prices of fuel can cause a big financial loss and, of course, high carbon emissions of CO₂ in the atmosphere (Kellock, 2010).

Another important sector in the sustainable fashion supply chain is retailing. Sustainable retailing consists of practices on behalf of retailers in order to avoid the emissions, sewage and waste expansion by continuously improving their operations and technology, and follows two basic practices:



green transportations and green store operations. Green transportations refer to the apparel distribution with as little energy consumption as possible, whilst green store operations refer to the proper management of the operation systems in the companies' stores and warehouses in order for recycling and waste and energy reduction to be achieved (Tang et al., 2016). Also, retailers can focus on practices, like eco-friendly packaging and recycling services in their physical and online stores, which can urge consumers to think and buy more sustainably (Christopher et al., 2004; Roberts & Bacon, 1997).

Of course, one of the main parts in the sustainable fashion supply chain are consumers, who can contribute to the sustainable fashion supply chain with alternative ways of clothing consumption, such as vintage shopping (Hardy, 2013), by washing their clothes not that often and in lower temperatures with eco-friendly detergents laundering, by using their clothing as much as they can and, of course, by following sustainable post-consumption activities, like care of clothing, donations, repair, reuse and recycling (WRAP, 2012; Ward, 2017).

Another interesting and emerging issue is that, on behalf of consumers, the efforts of the fashion industry to embrace sustainability fast and abruptly create suspicion that many companies were only using sustainability as a marketing trick and not as their main policy (Blackburn, 2009). This phenomenon is called "green washing" and, according to Laufer (2003), it is "a strategy that companies adopt to engage in symbolic communications of environmental issues without substantially addressing them in actions". Green washing appears when a company claims that its products are made of organic materials only in order to satisfy consumers and increase their market share, which makes consumers very doubtful about companies' beliefs and actions concerning social and ethical matters, and if they realize that a company uses green washing, they won't prefer its products (Blackburn, 2009; Phau & Ong, 2007; Chen et al., 2014). Therefore, sustainable fashion companies get distinguished by other companies as they really turn their beliefs into reality and use sustainability, not only as a marketing tool, but also as their main attitude (Henninger, 2015).



2.3.7. Sustainable fashion consumers

Sustainable fashion consumers are characterised by a mix of motivations, as they use fashion to express and satisfy themselves, look fashionable, create a unique appearance for themselves, feel comfortable and follow the norms of their social circle, but they also think of the negative impacts fashion has on the environment and society (Lundblad & Davies, 2016; Cho et al., 2015). By buying eco-fashion clothing and supporting fashion workers worldwide, local fashion industries and communities, sustainable fashion consumers feel that they contribute to the reduction of fast fashion production, textile waste and unfair working conditions. In addition, sustainable fashion consumers tend not to think of the price, as it is more important to them to buy clothing that are not easy to find, made by eco-friendly resources and don't have a negative impact on the environment or society. This choice leads to the acquisition of unique clothing that endures through time, is comfortable and, simultaneously, enhances the sense of self uniqueness and self-esteem (Lundblad & Davies, 2016).

Furthermore, according to Kang et al. (2013), consumers that owned clothing made of sustainable materials and are familiar with its infrastructure and use, are more likely to continue buying and using it. The large amount of information on sustainable materials and products can make consumers form positive impression and attitude towards sustainable fashion consumption and lead them to buy more sustainable fashion clothing. In addition, consumers' attitudes and buying behaviour towards sustainable fashion are influenced by their awareness of sustainable fashion and their previous and present behaviour concerning ethical consumption, such as buying cruelty-free products and boycotting companies that support child labour (Ricci, 2018; McNeill & Moore, 2015). However, some consumers' concern about the environment and society is quite high and develop a positive opinion towards sustainable fashion, but their purchase behaviour is not ultimately consistent with it. These consumers, known as "the Social consumers", tend to be very influenced by their peers and don't proceed to sustainable consumption because of their social cycle perception towards sustainable

fashion (unfamiliarity, absence of sustainable fashion acceptance and high prices perception) (McNeill & Moore, 2015).

Concerning clothing disposal, consumers who prefer buying eco-friendly clothing use alternative and sustainable ways of disposal, like recycling, donating or reselling, rather than throwing their clothing away (Cho et al., 2015). The final decision on clothing disposal will be made by the consumer, who is led by three different categories of factors: psychological characteristics of the consumer (attitudes, attributes and awareness), characteristics of the product (state, style, cost or life span) and factors connecting the consumer with the product (storage, change of fashion trends, financial situation of the consumer) (Jacoby et al., 1977). An all young female study showed that most of the participants were donating their clothing to charities but a small percentage kept throwing them away because they weren't aware of clothing recycling, whilst another study showed that even female participants knew about clothing recycling, they preferred discarding, which led to the conclusion that recycling behaviour is taught at home during childhood (Birtwistle & Moore, 2007; Morgan & Birtwistle, 2009; Joung & Park-Poaps, 2011).

2.3.8. Intention vs Behaviour in Sustainable Fashion

The best way for the terms intention and behaviour to be differentiated is to examine them under the Theory of Planned Behaviour. In 1975, Fishbein and Ajzen indicated that people's intentions to behave in a specific way are defined by the level of their desire to execute this behaviour. If the intention is strong, there are a lot of chances for the behaviour to be performed. In addition, the Theory of Planned Behaviour notes that a person should have strong motives and their ability to control the execution of a behaviour according to their personality (Ajzen, 1991).

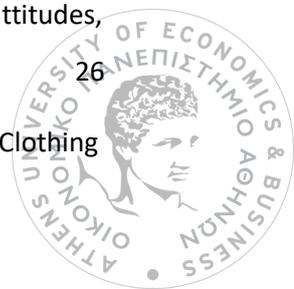
Individuals' intentions are influenced by their personal values, attitudes, beliefs, social norms (e.g. peer pressure, family traditions) and their opinion on the complicated nature of a behaviour and their ability to control it (Bălău, 2018), whilst the need to preserve self-identity (or self-concept), in particular, influences a person's intention in a significant way (DeBono & Snyder, 1995). Also, attitudes

can influence behaviour depending on the strength of motivation and the results of a certain behaviour. If a person is strongly motivated and will have favourable results from a behaviour, intentions will be created and the person will think of a number of ways to use them in order to execute this behaviour (Fazio, 1990). Finally, another factor that can predict intention and behaviour is past-behaviour, especially for habitual behaviours, which are activated immediately by the context a person acts in (Aarts et al., 1998).

Concerning sustainable consumption, the motives behind it are based on the environmental and social impacts a fashion purchase may have. These concerns can also be part of a person's self-concept, which can significantly affect their behaviour. People who support and have strong intentions and a deep knowledge of sustainability will proceed more easily to sustainability behaviours (Carrington et al., 2014; Cowan & Kinley, 2014). On the contrary, people who lack of knowledge on sustainability, won't make any purchase of such products (McKeown & Shearer, 2019).

Moreover, the knowledge on sustainability can be used as the first step in a pattern that will be structured and repeated in order to become a habit. Consumers have to leave their old habits behind, keep applying repeatedly this pattern on their purchases and connect these purchases with the knowledge they acquired. As a result, sustainable consumption will be valuable to consumers and get spread more easily. By enhancing their knowledge on sustainability, consumers will create a new lifestyle and will be able to plan their behaviours based on it (Carrington et al., 2014).

Of course, people's personal attitudes are not the only factor that influences behaviour, as they are strongly influenced by internal and external factors. One of the strongest ones are the follow of social norms and peers' behaviour (Carrington et al., 2014). According to McKeown and Shearer (2019), when society's attitude is towards sustainability, people will behave accordingly. In addition, one of the strongest tools of communication between consumers is word of mouth (WOM) and electronic word of mouth (eWOM) can be used by sustainable fashion consumers in order to transfer their opinions and level of satisfaction about a product and has a strong impact on their attitudes,



intentions and behaviour (Chatterjee, 2001). Consumers who are environmentally aware and understand that the use of sustainable fashion is valuable, and so their satisfaction is high, they will communicate their ideas and experiences about it mostly by using WOM (Min & Ko, 2017).

Finally, even though sustainable consumption is getting very popular and many consumers think about its benefits and say that they follow this idea, the purchases of sustainable products aren't high, meaning that consumers don't proceed to the implementation of their beliefs and to the actual purchase of such products (Carrington et al., 2014). This indicates that there is a difference between the attitudes, the intentions and the behaviour of consumers (Eckhardt et al., 2010).

2.4. Industry Overview

In the fashion industry, many companies claim that they make huge steps towards sustainability and use its ideas in order to bring more consumers closer to them. First of all, Zara, whose parent company is Inditex and is considered the biggest brand in fast fashion retailing, claimed that it would follow sustainability by using only “organic, more sustainable, or recycled” materials, such as cotton, linen and polyester and its main goal would be to reduce waste in landfills until 2025. However, the company doesn't specify what “more sustainable” means and, according to Good on You, there is no proof that they try to minimize waste and ensure good working conditions and fair wages (Birtwistle et al, 2003; Segran, 2019; GoodOnYou, n.d).

Another big company that that follows the same pattern is H&M. The company has established its Conscious Collection in 2010 in Sweden and in 2019 globally, where consumers can find clothing made by organic materials in low prices, however there are no information on why and how this collection is sustainable. According to Norwegian Consumer Authority, H&M is not specific about the manufacturing and materials of the clothing and deceits consumers in the name of environmental and social rights protection. In 2017, the company stated that its clothing was “made with sustainable materials such as organic cotton and recycled polyester”, but this isn't specific, as they use organic



cotton, which can be decomposed, and polyester, which can't. Additionally, H&M offers a 15% discount if consumers recycle their clothing in stores, however this causes more clothing consumption and only 1% of it can be recycled because the most of the fabrics are a mix of many different types of fibres, which not all of them can be separated and by recycled (Billinton, 2019). Also, according to Shop Ethical!, there are evidence of workers exploitation, sexual harassment, long working hours and lack of fair wages in Cambodia, India, Bangladesh, Ethiopia and China, the company was on the list of "Top Corporate Criminals of 2016" for the lack of safety of Bangladesh workers as far as it concerns its factories, paid a fine of 35 million euros for asking personal details about workers' life in Nuremberg, Germany, whilst, in 2019, it was rated with a score of D in the Carbon Disclosure Project (CDP) regarding its efforts towards the minimization of deforestation and forest degradation (ShopEthical, n.d).

In addition, Patagonia, one of the most famous outdoor clothing brands, states that uses recycled plastic fibers since 1993, the synthetics, the cotton and the wool used are recycled, whilst its goal is to reduce carbon emissions by using renewable energy (Segran, 2019). However, according to ITUC (2020), the company takes part in forced labour procedures. Also, Nike states that many efforts have been made towards sustainability, as it uses recycled materials in some of its products and has invested in factory redesigning to control gas emissions. However, the company also can't prove that its workers receive the minimum wage, uses slave and forced labour in Cambodia and China, doesn't provide safety, whilst its policies and operations have a negative impact on tropical forests and its commodities (e.g., leather, palm oil), and deforestation, as in 2019 it received a score of D from the Carbon Disclosure Project (ShopEthical, n.d).

But, of course, there are many fashion companies that make important and substantial steps towards sustainability. One of the most famous companies that combine sustainability and luxury fashion is Stella McCartney. Since 2001, she uses only organic cotton, recycled materials (apart from leather and fur) and wool coming by ethical sources, whilst she promotes cruelty free, regenerative



and restorative methods of production (Motif, n.d). In addition, in 2014, the designer presented a five-step system called Clevercare in order to make consumers aware of the right care of their clothing so it lasts longer, whilst her suppliers are mainly small European businesses (The Good Trade, n.d).

Another famous sustainable fashion designer is Eileen Fisher, who uses discarded clothing in order to make new ones and reduce textile waste. The used fabrics are recycled, organic and naturally dyed and the brand has established the Silk Georgette Crepe fabric, which is dyed without hazardous chemicals, supports fair wages and working rights, worker voice, women fair working rights and supports local production businesses (The Good Trade, n.d; Ritchie, 2015). However, the company still uses silk, leather and exotic animal hair (GoodOnYou, n.d).

A big player, that combines sustainability and luxury fashion, is Mara Hoffman, who also uses recycled fabrics used by the brand's consumers. The designer also uses organic linen, cotton, and other plant-based materials and waterless digital printing technology for the packaging to reduce water use. Her Fall/Winter 2019 collection was smaller than before, due to her effort to reduce waste. As far as it concerns her attitudes towards workers and production means, the brand supports fair wages and safety for all her employees, although her production is based on countries with high risk of labour inequalities (Motif, n.d.; GoodOnYou, n.d).

Finally, smaller sustainable fashion companies are Alabama Chanin, which employs local women and uses organic materials, Voormi, which supports local economy and reduces consumption of big amounts of resources by using wool with greater crimp sourced in local regions of Colorado, and Tentree, which uses sustainable materials, like organic cotton, coconut and recycled polyester (Fletcher, 2008; Betts, 2016; Morgan, 2020).

Furthermore, there are many movements that support and promote sustainability. Most of them have a very strong presence on social media, encouraging people to be aware and participate in the holistic change of fashion towards sustainability. The most famous and followed sustainability



movement on Instagram is Fashion Revolution, which organizes every year the Fashion Revolution Week, during which The Great Fashion Revolution Clothes Swap takes place, where people bring the clothing they don't need and swap it with others (Fashion Revolution, n.d). Another movement is EcoAge, which organizes the annual Green Carpet Fashion Awards in order to share the idea of sustainability and honour the people who support sustainability in fashion broadly (Eco-Age, n.d). Other famous sustainable fashion supporters are: the Sustainable Fashion Forum, which organizes annually a conference with panels and workshops with sponsors and speakers from the fashion industry, and Chicks For Climate, which has a more political view on sustainable fashion and analyses issues like sustainability in general, feminism, greenwashing, and climate change (The Sustainable Fashion Forum, n.d.; Chicks for Climate, n.d.).



3. Methodology and Research Objectives

3.1. Introduction

In this chapter, the methodology and the research objectives of the study are demonstrated. The first subchapter presents the research objectives and the conceptual model on which the study was based. The second subchapter focuses on the methodology that was used in the research. Specifically, the research method and the structure of the questionnaire used for the survey, the data collection and data analysis methods applied in the study are presented in detail.

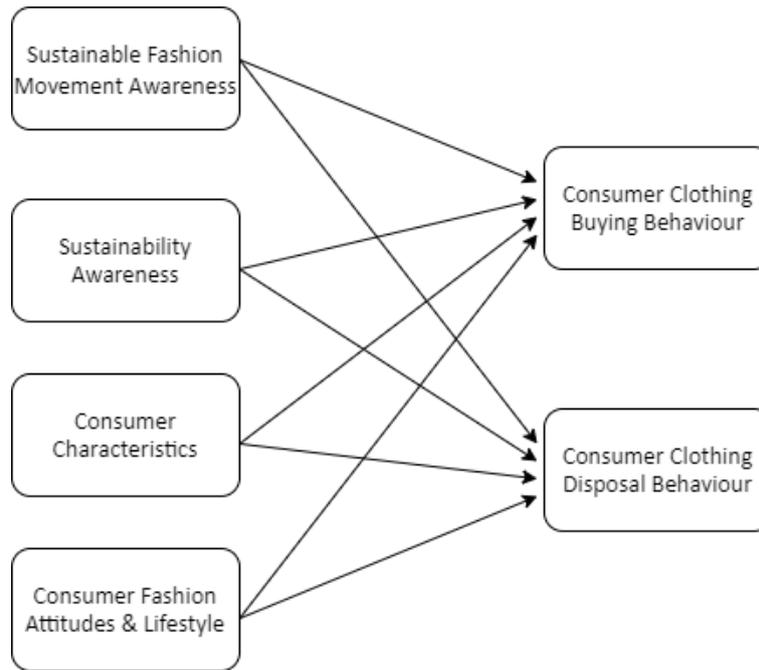
3.2. Research Objectives

The purpose of this research is to examine the impact of sustainable fashion to consumer clothing buying behaviour and clothing disposal behaviour, and to achieve a comparative profiling between fast and sustainable fashion consumer. Also, the study aims to examine the impact of consumer characteristics and attitudes towards clothing buying and disposal behaviour and also to investigate any differences between male and female sustainable fashion consumers. Specifically, the study aims to examine:

- The extent to which sustainable fashion movement awareness influences consumer clothing buying and disposal behaviour
- The extent to which sustainability awareness affects consumer clothing buying and disposal behaviour
- The effect of consumer characteristics on consumer clothing buying and disposal behaviour
- The impact of fashion attitudes on consumer clothing buying and disposal behaviour.

3.2.1. Conceptual Model

The conceptual framework used in this study, in order to visualize the research objectives, is presented below.



3.3. Methodology

This subchapter presents in detail the methodology that was followed in order to conduct this research. Specifically, the development, the structure of the questionnaire and the scales used, as well as the sample, data collection and data analysis methods are presented.

3.3.1. Research instrument development

For this study, an online questionnaire of 30 questions was designed in the Greek language, as the survey's sample consisted of Greeks. Also, before the participants fill in the questionnaire, they were notified to answer having in mind their lifestyle and purchasing habits before the COVID-19 pandemic. The questionnaire was translated into English, too, and it was compared with the Greek one, so as to confirm that there were no differences and misinterpretations in the way the questions were set. Both Greek and English questionnaires can be found in Appendix 1.

3.3.2. Questionnaire design

The questionnaire consists of 8 sections and designed based on existing literature. A cover letter appears in the beginning and before of the first section in order to present to participants what

the survey is about, to inform them that their participation is voluntary and to assure them that their personal data will not appear and be used by the researcher. In addition, as mentioned above, the respondents were notified that it was essential for the study to answer the questionnaire based on their way of living before the COVID-19 pandemic. In order to measure participants' answers, 5 binary questions, multiple choice, 5-scale Likert scale and bipolar questions have been used in all sections of the questionnaire.

Section 1 is named "Sustainable consumption" and includes 5 questions. The first question is binary (Yes/No) and asks the participants if they are aware of the Sustainable Fashion term. Right below the question, the term is presented so that respondents know exactly what Sustainable Fashion is and answer the questions that follow based on this term. Q2 measures the sustainability awareness level in general in a five-point Likert scale ("1-very low" to "5-very high") and is retrieved from the study of Billeon and Klasander (2015). Q3 and Q4 measure the sustainability awareness level concerning the fashion industry and the opinion of sustainability as a marketing tool, respectively. Q3 emerges from literature (Blackburn, 2009) and Q4 is based on the study of Sadiku (2017). Moving on, Q5 consists of 6 items which measure the environmental behaviour and concern, and it is based on the study of Jin Gam (2011). All questions are measured in a five-point Likert scale ("1-completely disagree" to "5-completely agree").

Furthermore, section 2, "Consumer buying behaviour" consists of 5 questions. Firstly, Q6 and Q7 measure the frequency and monthly budget spend on new clothing, respectively. Q8 consists of 9 items and measures in a five-point Likert scale ("1-not at all" to "5-very much") the importance of different factors when someone shops. The items Q8b-e and Q8g-h derive from the survey of KPMG (2019) and Q8a, Q8f and Q8i derive from existing literature (Sproles, 1979). Next, Q9 is related to environmental concerns during shopping, whilst it was altered for Q10 in order to measure ethical concerns during shopping, by using a five-point Likert scale was used ("1-never" to "5-always"). Both questions were based on the study of Sadiku (2017).



Section 3, “Attitudes and lifestyle” include 3 questions. To begin with, Q11 has 13 items, which have been retrieved from the study of and has to do with fashion orientation. All items have been retrieved from Jin Gam, H. (2011), Lynn and Harris (1997) and Pechmann et al. (2003). Q12 and Q13 are based on the study of Sadiku (2017) and measure awareness on the human rights violation in the fashion industry. All questions and items are measured in a five-point Likert scale (“1-completely disagree” to “5-completely agree”).

Additionally, section 4 is named “Fast fashion consumption” and consists of 5 questions. Q14 is similar to Q1, as it concerns the participants’ knowledge of the Fast Fashion term. Below the question, the term of Fast Fashion appears in order to inform the respondents about it. Then, Q15 and Q16 measure the frequency and monthly budget spend on fast fashion clothing, based on questions Q6 and Q7. Then, Q17 consists of 6 items, which are based on the study of Coulter et al. (2003), and measures the fast fashion involvement. Finally, Q18 measures the fast and sustainable fashion perception and it is a 6-item question. The items Q18a, Q18c-d derive from Neumann et al. (2020), Q18b is based on the study of Kang and Hustvedt (2014) and items Q18e-f have been retrieved from Öberseder et al. (2014). Both Q17 and Q18 were measured in a 5-point Likert scale (“1-completely disagree” to “5-completely agree”).

Moving on, section 5 is named “Sustainable Fashion purchase” and includes only Q19, which aims to segregate sustainable fashion from fast fashion consumers by asking the respondents if they purchase sustainable fashion clothing. Q19 is binary (Yes/No) and was designed in a way that when the respondents answered “Yes”, they would proceed in the next section that concerned sustainable fashion clothing purchase behaviour. If the respondents answered “No”, they would skip the next section and move to the next one.

Moving forward, section 6, “Sustainable Fashion consumption”, consists of Q20 and Q21, which measure sustainable fashion involvement and meaning, respectively. Q20 was measured in a 5-

point Likert scale (“1-completely disagree” to “5-completely agree”) and consists of 5 items. Specifically, Q20a-c are based on the study of Coulter et al. (2003), Q20d derives from Antonetti and Maklan (2014), whilst it was altered for Q20e. Moving on, Q21 is a 6-item question which derives from the study of McNeill and Moore (2015) and was measured by using a 5-point Likert scale (“1-not at all” to “5-very much”).

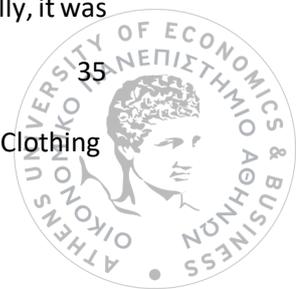
Furthermore, section 7 is named “Clothing disposal” and includes 3 questions. Q22 is a binary question (Yes/No) and asks about clothing disposal and Q23 measures the level of motivation for clothing disposal in a five-point Likert scale (“1-not at all” to “5-very much”). Also, based on the study of Q24 consists of 6 items and measures the frequency of clothing disposal behaviour types in a five-point Likert scale (“1-never” to “5-always”). Specifically, items Q24a-c and Q24e-f derive from Leinenga (2019), whilst Q24d is based on the study of Cho et. al. (2015). Finally, section 8 was designed in order to see the respondents’ demographic characteristics. Specifically, Q25-30 asks respondents’ to indicate their gender, age, marital status, educational level, monthly individual income and occupation.

3.3.3. Pre-test

Before distributing the final questionnaire, a pre-test was conducted in order to assess the flow of the sections and questions, identify any mistakes concerning the questions’ structure and any problems in the ease of understanding and completion of the questionnaire and to see if the scales used were the suitable ones in order to measure each question. The pre-test questionnaire was filled in by 25 people who suggested some minor alterations, like the Likert scales (from 7-point to 5-point), because they couldn’t decide easily, as well as some changes to the wording of the questions in order for them to be more understandable to the participant.

3.3.4. Sampling and data collection

The tool that was used in order to design the questionnaire was Google Forms and was distributed online, mainly in social media platforms (Facebook, Instagram, LinkedIn). Specifically, it was



shared in social media groups that had to do with fashion, sustainable consumption and vegetarianism/veganism, as well as with Instagram influencers that promote fashion and sustainability.

In this study, the sampling that was used is non-probability, as the target population could not be framed and the results can't be generalised to the entire population. The non-probability method ensures the easy access to the respondents and achieves the data collection in a short time without any cost. In addition, the non-probability techniques that were followed were convenience and snowball, as it was asked by participants to share the questionnaires with their friends and wider social circle online, as well as judgement technique in order to ensure that the respondents belong in the age range needed.

The survey took place in December 2020 and the total number of respondents was 584. As mentioned before, the 25 pre-test respondents were excluded from the distribution of the final questionnaire in order to avoid the "halo effect".

3.3.5. Data Analysis Methods

In this section, the statistical analysis that was followed in order to analyse the collected data is presented. Firstly, descriptive statistics were used in order to present the demographic characteristics of the participants and gain a thorough understanding of the respondents.

Furthermore, reliability analysis was conducted - using Cronbach alpha coefficient - in order to measure internal consistency and scale reliability, whilst factor analysis was conducted in order to test the validity of the questionnaire's scales and reduce the dimensions of the data. Additionally, to investigate any potential relationships between the factors under study and measure the strength of those relationships, Pearson's correlation coefficients were calculated. Afterwards, regression analysis was used to measure the significant relationships and be able to make predictions, whilst one-way-ANOVA analyses and T-tests were used to determine whether there are any statistically significant differences between the factors' means of two or more groups of demographics. Finally, T-test

analyses were conducted to examine the significant differences either between male and female sustainable fashion consumers or sustainable and non-sustainable fashion consumers.



4. Results and Analysis

This chapter presents the analysis of the data that were collected from the online questionnaire that was used for the survey. The analysis was conducted by using the IBM Statistical Program for Social Science (SPSS) version 22. The methods that were used were descriptive statistics, so to demonstrate the demographics of the sample, reliability and factor analysis, correlation analysis, in order to find any relationships between the factors, and regression analysis, in order to examine the causality of these relationships. In addition, T-test and ANOVA analyses were conducted in order to examine if there are any differences among the means of the groups studied.

4.1. Descriptive Statistics

In this section, the descriptive statistics are demonstrated in order to gain insight into the demographic characteristics of our sample, focusing on information about age, marital status, educational level, monthly individual income, profession and gender. The 25 individuals that responded in the pre-test procedure were excluded.

As far as the gender of the participants under study is concerned, 81.16% of the participants were female; accordingly, males accounted for 18.84% of participants (Figure 4.1). Concerning age (Figure 4.2), out of 584 respondents, 35.6% were within the age group of 25-34, 29.3% were within the age group of 18-24, with 14.4% in the age group 35-44, following the age group of 45-54 (10.4%), 8.2% were those aged 50 and over, and smallest percentage (2.1%) is in the group of under 18.

Figure 4.1 Gender

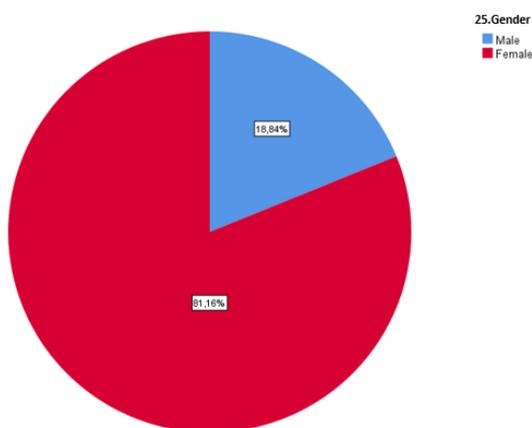
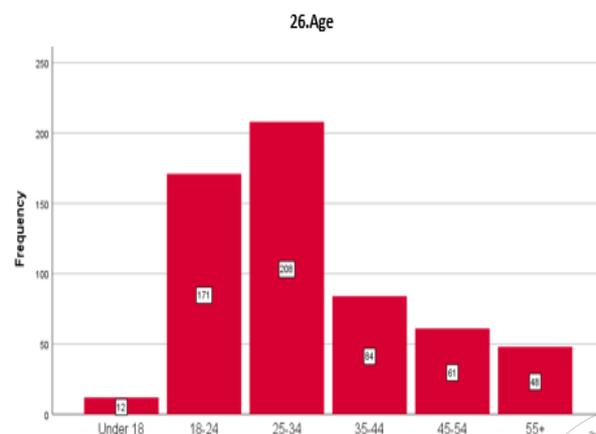


Figure 4.2 Age



When it comes to marital status (Figure 4.3), the majority of participants are single or single living with parent accounting for 44.9%, following the participants who are with a partner (29.8%), following the participants who are married with children (17%). Finally, the participants who are married are 5.3% of the sample, while 3.1% of the respondents are single parents. Regarding the educational level, the majority of participants are University graduates (42.3%), following the participants who are holders of Master’s degrees accounting for 22.4% of the total sample size. Finally, the participants who have hold high school degrees are 18% of the sample, while 16.3% of the respondents are Technical/Private Institute graduates and finally only 1% of the participants are holders of Doctoral Degree (Figure 4.4).

Figure 4.3 Marital Status

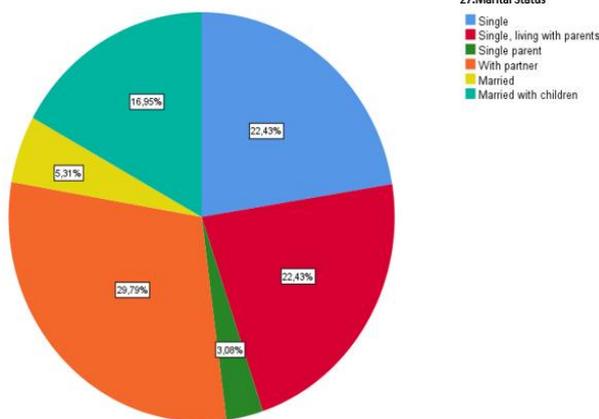
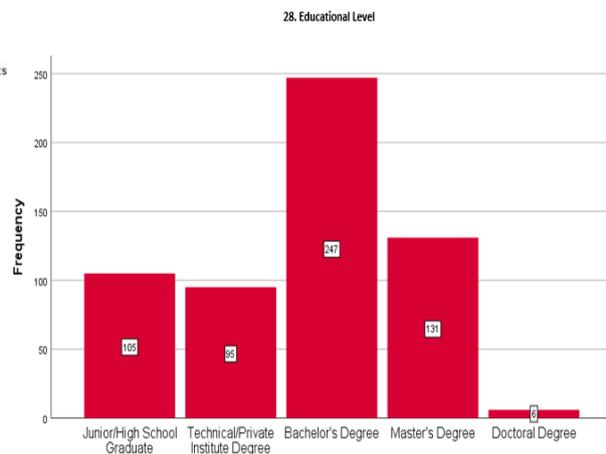


Figure 4.4 Educational Level



As far as it concerns the monthly individual income level distribution (Figure 4.5), 34.9% of the sample earned 0-400 Euro per month, 21.6% of the sample earned 651-1000 Euro; 19.9% have a monthly income level in the range of 1001-2000 Euro; 17.3% is measured between 401-650 Euro and 6.3% of participants reported having an income level higher than 2000 Euro. The majority of respondents are occupied as private employees (34.2%), following the participants who are either School/University students (25%) or Public employees (14.2%), while self-employed participants and

unemployed account for 12.5% and 8.4% of the sample, respectively. Finally, 2.7% of the sample are business owners, 1.7% are housewives and 1.2% are retirees (Figure 4.6).

Figure 4.5 Monthly individual income

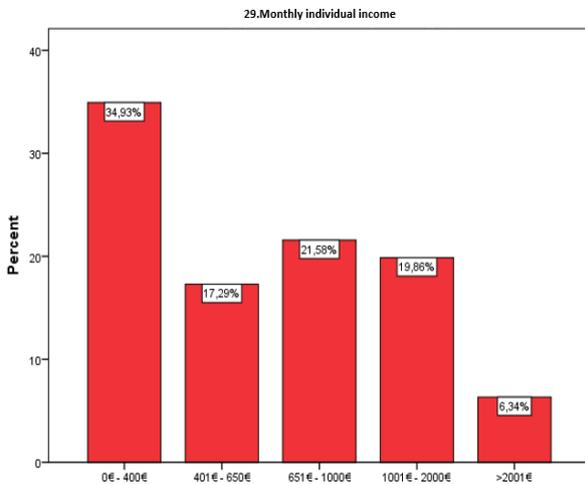
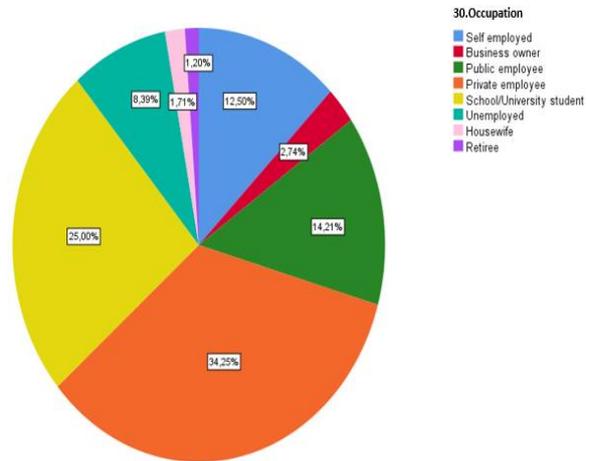


Figure 4.6 Occupation



As far as shopping frequency is concerned 182 respondents (31.16%) shop every 3 months, 25.86% every 6 months, 22.43% every month, while 6.2% and 14.38% of the consumers under study tend to shop either every 1-2 weeks or once/less than once a year, respectively. Therefore, the vast majority of our sample shops every 1-6 months (Figure 4.7). The popularity of participants spends up to 50€ per month for apparel shopping (60.3%), followed by 21.92% that spend from 51€ to 100€ per month, while only 17.78% spend more than 100€ per month for buying clothes (Figure 4.8).

Figure 4.7 Shopping Frequency

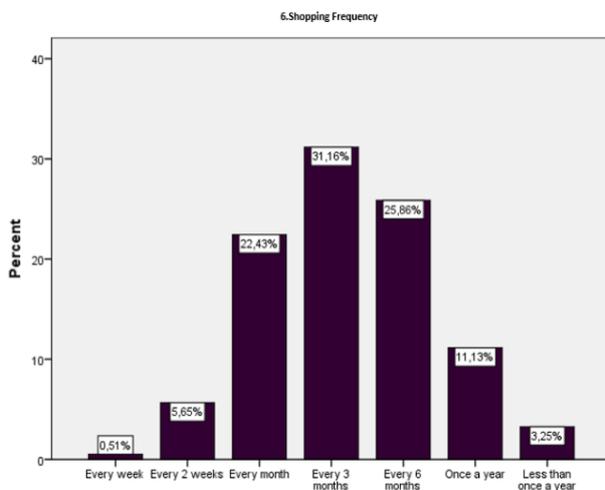
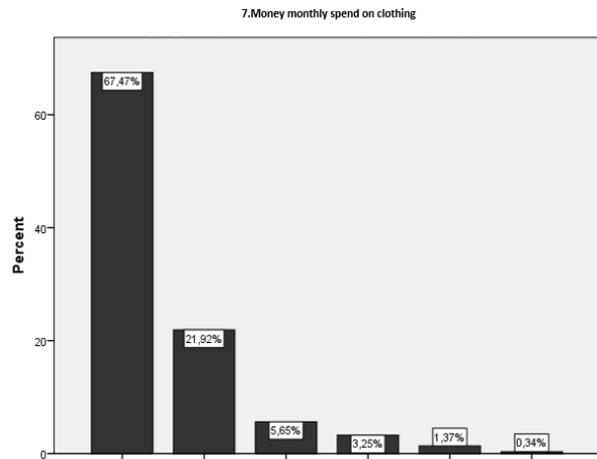


Figure 4.8 Money monthly spend on clothing



Regarding fast fashion shopping frequency, 22.9% of respondents shop every 3 months, 20% less than once a year, 19.5% every 6 months, while 18.2% every month, 16.4% once a year, whilst 2.6% and 0.3% shop fast fashion clothing every 2 weeks and every week, respectively (Figure 4.9). Most of participants spend 0€ - 50€ for fast fashion clothing per month (79.1%), 14.4% spends 51€ to 100€ per month, 4.6% spends 101€ - 150€, whilst only 1.9% spends more than 151€ per month (Figure 4.10).

Figure 4.9 Fast fashion shopping frequency

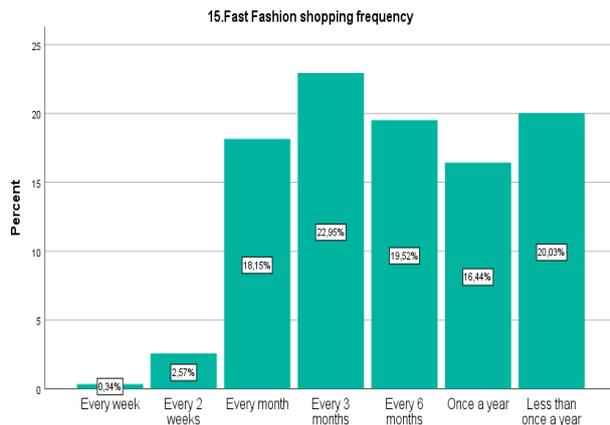
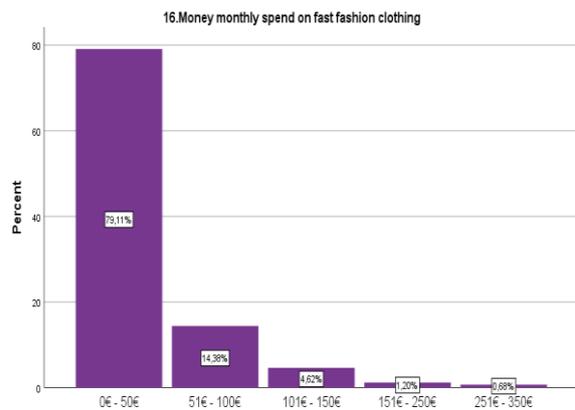


Figure 4.10 Money monthly spend on fast fashion clothing



Additionally, 339 participants (58%) are sustainable fashion consumers (Figure 4.11). Afterwards, we will focus on this type of consumers in order to gain deeper knowledge of their consumer behaviour, whilst in terms of disposal behaviour, 72.43% of the consumers stated that tend to dispose old clothing, while 27.57% does not (Figure 4.12).

Figure 4.11 Sustainable Fashion Consumption

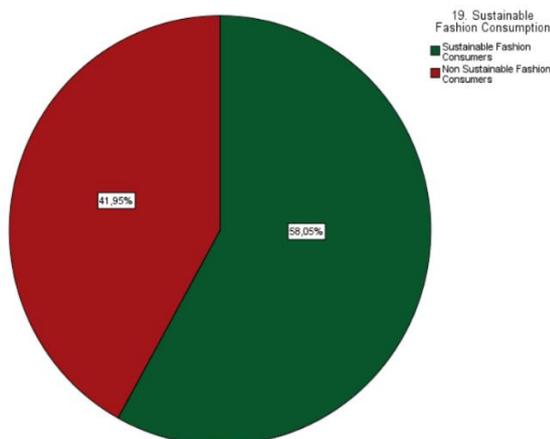
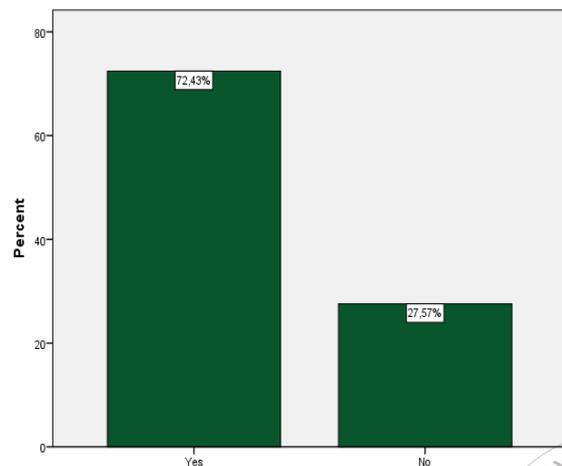


Figure 4.12 Clothing Disposal Behaviour



4.2. Reliability Analysis

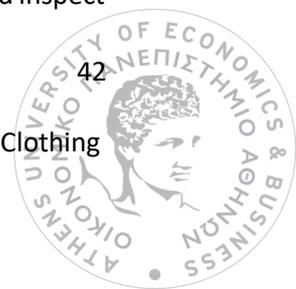
Reliability analysis was conducted in order to ensure the internal consistency and the reliability of the scale used. More specifically, in order to measure the correlation of each item of the scale with the rest of the scale's statements Cronbach's Alpha was used, which is the coefficient frequently used in this analysis. The values that Cronbach's Alpha should have in order for the results to be acceptable are above 0.7.

Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Environmental Concern	.944	6
Shopping Orientation	,718	9
Shopping Concerns	,896	2
Fashion Orientation	,836	13
Human rights in fashion industry attitude	,700	2
Fast Fashion Involvement	.928	6
Fast and Sustainable Fashion Perception	.813	6
Sustainable Fashion Involvement	,841	5
Sustainable Fashion Consumption Meaning	.811	6

4.3. Factor Analysis

As the survey included many questions with multiple items and similar meanings, factor analysis was conducted to examine the validity of the scales used and reduce the data's dimensions. Specifically, the questions with the most items were Q5, Q8-11, Q17, Q18, Q20 and Q21, which consist 55 factors, in total. In this study, Bartlett's Test of Sphericity was conducted, which tests the hypothesis that the variables are not related. Furthermore, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is computed so as to examine whether the data is suitable for structure detection and inspect



whether factor analysis can be performed in the sample. In addition, each factor was determined by using the Principal Component Analysis (CPA) and Varimax Rotation, which presents the number of factor groups extracted.

Firstly, in order to examine the participants' degree of environmental concern, six items of the environmental concern and eco-friendly behaviour scale were used. Since our goal is to measure environmental concern, we need to determine the scale's internal structure and examine the validity of the constructs, using explanatory factor analysis. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is computed so as to examine whether our data is suitable for structure detection and inspect whether factor analysis can be performed in our sample. In this case $KMO=0.917$, so the sampling is adequate. At the same time, Bartlett's Test of Sphericity, which tests the hypothesis that the variables are not related was estimated $Bartlett(15)=3182.964$, $p<0.05$. Thus, there is strong evidence of conducting factor analysis to the scale. One single factor was extracted after performing factor analysis (Extraction method PCA) with an eigenvalue of 4.714 and accounts for 78.559% of the total variance.

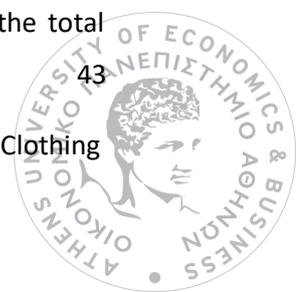
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,917
Bartlett's Test of Sphericity	Approx. Chi-Square	3182,964
	df	15
	Sig.	,000

Total Variance Explained

Eigenvalues		
Total	% of Variance	Cumulative %
4,714	78,559	78,559

As far as it concerns consumers' shopping orientation, KMO is equal to 0.794 which suggests sampling adequacy, while Bartlett's test of sphericity was found significant ($Bartlett(36)=1455.64$, $p<0.05$). Also, the scale's factor analysis' results (Extraction method PCA) revealed a three-factor structure. Specifically, the first factor was extracted with an eigenvalue of 2.967, explained the 28.772% of the total variance and represents quality & ethical shopping orientation due to the impressively high loadings of the items that regard and concern quality, environmental concern, etc. The second factor was extracted with an eigenvalue of 1.701, explained the 20.952% of the total



variance and represents fashion conscious shopping orientation. The third factor was extracted with an eigenvalue of 1.272, explained the 16.278% of the total variance and represents utilitarian shopping orientation (because of the high loadings of items that regard actual need).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,794
Bartlett's Test of Sphericity	Approx. Chi-Square	1455,64
	df	36
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,967	32,970	32,970	2,589	28,772	28,772
2	1,701	18,901	51,871	1,886	20,952	49,724
3	1,272	14,131	66,002	1,465	16,278	66,002

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

8) What is it important to you when you buy new clothing?	Component 1
Quality	,735
Country of Origin of product	,776
Environmental Protection	,803
Durability	,755

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

8) What is it important to you when you buy new clothing?	Component 2
Style	,694
Brand	,735
Fashion Trends	,823

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

8) What is it important to you when you buy new clothing?	Component 3
Basic Need	,627
Price	,852

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

The following questions focused on consumers' concerns during apparel shopping and it consists of 2 questions, in regard to social (human rights) and environmental concerns. KMO measure was estimated 0.75, so sampling adequacy is indicated. At the same time Bartlett's test of sphericity suggests performing factor analysis to the scale under study, since the statements' correlations were statistically significant (Bartlett(1)=726.378, $p < 0.05$). The results of factor analysis to the scale (Extraction method PCA) revealed a single-factor model with an eigenvalue of 1.812 and accounts for 90.603% of the total variance.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,750
Bartlett's Test of Sphericity	Approx. Chi-Square	726,378
	df	1
	Sig.	,000

Total Variance Explained

Eigenvalues		
Total	% of Variance	Cumulative %
1,812	90,603	90,603

In terms of the fashion orientation scale of the survey, 13 items were used to demonstrate consumers' general attitudes about fashion. After reliability analysis, the Q11i item ("clothing is important when I shop") was excluded as it was resulting increasing Cronbach's alpha value ($0.845 < 0.836$). Our sample is suitable for factor analysis since the measure KMO is equal to 0.857 which suggests sampling adequacy, while Bartlett's test of sphericity was found significant (Bartlett(66)=2655.861, $p < 0.05$). The scale's factor analysis' results (Extraction method PCA) revealed a three - factor structure. The factors were rotated by Varimax rotation and account for 60.962% of the total variance.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,857
Bartlett's Test of Sphericity	Approx. Chi-Square	2655,861
	df	66
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,687	39,057	39,057	3,490	29,083	29,083
2	1,481	12,345	51,401	2,164	18,033	47,116
3	1,147	9,561	60,962	1,661	13,846	60,962

Extraction Method: Principal Component Analysis.

Specifically, the first factor was extracted with an eigenvalue of 4.687, explained the 29.083% of the total variance and represents the fashion leadership dimension of fashion orientation. The second factor was extracted with an eigenvalue of 1.481, explained the 18.033% of the total variance and represents the “importance of being well-dressed” dimension of fashion orientation. The third factor was extracted with an eigenvalue of 1.147, explained the 13.846% of the total variance and represents the desire for uniqueness dimension of fashion orientation because of the high loadings of items that regard uniqueness.

Rotated Component Matrix^a

	Component 1
11) I am the first to try new fashion	,827
11) It is important for me to try new fashion	,804
11) I spend a lot of time on fashion-related activities	,770
11) I always buy at least one outfit of the latest fashion	,794
11) I am confident in my ability to recognize fashion trends	,669
11) Clothing is one of the most important ways I use in order to express myself	,500

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component 2
11) I do not mind to pay more for environmentally friendly clothing	,541
11) I enjoy having clothing that others do not	,641
11) I am very attracted to rare clothing	,788
11) I would prefer to have clothing custom-made than to have them ready-made	,739
<i>Extraction Method: Principal Component Analysis.</i>	
<i>a. 3 components extracted.</i>	

Rotated Component Matrix^a

	Component 3
11) Wearing good clothes is part of leading the good life	,771
11) It's important for me to look attractive	,812
<i>Extraction Method: Principal Component Analysis.</i>	
<i>a. 3 components extracted</i>	

The following questions focused on consumers' attitude towards the topic of the fashion industry and human rights violation and it consists of 2 questions, focusing on human rights and social sustainability. KMO measure was estimated 0.7, so sampling adequacy is indicated. At the same time Bartlett's test of sphericity suggests performing factor analysis to the scale under study, since the statements' correlations were statistically significant (Bartlett(1)=726.378, $p < 0.05$). The results of factor analysis to the scale (Extraction method PCA) revealed a single-factor model with an eigenvalue of 1.522 and accounts for 76,102 % of the total variance.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,700
Bartlett's Test of Sphericity	Approx. Chi-Square	726,378
	df	1
	Sig.	,000

Total Variance Explained

Eigenvalues		
Total	% of Variance	Cumulative %
1,522	76,102	76,102

Moving on, the next question evaluates the consumers' fast fashion shopping behaviour and consists of six items. Since our goal is to measure fast fashion involvement, we need to determine the

scale's internal structure and examine the validity of the constructs, using explanatory factor analysis. Firstly, the sampling is adequate due to $KMO=0.847$. At the same time, Bartlett's Test of Sphericity was estimated $Bartlett(15)=3049.53$, $p<0.05$, thus, there is strong evidence of conducting factor analysis to the scale. One single factor was extracted with an eigenvalue of 4.441 after performing factor analysis (Extraction method PCA) and accounts for 74.011% of the total variance.

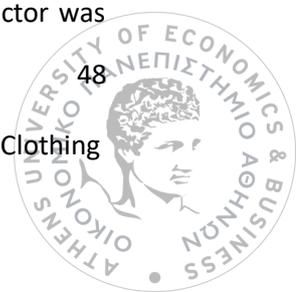
KMO and Bartlett's Test			Total Variance Explained		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,847	Eigenvalues		
Bartlett's Test of Sphericity	Approx. Chi-Square	3049,53	Total	% of Variance	Cumulative %
	df	15	4,441	74,011	74,011
	Sig.	,000			

Furthermore, six items constitute the question which evaluates the consumers' perception of fast and sustainable fashion. The sampling is adequate due to $KMO=0.79$, while Bartlett's Test of Sphericity was estimated $Bartlett(15)=1411.506$, $p<0.05$, so there is strong evidence of conducting factor analysis to the scale. One single factor was extracted after performing factor analysis (Extraction method PCA) with an eigenvalue of 3.165 and accounts for 52,751% of the total variance.

KMO and Bartlett's Test			Total Variance Explained		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,790	Eigenvalues		
Bartlett's Test of Sphericity	Approx. Chi-Square	1411,506	Total	% of Variance	Cumulative %
	df	15	3,165	52,751	52,751
	Sig.	,000			

In terms of Sustainable Fashion Buying Behaviour scale of the survey, five items were used to measure somebody's involvement with sustainable fashion. Our sample is suitable for factor analysis since the measure KMO is equal to 0.786 which suggests sampling adequacy, while Bartlett's test of sphericity was found significant ($Bartlett(10)=921.506$, $p<0.05$).

The scale's factor analysis' results revealed a two - factor structure. The factors were rotated by Varimax rotation and account for 82.812% of the total variance. Specifically, the first factor was



extracted with an eigenvalue of 3.087, explained the 43.158% of the total variance and represents the dimension of sustainable fashion buying behaviour in regard to self-image. The second factor was extracted with an eigenvalue of 1.054, explained the 39.654% of the total variance and represents Perceived Consumer Effectiveness dimension of sustainable fashion buying behaviour.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,786
Bartlett's Test of Sphericity	Approx. Chi-Square	921,506
	df	10
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,087	61,735	61,735	2,158	43,158	43,158
2	1,054	21,077	82,812	1,983	39,654	82,812

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component
	1
20) Purchasing sustainable fashion clothing helps me contribute to the environmental protection	,926
20) Purchasing sustainable fashion clothing helps me contribute to the protection of human rights	,909

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component
	2
20) Purchasing sustainable fashion clothing is part of my self-image	,904
20) Purchasing sustainable fashion clothing portrays an image of me to others	,908
20) Purchasing sustainable fashion clothing is important to me	,630

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

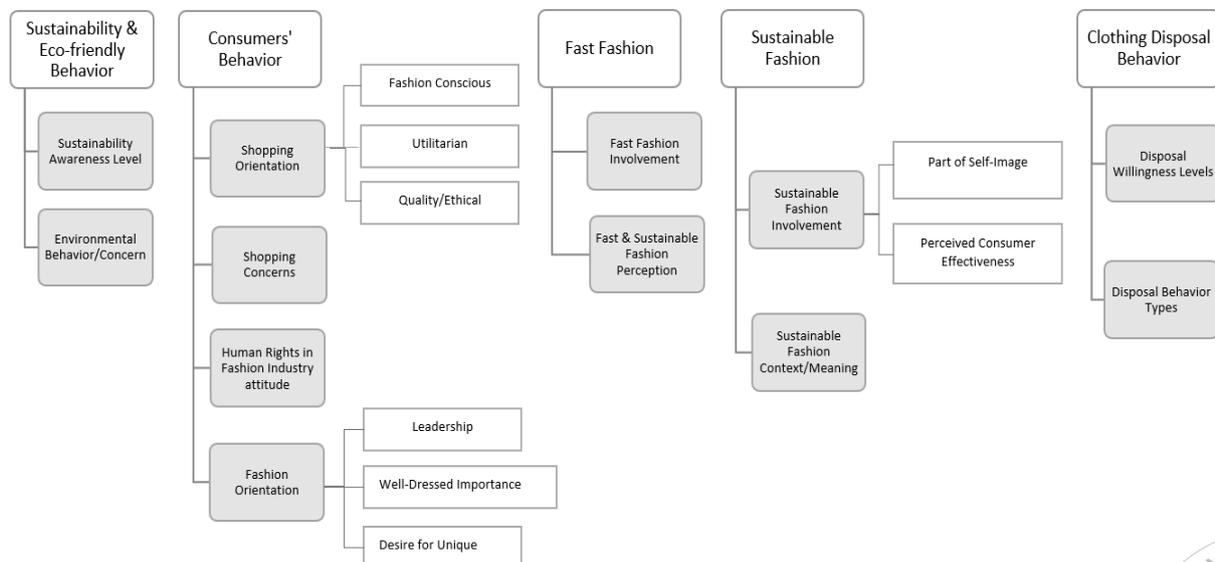
Finally, six items were used to define the importance and meaning of sustainability as far as apparel shopping is concerned, in order to examine the participants' context of fashion sustainability. Since our goal is to pinpoint and evaluate consumers' context of sustainable fashion shopping, we need

to determine the scale's internal structure and examine the validity of the constructs, using explanatory factor analysis. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is $KMO=0.752$, so the sampling is adequate, while Bartlett's Test of Sphericity was estimated $Bartlett(10)=653.429$, $p<0.05$. Therefore, there is strong evidence of conducting factor analysis to the scale. One single factor was extracted after performing factor analysis (Extraction method PCA) with an eigenvalue of 2.918 and accounts for 58.363% of the total variance.

KMO and Bartlett's Test			Total Variance Explained		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,752	Eigenvalues		
Bartlett's Test of Sphericity	Approx. Chi-Square	653,429	Total	% of Variance	Cumulative %
	df	10	2,918	58,363	58,363
	Sig.	,000			

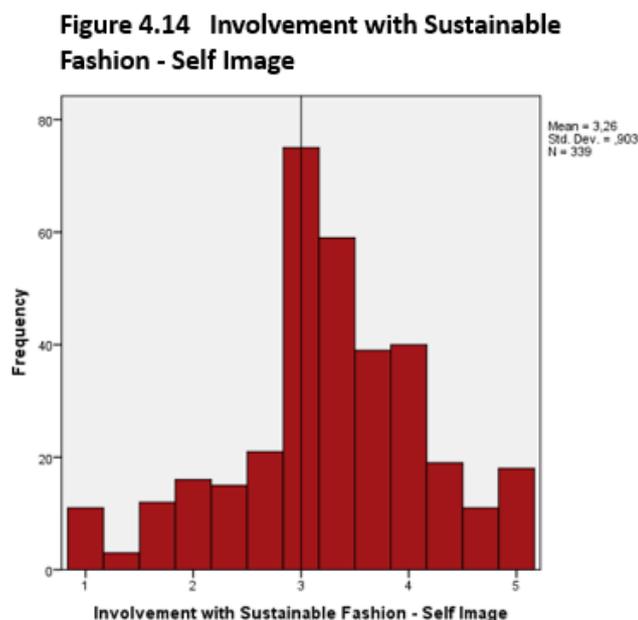
The previous section's objective was to extract the factors that represented the questionnaire's scales and therefore demonstrate the fundamental dimensions that embody the frameworks of sustainability awareness, consumers' shopping behaviour and lifestyle, fast fashion, sustainable fashion, and clothing disposal. The following figure illustrates those dimensions/factors. This section's objective is whether there is an association between those variables and how can sustainability awareness affect those features.

Figure 4.13 Extracted factors



One of the survey's objectives is to examine how sustainable fashion movement awareness affects consumers' behaviour. Overall, the 3 factors concerning sustainable fashion movement awareness are: Involvement with Sustainable Fashion - Self Image, involvement with Sustainable Fashion – Perceived Consumer Effectiveness and Sustainable Fashion Consumption – Meaning, and they will be examined in detail below.

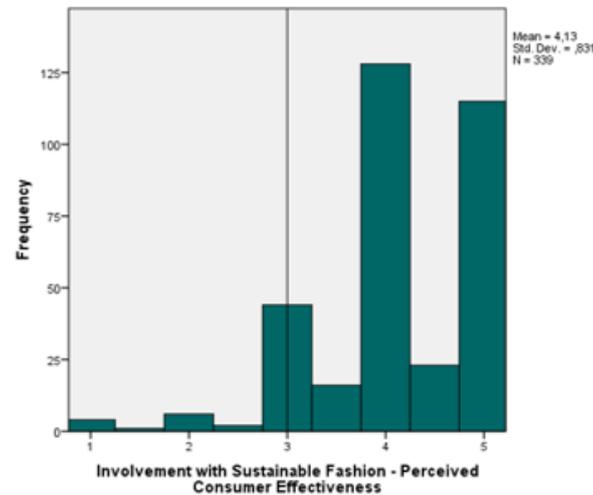
Firstly, the histogram of the Self-Image dimension of Involvement with Sustainable Fashion indicates that the majority of the variable's values are gathered on the left side. Precisely, 77% of the sustainable fashion consumers scores are above the variable's mid-range - which is equal to 3 - with fewer values to the right side (23%), illustrating the sustainable fashion consumers' tendency to buy sustainable fashion clothes as part of their self-perception.



Along the same lines, the histogram of the Perceived Consumer Effectiveness dimension of Involvement with Sustainable Fashion illustrates that only 3.8% of the participants scored below 3, while 83.2% scored above mid-range, indicating that the vast majority of factor's values and consumers' responses are extremely high. This demonstrates that sustainable fashion consumers tend to make sustainable consumption fashion choices and are actually likely to behave sustainably in order

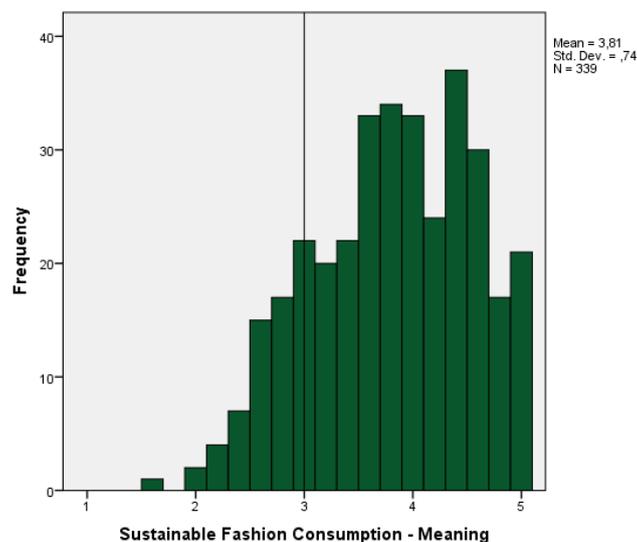
to reinforce the perception of effectiveness and the feeling of protecting the environment and human rights.

Figure 4.15 Involvement with Sustainable Fashion – Perceived Consumer Effectiveness



Finally, the histogram of the Meaning of Involvement with Sustainable Fashion consumption shows that only 13.6% of the sustainable fashion consumers scored below 3, while 80% scored above mid-range, pinpointing that most of the responses about the context and the significance of sustainable fashion consumption were high. This demonstrates that sustainable fashion consumers evaluate and associate the sustainable consumption fashion choices with quality as well as environmental and social protection.

Figure 4.16 Sustainable Fashion Consumption – Meaning



4.4. Correlation Analysis

4.4.1. The impact of sustainability awareness on consumer behaviour

The following table demonstrates the correlations between sustainability awareness levels and the factors that represent consumer behaviour. Precisely, the correlation between sustainability awareness and Quality shopping orientation was found statistically significant at the 1% significance level (0.265), meaning that the more consumers are aware of sustainability, the more quality & ethical shopping oriented they are. Additionally, the correlation between sustainability awareness and ethical concerns during shopping was strong, positive, and statistically significant at the 1% significance level (0.436), meaning that respondents who are aware of sustainability are likely to be more concerned and conscious about the ethical and sustainable consequences during apparel shopping. As far as consumers' fashion orientation is concerned the dimensions of Leadership and Desire for Unique were found positive and statistically significant correlated to sustainability awareness at the 1% significance level (0.146 & 0.199, respectively), indicating that high levels of sustainability awareness could determine increases in the Leadership and Desire for Unique dimensions of fashion orientation scores. Finally, sustainability awareness and consumers' attitude towards human rights in the fashion industry was also found positive and statistically significant (0.151).

Correlations between Sustainability Awareness & Consumer Behaviour factors

	Sustainability Awareness Level
Shopping Orientation: Fashion Conscious	.015
Shopping Orientation: Utilitarian	.016
Shopping Orientation: Quality-Ethical	.265**
Shopping Concerns (ethical)	.436**
Fashion Orientation: Leadership	.146**
Fashion Orientation: Importance of Being Well-Dressed	.035
Fashion Orientation: Desire for Unique	.199**
Fashion Industry - Human Rights	.151**

4.4.2. The impact of Sustainability awareness on disposal behaviour

The following table demonstrates the Spearman’s rho correlations between sustainability awareness levels and the questionnaire’s items that have a reference to disposal behaviour. Disposal behaviour involves the item of disposal willingness, as well as the types of clothing disposal behaviour (e.g., selling, recycling, etc.). Precisely, the correlation between sustainability awareness and disposal willingness was found statistically significant at the 1% significance level (0.109), meaning consumers that are highly aware of sustainability tend to have stronger disposal willingness levels.

Additionally, the Spearman’s rho correlations between sustainability awareness and all types of clothing disposal behaviour - except for throwing clothes away - were moderate, positive, and statistically significant at the 1% significance level, with values ranging from 0.113 to 0.225, meaning that the more respondents are aware of sustainability, the more likely they are to adopt those five means of clothing disposal. On the contrary, throwing away clothes has a negative and statistically significant correlation at the 1% significance level (-0.164). This indicates that consumers that are engaged to sustainability, are less likely to throw away clothes, but they prefer alternative means of clothing disposal, such as donation or recycling.

Spearman’s Rho Correlations between Sustainability Awareness & Disposal Behaviour

	Sustainability Awareness Level
Disposal Willingness	.109**
Frequency of Clothing Disposal Behaviour:	
Selling	.177**
Donation	.184**
Give to friends/family	.113**
Recycling	.212**
Repair/reuse	.225**
Throw away	-.164**

Figure 4.17 Clothing disposal – Donation

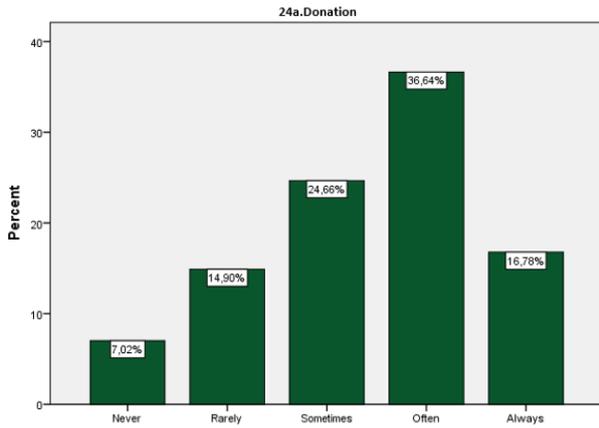


Figure 4.18 Clothing disposal – Selling

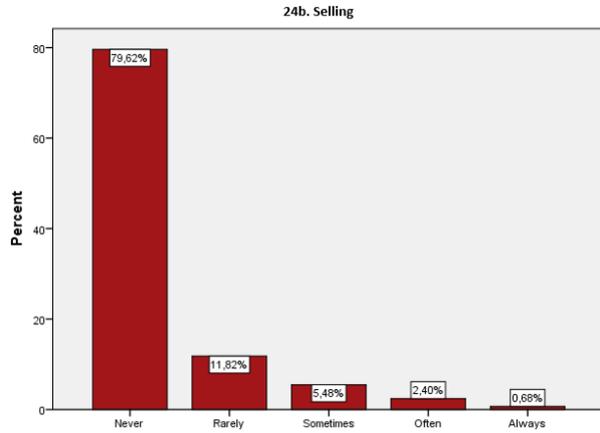


Figure 4.19 Clothing disposal – Give to friends/family

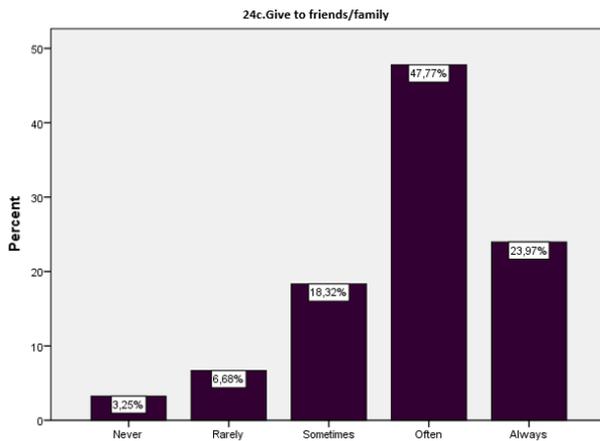


Figure 4.20 Clothing disposal – Recycling

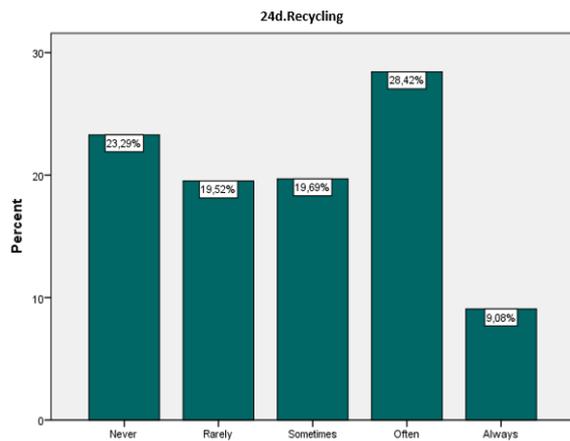


Figure 4.21 Clothing disposal – Repair/Reuse

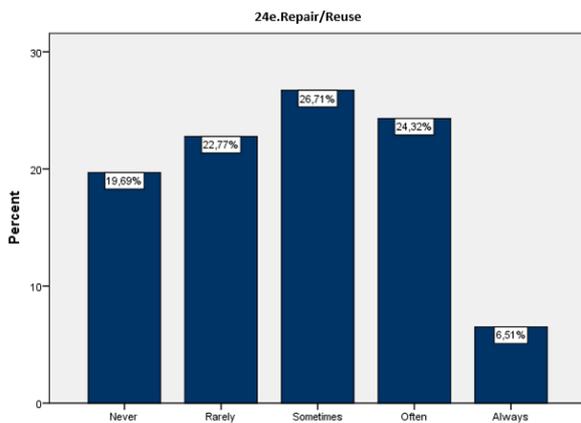
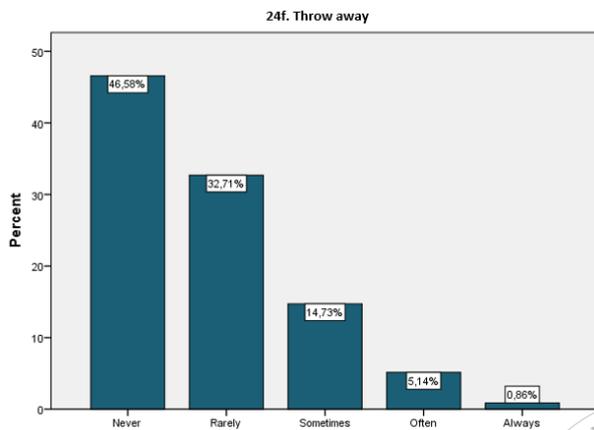


Figure 4.22 Clothing disposal – Throw away



4.4.3. The attitudes between fast and sustainable fashion consumers

- Fast Fashion Consumers

In this section, we will examine and gain a deeper knowledge of the attitudes of fast and sustainable fashion consumers. As it is reported in the following table consumers' fast and sustainable fashion perception is positive and statistically significant at the 1% significance level with Fashion Consciousness (shopping orientation) (0.228) as well as the three dimensions of fashion orientation, i.e., Leadership (0.396), Importance of Being Well-Dressed (0.174) and Desire for Unique (0.170). Those positive relationships indicate that consumers that embrace fast and sustainable fashion buying behaviour are likely to be more fashion conscious when shopping as well as more fashion oriented among all three dimensions.

In contrast, consumers' fast and sustainable fashion perception is negative and statistically significant at the 1% significance level with the factors that have ethics as a component, i.e., quality/ethical shopping orientation (-0.12), Shopping Concerns (-0.115) and violation of Human Rights in Fashion Industry (-0.10). This negative association actually illustrates that consumers are likely to experience declines in those factors' levels as a result of accepting and embracing a more fast and sustainable fashion shopping behaviour.

Finally, the conclusions are similar when studying fast fashion involvement and how it is related to the consumers' attitudes and lifestyle.

Correlations between Fast and Sustainable fashion perception, Fast fashion Involvement & Consumer Behaviour factors

	Fast & Sustainable fashion perception	Fast Fashion Involvement
Shopping Orientation: Fashion Conscious	.228**	.294**
Shopping Orientation: Utilitarian	-.037	-.123**

Shopping Orientation: Quality-Ethical	-.120**	-.234**
Shopping Concerns (ethical)	-.115**	-.243**
Fashion Orientation: Leadership	.396**	.437**
Fashion Orientation: Importance of Being Well-Dressed	.174**	.302**
Fashion Orientation: Desire for Unique	.170**	.165**
Fashion Industry - Human Rights	-.100**	-.119**

- Sustainable Fashion Consumers

The following table demonstrates the correlations between sustainable fashion dimensions and the factors that define consumer behaviour, disposal behaviour, fast fashion involvement and environmental-sustainability awareness.

Precisely, as it was expected, the correlations between the three dimensions of sustainable fashion and the factors of sustainability awareness, Quality-Ethical Shopping Orientation, Shopping Concerns, Desire For Unique Fashion Orientation, and Human Rights' violation in Fashion Industry were found positive and statistically significant at the 1% significance level ranging from 0.177 to 0.396, meaning that increases in the scores of those factors, lead to increases in involvement with sustainable fashion as well as the meaningfulness of sustainable fashion consumption. Additionally, perceived consumer effectiveness had positive and statistically significant correlations with disposal willingness (0.141) and environmental concerns (0.196), implying that the more a consumer believes that he is contributing to environmental protection the more he is willing either to dispose clothes or be concerned during apparel shopping. Along the same lines, the self-image dimension of involvement with sustainable fashion was significantly correlated to Leadership Fashion Orientation (0.195), the Importance of Being Well-Dressed Fashion Orientation (0.198) and Fast Fashion Involvement (0.169).

This illustrates that if a consumer relates his self-image and self-perception to sustainable fashion and is actually conscious about it, he is likely to consume fast fashion, firmly believe that it is important to be well-dressed, as well as tend to be more leadership-fashion oriented.

Finally, the meaningfulness of sustainable fashion was found positively and significantly correlated to Utilitarian Shopping Orientation (0.175) and Leadership Fashion Orientation (0.117).

	Involvement with Sustainable Fashion - Self Image	Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Sustainable Fashion Consumption - Meaning
Sustainability Awareness Level	,215**	,193**	,213**
Disposal Willingness	,088	,141**	,080
Environmental Concerns	,088	,196**	,170**
Shopping Orientation: Fashion Conscious	,039	-,006	,095
Shopping Orientation: Utilitarian	-,023	,042	,175**
Shopping Orientation: Quality-Ethical	,192**	,180**	,396**
Shopping Concerns (ethical)	,328**	,377**	,335**
Fashion Orientation: Leadership	,195**	,090	,117*
Fashion Orientation: Importance of Being Well-Dressed	,198**	,021	,096
Fashion Orientation: Desire for Unique	,319**	,238**	,242**
Fashion Industry - Human Rights	,177**	,232**	,248**
Fast Fashion Involvement	,169**	-,042	-,051

4.5. Regression Analysis

4.5.1. The impact of Sustainability Awareness on Consumer Behaviour

Linear regression analyses were conducted to examine further the relationships between Sustainability Awareness (as independent variable) and each one of the five factors that represent consumer behaviour and were found to have statistically significant correlations with Sustainability Awareness (as dependent variables) in order to investigate the causality among them. The following table contains the results of each linear regression.

Regression Analyses Summaries for Sustainability Awareness Predicting Consumer Behaviour factors

	Quality - Shopping Orientation	Shopping Concerns	Leadership - Fashion Orientation	Desire for Unique - Fashion Orientation	Fashion Industry & Human Rights Attitude
Constant	2,359	1,215	1,786	2,414	4,068
Sustainability Awareness	0,224	0,513	0,123	0,177	0,108
R ²	0,100	0,200	0,020	0,050	0,030

Quality/Ethical - Shopping Orientation: we can observe that the dimension of quality as far as shopping orientation is concerned is positively associated with Sustainability Awareness (b=0.224, p<0.05) indicating that an increase of one point in Sustainability Awareness degree results in an increase of 0.224 on the quality shopping orientation. The model was statistically significant and explained 10% of the variance.

Shopping Concerns (ethical): concerns during apparel shopping is positively associated with Sustainability Awareness (b=0.513, p<0.05) indicating that an increase of one point in Sustainability Awareness levels results in an increase of 0.513 on the level of shopping concerns. The model was statistically significant and explained 20% of the variance.

Leadership - Fashion Orientation: the dimension of leadership as far as fashion orientation is concerned is also positively associated with Sustainability Awareness ($b=0.123$, $p<0.05$) indicating that an increase of one point in Sustainability Awareness leads to an increase of 0.123 on the level of leadership in fashion orientation. The model was statistically significant and explained 2% of the variance.

Desire for Unique - Fashion Orientation: the dimension of uniqueness desire as far as fashion orientation is concerned was found positively associated with Sustainability Awareness ($b=0.177$, $p<0.05$) illustrating that an increase of one point in Sustainability Awareness level leads to an increase of 0.177 on the level of leadership in fashion orientation. The model was statistically significant and explained 5% of the variance.

Attitude towards the Fashion Industry & Human Rights: the factor of customers' attitudes towards human rights in the fashion industry is positively associated with Sustainability Awareness ($b=0.108$, $p<0.05$) illustrating that an increase of one point in Sustainability Awareness degree leads to an increase of 0.108 on the degree of believing that human rights are violated in the fashion industry. The model was statistically significant and explained 3% of the variance.

4.5.2. The impact of Sustainability Awareness on Clothing Disposal Willingness

Linear regression analysis was conducted to examine further the relationship between Sustainability Awareness (as independent variable) and Disposal Willingness.

Regression Analysis Summary for Sustainability

Awareness Predicting Consumers' Disposal Willingness

	Disposal Willingness
Constant	3,007
Sustainability Awareness	0,136
R ²	0,13

We can observe that Disposal Willingness is positively associated with Sustainability Awareness ($b=0.136$, $p<0.05$) indicating that an increase of one point in Sustainability Awareness degree results in an increase of 0.136 on Disposal Willingness. The model was statistically significant and explained 13% of the variance.

4.6. ANOVA and T-Test Analyses

4.6.1. Comparison between sustainable fashion consumers & non- sustainable fashion consumers

In order to explore further the impact that sustainable fashion movement has on consumer behaviour, we moved on conducting T-tests. We aim at determining the significant differences between sustainable fashion consumers and non- sustainable fashion consumers, as long as the factors that represent behaviour are concerned. The statistically significant results are presented in the following table.

Mean Values & t-tests between Sustainable- Non-sustainable Fashion Consumers, for factors under study

	Sustainable Fashion Consumers (SFC)	Non-Sustainable Fashion Consumers (NSFC)	<i>t-test</i>
	<i>Mean</i>	<i>Mean</i>	
Environmental Concerns	4.64	4.35	4.64**
Shopping Orientation: Quality-Ethical	3.20	2.80	6.23**
Shopping Concerns (ethical)	3.18	2.18	11.50**
Fashion Orientation: Leadership	2.22	2.00	2.28**
Fashion Orientation: Desire for Unique	3.10	2.74	4.97**
Fashion Industry - Human Rights	4.52	4.21	5.18**

** $p<.01$



The results demonstrate that statistically significant differences were revealed between the two groups of consumers, as far as Environmental Concerns (SFC: $M=4.64$, NSFC: $M=4.35$, $p<0.01$), Quality/Ethical Shopping Orientation (SFC: $M= 3.2$, NSFC: $M=2.8$, $p<0.01$), Shopping Concerns (SFC: $M= 3.18$, NSFC: $M= 2.18$, $p<0.01$), Leadership (SFC: $M= 2.22$, NSFC: $M= 2$, $p<0.01$) and Desire For Unique Fashion Orientations (SFC: $M= 3.1$, NSFC: $M=2.74$, $p<0.01$), and Human Rights in Fashion industry (SFC: $M= 4.52$, NSFC: $M= 4.21$, $p<0.01$). Hence, it is underlined that in those cases Sustainable Fashion Consumers scores are significantly higher compared to the corresponding NSFC scores, indicating that Sustainable Fashion Consumption affects fashion orientation, with SFCs being more leadership-oriented (however scoring relatively low values – below 3) and desiring innovativeness for clothing to a greater extent than the NSFCs. Along the same lines, as it was expected SFCs were more environmentally and socially concerned than NSFCs, being both ethical and sustainable concerned while shopping.

4.6.2. Consumer characteristics on Consumer Behaviour

- Gender Differences

The results demonstrate that statistically significant differences were revealed between the two genders of sustainable fashion consumers, as far as Shopping Concerns (Male: $M= 2.65$, Female: $M=3.24$, $p<0.01$) and the two dimensions of Involvement with sustainable fashion are concerned, i.e., Self-Image (Male: $M=2.99$, Female: $M=3.3$, $p<0.01$) and Perceived Consumer Effectiveness (Male: $M=3.72$, Female: $M=4.18$, $p<0.01$), with women scoring higher than men in all cases. This suggests that women who support sustainable fashion are significantly more concerned during shopping compared to men, as well as more involved with sustainable fashion than men, in terms of self-image and perceived consumer effectiveness. Therefore, not only do women firmly believe that sustainable fashion is indicative of their self-image, but they are also feeling more intensely that they contribute to the protection of the environment and human rights, compared to men.

Additionally, a statistically significant difference was revealed between the two genders in terms of Fast & Sustainable Fashion Perception (Male: M= 3.04, Female: M=3.46, $p<0.01$), with men being more sceptic than women.

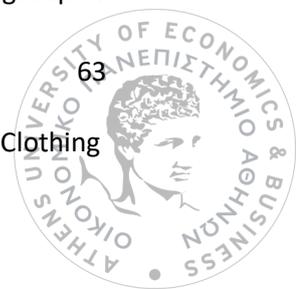
Mean Values & t-tests for factors under study group by gender

	Male	Female	<i>t-test</i>
	<i>Mean</i>	<i>Mean</i>	
Shopping Concerns (ethical)	2.65	3.24	-3.105**
Self-Image - Involvement with Sustainable Fashion	2.99	3.30	-1.926*
Perceived Consumer Effectiveness - Involvement with Sustainable Fashion	3.72	4.18	-3.176**
Fast & Sustainable Fashion Perception	3.04	3.46	-4.66**

- Age Group Differences

As far as age is concerned, after conducting one-way ANOVA analysis, statistically significant differences were revealed between age groups, Fast & Sustainable Fashion Perception and the two dimensions of Involvement with sustainable fashion, i.e., Self-Image and Perceived Consumer Effectiveness. Afterwards, we performed Post-hoc tests so as to confirm and define where – between which groups – the differences occurred.

In the case of self-image, the significant difference occurred between the groups of those aged 18-24 and 45-54 (“18-24”: M= 3.45, “45-54”: M=2.79, $p<0.01$). This suggests that those aged between 18-24 are more involved with sustainable fashion than those aged between 45-54, in terms of self-image. As far as perceived consumer effectiveness is concerned, those aged between 18-24 are more involved with sustainable fashion than those aged over 55 (“18-24”: M= 4.31, “55+”: M=3.68, $p<0.01$). Finally, the differences in Fast & Sustainable Fashion Perception occurred between the age group of



55+ and all the other age groups, with those being over 55 years old being more sceptic to Fast & Sustainable Fashion than the other age categories.

Mean Values & ANOVA for factors under study group by age group

	Mean Values						F-test
	Under 18	18-24	25-34	35-44	45-54	55+	
Self-Image - Involvement with Sustainable Fashion	3,33	3.45	3.25	3.16	2.79	3.21	2.986*
Perceived Consumer Effectiveness - Involvement with Sustainable Fashion	4.50	4.31	4.17	3.89	3.92	3.68	3.527**
Fast & Sustainable Fashion Perception	3.76	3.44	3.44	3.43	3.36	2.74	6.616**

- Marital Status Differences

Regarding marital status, a statistically significant difference was revealed between the groups of “single, living with parents” and “Married with children” in terms of Fast Fashion Involvement (“Single, living with parents”: M= 2.39, “Married with children”: M=2.00, $p < 0.01$), with those being married with children being less supportive of fast fashion, than those being single living with parents.

Mean Values & ANOVA for factors under study group by marital status

	Mean Values						F-test
	Single	Single, living with parents	Single parent	With partner	Married	Married with children	
Fast Fashion Involvement	2.26	2.39	1.82	2.22	1.98	2.00	3.053**

- Educational Level Differences

Regarding educational level, statistically significant differences were revealed between the groups of “Junior/High School Graduate” and “Bachelor's Degree” (“Junior/High School Graduate”: M= 4.43, “Bachelor's Degree”: M=4.08, $p<0.01$), and the groups of “Junior/High School Graduate” and “Master's Degree” (“Junior/High School Graduate”: M= 4.43, “Master's Degree”: M=4.00, $p<0.01$), in terms of Perceived Consumer Effectiveness, with those being Junior/High School Graduates having higher scores in Perceived Consumer Effectiveness.

Mean Values & ANOVA for factors under study group by educational level

	Mean Values					F-test
	Junior/High School Graduate	Technical/Private Institute Degree	Bachelor's Degree	Master's Degree	Doctoral Degree	
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	4.43	4.07	4.08	4.00	4.25	3.036**

- Monthly Individual Income Differences

In terms of monthly income, a statistically significant difference was revealed between the group of respondents that earned less than 400€ and the group of respondents whose salary ranged from 1001€ to 2000€, in terms of Perceived Consumer Effectiveness (“0-400”: M= 4.29, “1001-2000”: M=3.83, $p<0.01$), with those earning less money scoring higher in the dimension of Perceived Consumer Effectiveness, than those earning from 1001€ to 2000€.

Mean Values & ANOVA for factors under study group by income category

	Mean Values					F-test
	0-400	401-650	651-1000	1001-2000	>2000	
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	4.29	4.11	4.09	3.83	4.27	3.872**

- Occupation Type Differences

As far as occupation is concerned, statistically significant differences were revealed between the groups of School/University students and Public employees (“School/University student”: M= 4.39, “Public employee”: M=3.77, $p < 0.01$), and the groups of School/University students and Private employees (“School/University student”: M= 4.39, “Private employee”: M=4.02, $p < 0.01$), in terms of Perceived Consumer Effectiveness, with those being School/University students having higher scores in Perceived Consumer Effectiveness.

Mean Values & ANOVA for factors under study group by occupation type

	Mean Values								F-test
	Self employed	Business owner	Public employee	Private employee	School/University student	Unemployed	Housewife	Retiree	
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	4.12	3.94	3.77	4.02	4.39	4.29	4.08	4.25	3.084**



5. Discussion, Implications and Future Research

5.1. Discussion and Conclusions

Overall, this research was conducted in order to examine the impact that sustainability and sustainable fashion movement awareness can have on consumer clothing purchasing and disposal behaviours. Furthermore, consumers' personal characteristics and shopping attitudes regarding the behaviours mentioned above were studied. This chapter presents in detail the results of the analysis conducted, in order to investigate the research objectives of this study.

Regarding sustainable fashion movement awareness, the results indicated that sustainable fashion aware consumers associate sustainable fashion with the environmental and human rights protection, and the quality of garments. Also, they tend to purchase sustainable fashion in order to feel that they contribute to the protection of the environment and human rights, to express themselves and to make a statement. These results are consistent with the studies of Lundblad & Davies (2016) and Cho et al. (2015), who stated that this type of consumers use sustainable fashion in order to express themselves, look fashionable and they also think of the negative environmental and societal impacts of fashion. Finally, these consumers are more keen to dispose of their clothes, than throwing them away, as they consider that they contribute to the protection of the environment, which is also supported by Cho et al. (2015).

When it comes to sustainably aware consumers, the study showed that they are more likely to think of apparel quality, environmental and human rights protection before and during shopping, which is also supported by Balderjahn et al. (2018), who indicates that sustainable consumers are well educated on the impacts that non-sustainable ways of production have on the environment and society. In addition, sustainable consumers are more leadership-oriented and search for uniqueness when they look for clothing, whilst they are highly aware of human rights violation in the fashion industry. Furthermore, concerning disposal behaviour, sustainable consumers tend to be more eager



to dispose of their clothing, rather than throwing them away, by choosing donation, recycling or giving them to friends/family.

As far as it concerns consumers' personal characteristics, the research was based on the demographic data of the respondents concerning gender, age, marital status, educational level, monthly individual income and occupation. Firstly, regarding gender, female fashion consumers choose sustainable apparel more often than males, as they think that it is part of their image and, at the same time, feel that they help in the environmental and human rights protection. However, according to Silverstein and Sayre (2009), women purchase more often fast fashion clothing than men, which is also supported in this study. Moving on age differences, the study indicates that individuals between 18-24 consider sustainable fashion as a mean for personal expression and contribution to environmental and human rights protection. However, the results show that they, as well as all individuals up to 55 years old, purchase sustainable fashion clothing from fast fashion stores, meaning that they are not yet fully aware of what sustainable fashion is about. According to the study by Morgan and Birtwistle (2009), young consumers are aware of the rapid fast fashion consumption, however, they become part of it, as their sustainability awareness is low.

Furthermore, regarding marital status, the results showed that married people with or without children support sustainable fashion more than individuals who are single and live with their parents, whilst those who buy sustainable fashion clothing in order to contribute to the environmental and human rights protection are junior or high school graduates, earn less than 400€ per month and are mainly school or university students. Furthermore, the analysis did not show statistically significant differences in the relationship between consumers' personal characteristics and clothing disposal behaviour. Interestingly, this fact leads to the assumption that the sustainable ways of clothing disposal are followed by the participants, regardless of age, profession, etc., which means that they are more widespread than sustainable clothing purchasing.



Finally, concerning consumers' attitudes, the study indicated that those who prefer their clothing to be unique, of good quality, made of durable materials and their production to respect human rights, buy sustainable fashion more. These results agree with the study by Lundblad and Davies (2016), who claim that sustainable fashion consumers desire to own unique clothing that enhances their self-esteem and, at the same time, endures through time. Furthermore, consumers purchase sustainable fashion because they consider clothing as a basic need and they feel that they contribute to the environmental and human rights protection. Also, sustainable fashion consumers that are leadership-oriented, meaning that they are aware of fashion trends and think that being well-dressed is important, are very likely to purchase fast fashion apparel, as well.

As long as fast fashion consumers go, they are fashion leaders, as well, as they make clothing purchases based on new fashion trends and brands, they consider it very important to be well-dressed and they want their clothing to be unique. Also, as it was supported by Morgan and Birtwistle (2009), fast fashion consumers care more about following new trends than protecting the environment. In this study, the results verify this statement, as it was indicated that fast fashion consumers don't think, not only the environmental, but also the societal consequences that fast fashion has, whilst they don't consider clothing as a basic need element.

Additionally, concerning disposal behaviour, the study showed that the more consumers understand that they help in the environmental protection, the more they choose sustainable ways of clothing disposal. These results are supported by Shim (1995) and Joung and Park-Poaps (2011), who suggest that consumers, who understand the value of a garment and the negative environmental impact of throwing it away, choose alternative clothing disposal ways.

5.2. Academic, Managerial and Societal Implications

Concerning academic implications, this study has attempted to associate something that other studies, on which the literature review was based, have not tried to associate before. Specifically, this

research has examined to what extent not only sustainable fashion movement awareness contributes to clothing disposal behaviour, but also sustainability awareness, in general. Interestingly, both consumers have the same mentality when it comes to clothing disposal behaviour. This study contributes to the existing literature by presenting that sustainability is a way of living and can be applied in all areas of everyday life, whether people are into sustainable fashion or not.

Also, the aim of the study was to examine the relationship between all consumers' personal characteristics with clothing buying and disposal behaviour, whilst it investigates the difference between sustainable and fast fashion consumers' attitudes concerning the behaviours mentioned above. This is an innovation in research, as this is a first attempt to shape the holistic profile of fashion consumers, by using questions aimed at collecting participants' personal data. Eventually, this study can be used for other future research.

Regarding managerial implications, the findings can help fashion professionals, who try to use sustainability as much as possible in textiles and clothing production techniques, to understand the wider audience interested in sustainable fashion. As fashion houses' consumers consist mainly of people over 30 who can allocate a large amount of money to acquire sustainable fashion, they should also address younger ages, that purchase mainly from second hand shops. A very good strategy would be the collaboration of fashion houses that support sustainability with young people who work, study and have an average personal income, in order to advertise more the line that these fashion houses follow. Also, fast fashion stores can reduce the growth of clothing production, as more and more consumers are aware of the consequences it has on the environment and human rights, change their production line and launch a collection that is as sustainable as possible. Finally, companies that support sustainability can take action to support alternative and sustainable ways of clothing disposal, either in partnership with NGOs or with consumers, to further strengthen their support for sustainability and to inform other consumers via social and mass media.



Finally, the study can also have societal implications, as the contribution of fashion and its consumers to the protection of the environment and human rights is examined. In particular, by reading this study, one can be informed about what is happening in the fashion industry regarding labour and human rights, the implication of child labour and be more conscious concerning clothing disposal methods. Furthermore, this study can help consumers to gain further awareness on sustainability and to increase and spread it as best as they can.

5.3. Limitations and Future Research

Even though an effort has been made to make the study as reliable as possible, there are some limitations that should be taken into account. First of all, it was asked to participants to answer the questionnaire thinking their shopping behaviour before the COVID-19 pandemic. As the survey was conducted almost a year after the beginning of the pandemic, there was a great possibility that the participants did not remember their shopping habits or their monthly amount of money they used to spend on clothing well enough, especially those who did not shop very often. Moreover, due to the sample method collecting method that was used (convenience and snowball techniques), and hence, the results cannot be generalized and represent the entire population.

Furthermore, one of the researcher's aims was the survey to be consist of as much equal distributed sample as possible and so that any significant imbalance between men and women could be located. However, females constituted the majority of the study's sample. Finally, this study tried to shape a profile of sustainable and fast fashion consumers regarding their clothing buying and disposal behaviours by using questions based on demographic characteristics, but these results are very general and indicative as the sample couldn't be split into two distinct categories.

As mentioned before, the study was conducted during the COVID-19 pandemic. The specific research needs further probing and hence its investigation at a different time period is suggested. Due to financial and psychological repercussions and a sharp change in peoples' daily routine, it is believed



that the current circumstances are not conducive for analyzing shopping purchasing behaviour. A qualitative research that aims to shape consumers' profile could also be conducted, so that the differences between them to be more distinct. In this way, inevitably arises that inferences regarding the clothing buying and disposal behaviour would be easier to be analyzed. Finally, in order to find significant and detailed differences between men and women, a qualitative, as well as a quantitative, study, with an equal number of both genders, could be held.



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Appendices

Appendix 1

Greek Questionnaire

Ο αντίκτυπος της βιώσιμης μόδας στη συμπεριφορά των καταναλωτών: Διαμορφώνοντας το προφίλ των καταναλωτών ταχείας και βιώσιμης μόδας

Αγαπητέ/ή Συμμετέχοντα/ουσα

Στα πλαίσια των μεταπτυχιακών μου σπουδών “MSc in Marketing & Communication : Specialization in International Marketing (PRIMA)” στο Οικονομικό Πανεπιστήμιο Αθηνών (ΟΠΑ), διεξάγω μία έρευνα με θέμα «Ο αντίκτυπος της βιώσιμης μόδας στη συμπεριφορά των καταναλωτών: Διαμορφώνοντας το προφίλ των καταναλωτών ταχείας και βιώσιμης μόδας». Σκοπός της έρευνας είναι να εξεταστεί το κατά πόσο επηρεάζει το φαινόμενο της βιώσιμης μόδας την αγοραστική συμπεριφορά των καταναλωτών και να ερευνηθούν οι διαφορές μεταξύ των καταναλωτών ταχείας και βιώσιμης μόδας.

Το ερωτηματολόγιο που ακολουθεί έχει σχεδιαστεί ώστε να συλλεχθούν τα απαραίτητα δεδομένα και η συμμετοχή σας στην έρευνα είναι εντελώς εθελοντική. Η διαδικασία συμπλήρωσης θα διαρκέσει περίπου 15 λεπτά. Παρακαλώ κοιτάξτε προσεκτικά το ερωτηματολόγιο και απαντήστε στις ερωτήσεις που ακολουθούν με τη σειρά που παρατίθενται και με όσο μεγαλύτερη προσοχή, ακρίβεια και ειλικρίνεια γίνεται.

Όλες οι πληροφορίες που θα μας παρέχετε θα παραμείνουν ανώνυμες και εμπιστευτικές. Δεν χρειάζεται να γράψετε πουθενά το όνομά σας στο ερωτηματολόγιο. Έχετε το δικαίωμα να αποχωρήσετε οποιαδήποτε στιγμή χωρίς καμία απολύτως επίπτωση.

Παρακαλώ να θυμάστε πως δεν υπάρχουν σωστές και λάθος απαντήσεις. Αυτό που μας νοιάζει είναι η πραγματική προσωπική σας γνώμη και αντίληψη.

Σημειώστε ότι θα πρέπει να απαντήσετε το ερωτηματολόγιο με βάση τον τρόπο ζωής σας και τις συνθήκες που επικρατούσαν πριν την πανδημία του κορονοϊού (COVID-19).

Σας ευχαριστώ προκαταβολικά για το χρόνο σας και την προθυμία σας να συμμετέχετε στην έρευνα και να συμπληρώσετε το παρόν ερωτηματολόγιο.

Με εκτίμηση

Μπαλδώρα Στυλιανή

Ενότητα 1: Ευαισθητοποίηση σχετικά με τη βιωσιμότητα

1) Γνωρίζετε τον όρο «Βιώσιμη Μόδα» (Sustainable fashion)?

Ναι

Όχι

Ορισμός

Η βιώσιμη μόδα ορίζεται ως μια φιλική προς το περιβάλλον προσέγγιση για το σχεδιασμό, την κατασκευή και την κατανάλωση ρούχων, διασφαλίζοντας την προστασία του πλανήτη και τη μείωση κατανάλωσης όλων των φυσικών του πόρων. Αναφέρεται επίσης στην ανακύκλωση και επαναχρησιμοποίηση των ειδών ρουχισμού, καθώς και στη διατήρηση της ευημερίας των εργατών της βιομηχανίας της μόδας μέσω δίκαιων μισθών και ασφαλών συνθηκών εργασίας.

2) Ποιο πιστεύετε ότι είναι το επίπεδο γνώσης σας σχετικά με τη βιωσιμότητα και το περιβάλλον?

Πολύ Χαμηλό 1 2 3 4 5 Πολύ υψηλό

3) Οι εταιρείες που ανήκουν στη βιομηχανία της μόδας κάνουν σημαντικά βήματα προς τη βιωσιμότητα.

Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4) Οι εταιρείες που ανήκουν στη βιομηχανία της μόδας χρησιμοποιούν τη βιωσιμότητα μόνο για διαφημιστικούς λόγους.

Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) Πόσο συμφωνείτε με τις ακόλουθες δηλώσεις?

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Η αυξανόμενη καταστροφή του περιβάλλοντος είναι ένα σοβαρό πρόβλημα	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Το περιβάλλον είναι σήμερα ένα από τα πιο σημαντικά ζητήματα στον κόσμο	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Δεν κάνουμε αρκετά σ' αυτήν τη χώρα για να προστατεύσουμε το περιβάλλον	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Πρέπει να αφιερώσουμε
κάποιο μέρος των
εθνικών μας πόρων για
την προστασία του
περιβάλλοντος

Είναι σημαντικό για
μένα να
προσπαθήσουμε να
προστατεύσουμε το
περιβάλλον για τις
μελλοντικές γενιές

Ανησυχώ για τον
αντίκτυπο που έχει η
βιομηχανία στο
περιβάλλον

Ενότητα 2: Αγοραστική συμπεριφορά των καταναλωτών

6) Πόσο συχνά ψωνίζετε νέα είδη ένδυσης?

- Κάθε εβδομάδα
- Κάθε 2 εβδομάδες
- Κάθε μήνα
- Κάθε 3 μήνες
- Κάθε 6 μήνες
- Μια φορά το χρόνο
- Λιγότερο από μία φορά το χρόνο

7) Πόσα χρήματα ξοδεύετε σε νέα είδη ένδυσης το μήνα?

- 0-50€
- 51-100€
- 101-150€
- 151-250€
- 251-350€
- 351€+

8) Τι είναι σημαντικό για εσάς ότι αγοράζετε είδη ένδυσης?

	Καθόλου	Λίγο	Αρκετά	Πολύ	Πάρα Πολύ
Βασική Ανάγκη	<input type="checkbox"/>				
Τιμή	<input type="checkbox"/>				
Στυλ	<input type="checkbox"/>				
Ποιότητα	<input type="checkbox"/>				
Μάρκα	<input type="checkbox"/>				
Τάσεις τις μόδας	<input type="checkbox"/>				
Χώρα προέλευσης του ρούχου	<input type="checkbox"/>				
Προστασία του περιβάλλοντος	<input type="checkbox"/>				
Αντοχή	<input type="checkbox"/>				

9) Πόσο συχνά σκέφτεστε τις συνέπειες στο περιβάλλον όταν κάνετε μία αγορά είδους ένδυσης?

Ποτέ 1 2 3 4 5 Πάντα

10) Πόσο συχνά σκέφτεστε τις συνέπειες στην κοινωνία και τα ανθρώπινα δικαιώματα όταν κάνετε μία αγορά είδους ένδυσης?

Ποτέ 1 2 3 4 5 Πάντα

Ενότητα 3: Αντιλήψεις και τρόπος ζωής

11) Πόσο συμφωνείτε με τις ακόλουθες δηλώσεις?

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Είμαι ο πρώτος που δοκιμάζω οτιδήποτε νέο στη μόδα	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Είναι σημαντικό για εμένα να είμαι ο πρώτος που δοκιμάζω οτιδήποτε νέο	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

στη μόδα

Περνώ πολύ χρόνο ασχολούμενος με τη μόδα	<input type="checkbox"/>				
Πάντα αγοράζω τουλάχιστον ένα είδος ένδυσης που έχει μόλις βγει στη μόδα	<input type="checkbox"/>				
Είμαι σίγουρος ότι μπορώ να αναγνωρίσω τις τάσεις της μόδας	<input type="checkbox"/>				
Τα είδη ένδυσης είναι ένας από τους σημαντικότερους τρόπους που έχω για να εκφραστώ	<input type="checkbox"/>				
Το να φοράει κάποιος καλά ρούχα είναι μέρος του να έχει μια καλή ζωή	<input type="checkbox"/>				
Είναι σημαντικό να δείχνω ελκυστικός/-ή	<input type="checkbox"/>				
Η τιμή παίζει σημαντικό ρόλο όταν ψωνίζω	<input type="checkbox"/>				
Δεν με πειράζει να δώσω περισσότερα χρήματα για είδη ένδυσης φιλικά προς το περιβάλλον	<input type="checkbox"/>				
Απολαμβάνω να έχω πράγματα που άλλοι δεν έχουν	<input type="checkbox"/>				
Ελκύομαι από σπάνια αντικείμενα	<input type="checkbox"/>				
Θα προτιμούσα να έχω πράγματα φτιαγμένα κατά παραγγελία παρά έτοιμα	<input type="checkbox"/>				

12) Τα ανθρώπινα δικαιώματα παραβιάζονται στη βιομηχανία της μόδας.

Διαφωνώ απόλυτα
 Διαφωνώ
 Ούτε συμφωνώ ούτε διαφωνώ
 Συμφωνώ
 Συμφωνώ απόλυτα

13) Υπάρχει πιθανότητα να εμπλέκεται η παιδική εργασία στη βιομηχανία της μόδας.

Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ενότητα 4: Κατανάλωση Ταχείας Μόδας

14) Έχετε ακούσει τον όρο «Ταχεία Μόδα» (Fast Fashion)?

Ναι Όχι

Ορισμός

Ως ταχεία, ή γρήγορη, ορίζεται η μόδα που χαρακτηρίζεται από χαμηλό κόστος, γρήγορο ρυθμό παραγωγής και κατανάλωσης, εύκολη υιοθέτηση νέων τάσεων και οικονομικών υλικών προκειμένου να ικανοποιηθεί η αυξημένη ζήτηση εκ μέρους των καταναλωτών.

15) Πόσο συχνά αγοράζετε είδη ένδυσης ταχείας μόδας?

- Κάθε εβδομάδα
- Κάθε 2 εβδομάδες
- Κάθε μήνα
- Κάθε 3 μήνες
- Κάθε 6 μήνες
- Μια φορά το χρόνο
- Λιγότερο από μία φορά το χρόνο

16) Πόσα χρήματα ξοδεύετε σε είδη ένδυσης ταχείας μόδας το μήνα?

- 0-50€
- 51-100€
- 101-150€
- 151-250€
- 251-350€
- 351€+

17) Το να αγοράζω συχνά είδη ένδυσης

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
είναι μέρος της αυτο- εικόνας μου	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
απεικονίζει μια εικόνα του εαυτού μου στους άλλους	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
λέει στους άλλους πράγματα για εμένα	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
είναι σημαντικό για εμένα	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
με διασκεδάζει	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
με συναρπάζει	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18) Πόσο συμφωνείτε με τις ακόλουθες δηλώσεις?

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Έχω αγοράσει ρούχα από αλυσίδες ταχείας μόδας (ZARA, H&M, Mango)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Η γνώμη μου για τις αλυσίδες ταχείας μόδας (ZARA, H&M, Mango) είναι πολύ θετική	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Γνωρίζω τις βιώσιμες συλλογές ρουχισμού των αλυσίδων ταχείας μόδας (ZARA's Join Life Collection, H&M's Conscious Collection)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Έχω αγοράσει ρούχα από βιώσιμες συλλογές ρουχισμού των αλυσίδων ταχείας μόδας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Είναι πολύ πιθανό να αγοράσω ρούχα από βιώσιμες συλλογές ρουχισμού των αλυσίδων ταχείας μόδας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Θα αγοράσω προϊόντα από βιώσιμες συλλογές ρουχισμού των αλυσίδων ταχείας μόδας την επόμενη φορά που θα χρειαστώ είδη ένδυσης

Ενότητα 5: Αγορά Βιώσιμης Μόδας

19) Αγοράζετε είδη ένδυσης βιώσιμης μόδας?

Ναι Όχι

Ενότητα 6: Κατανάλωση Βιώσιμης Μόδας

20) Το να αγοράζω είδη ένδυσης βιώσιμης μόδας

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
είναι μέρος της αυτο-εικόνας μου	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
απεικονίζει μια εικόνα μου στους άλλους	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
είναι σημαντικό για μένα	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
με βοηθά να συνεισφέρω στην προστασία του περιβάλλοντος	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
με βοηθά να συνεισφέρω στην προστασία των ανθρωπίνων δικαιωμάτων	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21) Τι σημαίνει για εσάς ο όρος «βιωσιμότητα» σχετικά με τα είδη ένδυσης που αγοράζετε?

	Καθόλου	Λίγο	Αρκετά	Πολύ	Πάρα Πολύ
Υψηλή ποιότητα προϊόντων	<input type="checkbox"/>				
Μειωμένες περιβαλλοντικές επιπτώσεις	<input type="checkbox"/>				
Χρήση ανανεώσιμων πόρων	<input type="checkbox"/>				

Η υψηλή τιμή συνδέεται άμεσα με την υψηλή ποιότητα	<input type="checkbox"/>				
Τοπικά παραγόμενα προϊόντα	<input type="checkbox"/>				
Καλές συνθήκες εργασίας	<input type="checkbox"/>				

Ενότητα 7: Απόρριψη Ειδών Ένδυσης

22) Προχωράτε σε ενέργειες απόρριψης των παλιών ειδών ένδυσής σας?

Ναι Όχι

23) Πόσο κινητοποιημένοι είστε να προχωρήσετε σε ενέργειες απόρριψης των παλιών ειδών ένδυσής σας?

Καθόλου 1 2 3 4 5 Πάρα πολύ

24) Με ποια συχνότητα επιδίδεστε στις παρακάτω συμπεριφορές όσον αφορά τα παλιά είδη ένδυσής σας?

	Ποτέ	Σπάνια	Μερικές Φορές	Συχνά	Πάντα
Τα πουλάω	<input type="checkbox"/>				
Τα δωρίζω σε φιλανθρωπικούς συλλόγους	<input type="checkbox"/>				
Τα δίνω σε συγγενείς/φίλους	<input type="checkbox"/>				
Τα ανακυκλώνω	<input type="checkbox"/>				
Τα διορθώνω και τα επαναχρησιμοποιώ	<input type="checkbox"/>				
Τα πετάω	<input type="checkbox"/>				

Ενότητα 8: Δημογραφικά Στοιχεία

25) Ποιο είναι το φύλο σας?

Αρσενικό
 Θηλυκό

26) Ποια είναι η ηλικία σας?

- Κάτω από 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

27) Ποια είναι η οικογενειακή σας κατάσταση?

- Χωρίς σύντροφο
- Χωρίς σύντροφο ζώντας με τους γονείς
- Χωρίς σύντροφο, με παιδιά
- Με σύντροφο
- Παντρεμένος/-η
- Παντρεμένος/-η με παιδιά

28) Ποιο είναι το επίπεδο σπουδών σας?

- Απόφοιτος Γυμνασίου/Λυκείου
- Απόφοιτος/-η ΤΕΙ/ΙΕΚ
- Απόφοιτος/-η ΑΕΙ
- Κάτοχος μεταπτυχιακού τίτλου
- Κάτοχος διδακτορικού τίτλου

29) Ποιο είναι το μηνιαίο ατομικό σας εισόδημα?

- 0€-400€
- 401€-650€
- 651€-1000€
- 1001€-2000€
- 2001€<

30) Ποιο είναι το επάγγελμά σας?

- Αυτοαπασχολούμενος
- Ιδιοκτήτης Επιχείρησης

- Δημόσιος Υπάλληλος
- Ιδιωτικός Υπάλληλος
- Μαθητής/Φοιτητής
- Άνεργος/-η
- Συνταξιούχος
- Νοικοκυρά

English Questionnaire

Dear Participant,

As part of my postgraduate studies in “MSc in Marketing & Communication: Specialization in International Marketing (PRIMA)” in “Athens University of Economics and Business”, a survey is conducted titled “The impact of Sustainable Fashion movement on consumer behaviour: shaping the profile of fast and sustainable fashion consumers”. The purpose of this study is to examine whether the sustainable fashion movement affects the consumers purchasing behaviour and to investigate the differences between fast and sustainable fashion consumers.

The questionnaire is designed to gather information and your participation in this study is completely voluntary. The survey should take approximately 15 minutes to complete. Observe the questionnaire carefully and answer all the questions that follow in the given order as honestly, accurately and carefully as possible.

All of the responses in this survey will be recorded anonymously and will remain private. You do not have to write your name anywhere in the questionnaire. You have the right to withdraw your participation at any time without any consequence.

Please be aware that there are no right or wrong answers, your real personal opinion and perspective is the one that matters.

Note that you should answer the questionnaire based on your lifestyle and the conditions before the coronavirus pandemic (COVID-19).

Thank you in advance for taking the time to assist in the study and complete this questionnaire. Your participation is appreciated.

Yours sincerely,

Stiliani Baldoka

Section 1: Sustainability Awareness



1) Do you know the term “Sustainable fashion”?

Yes

No

Definition

Sustainable fashion is defined as an environmentally friendly approach to the design, manufacture and consumption of clothing, ensuring the protection of the planet and the reduction of consumption of all its natural resources. It also refers to the recycling and reuse of clothing, as well as to maintaining the well-being of fashion workers through fair wages and safe working conditions.

2) What do you think is your level of knowledge about sustainability and environmental awareness?

Very Low 1 2 3 4 5 Very High

3) Companies in the fashion industry are making significant steps towards sustainability.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4) Companies that belong in the fashion industry use sustainability only for marketing reasons.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) How much do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The increasing destruction of the environment is a serious problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environment is one of the most important issues facing the world today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are not doing enough in this country to protect our environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



We should devote some part of our national resources to the environmental protection	<input type="checkbox"/>				
It is important to me that we try to protect our environment for our future generations	<input type="checkbox"/>				
I am concerned about the impact of manufacturing on the environment	<input type="checkbox"/>				

Section 2: Consumer buying behaviour

6) How often do you purchase new clothing?

- Every week
- Every 2 weeks
- Every month
- Every 3 months
- Every 6 months
- Once a year
- Less than once a year

7) How much money do you spend on new clothes per month?

- 0-50€
- 51-100€
- 101-150€
- 151-250€
- 251-350€
- 351€+

8) What is important to you when you buy new clothing?

	Not at all	A little	Enough	Much	Very much
Basic need	<input type="checkbox"/>				
Price	<input type="checkbox"/>				
Style	<input type="checkbox"/>				



Quality	<input type="checkbox"/>				
Brand	<input type="checkbox"/>				
Fashion trends	<input type="checkbox"/>				
Country of Origin of product	<input type="checkbox"/>				
Environmentally friendly	<input type="checkbox"/>				
Durability	<input type="checkbox"/>				

9) How often do you think about the consequences for the environment when making a clothing purchase?

Never 1 2 3 4 5 Always

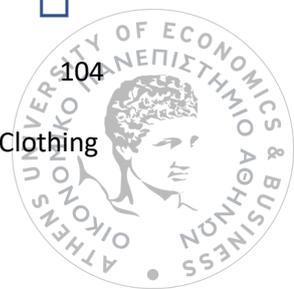
10) How often do you think about the consequences for society and human rights when making a clothing purchase?

Never 1 2 3 4 5 Always

Section 3: Attitudes and lifestyle

11) How much do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am the first to try new fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important for me to be the one that tries new fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I spend a lot of time on fashion-related activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always buy at least one outfit of the latest fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am confident in my ability to recognize fashion trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clothing is one of the most important ways I use in order to express myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Wearing good clothes is part of leading a good life	<input type="checkbox"/>				
It's important for me to look attractive	<input type="checkbox"/>				
Price is important when I shop clothing	<input type="checkbox"/>				
I do not mind to pay more for environmentally friendly clothing	<input type="checkbox"/>				
I enjoy having clothing that others do not	<input type="checkbox"/>				
I am very attracted to rare clothing	<input type="checkbox"/>				
I would prefer to have clothing custom-made than to have them ready-made	<input type="checkbox"/>				

12) Human rights get violated in the fashion industry.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13) There is a possibility that child labour is involved in the fashion industry.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Fast fashion consumption

14) Have you heard of the term "Fast Fashion"?

Yes No

Ορισμός

Fast fashion is characterized by low cost, fast pace of production and consumption, easy adoption of new trends and low quality of materials in order to meet the increased consumers demand.

15) How often do you buy new fast fashion clothing?

- Every week
- Every 2 weeks
- Every month
- Every 3 months
- Every 6 months
- Once a year
- Less than once a year

16) How much money do you spend on fast fashion clothing per month?

- 0-50€
- 51-100€
- 101-150€
- 151-250€
- 251-350€
- 351€+

17) Purchasing clothing often

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
is part of my self-image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
portrays an image of me to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
tells others about me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
makes me feel well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
is fun to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18) How much do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have shopped for clothing at fast fashion chains (ZARA, H&M, Mango)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My opinion of fast fashion					



chains (ZARA, H&M, Mango) is very favourable	<input type="checkbox"/>				
I am familiar with fast fashion environmentally friendly collections (ZARA's Join Life Collection or H&M's Conscious Collection)	<input type="checkbox"/>				
I have bought clothing from fast fashion environmentally friendly collections.	<input type="checkbox"/>				
It is very likely that I will buy products from fast fashion environmentally friendly collections.	<input type="checkbox"/>				
I will purchase products from fast fashion environmentally friendly collections the next time I need clothing.	<input type="checkbox"/>				

Section 5: Sustainable Fashion purchase

19) Do you purchase sustainable fashion clothing (made from recycled or organic materials, second-hand clothing from stores or flea markets)?

Yes No

Section 6: Sustainable Fashion consumption

20) Purchasing sustainable fashion clothing

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
is part of my self-image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
portrays an image of me to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



helps me contribute to the environmental protection

helps me contribute to the protection of human rights

21) What does the term ‘sustainability’ mean to you, in regard to the clothing you buy?

	Not at all	A little	Enough	Much	Very much
High product quality	<input type="checkbox"/>				
Lessened environmental impact	<input type="checkbox"/>				
Use of renewable resources	<input type="checkbox"/>				
High price directly linked to high quality	<input type="checkbox"/>				
Locally produced goods	<input type="checkbox"/>				
Good labour conditions	<input type="checkbox"/>				

Section 7: Clothing disposal

22) Do you dispose of your clothes?

Yes No

23) How motivated are you to dispose of your clothes?

Not at all 1 2 3 4 5 Very much

24) How often do you engage in the following behaviours regarding your old clothing?

	Never	Rarely	Sometimes	Often	Always
Resell	<input type="checkbox"/>				
Donate to charity	<input type="checkbox"/>				
Give to family/friends	<input type="checkbox"/>				
Recycle	<input type="checkbox"/>				
Repair and reuse	<input type="checkbox"/>				
Throw away	<input type="checkbox"/>				



Section 8: Demographics

25) What is your gender?

- Male
- Female

26) What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

27) What is your marital status?

- Single
- Single, living with parents
- Single with children
- With partner
- Married
- Married with children

28) What is your educational level?

- Junior/High school graduate
- Technical/Private institute degree
- Bachelor's degree
- Master's degree
- Doctoral degree

29) What is your monthly individual income?

- 0€-400€
- 401€-650€
- 651€-1000€
- 1001€-2000€

2001€<

30) What is your occupation?

- Self-employed
- Business owner
- Public employee
- Private employee
- School/University student
- Unemployed
- Retiree
- Housewife

Appendix 2: Descriptive Statistics

Table 2.1 Gender

	Frequency	Percent	Cumulative Percent
Female	110	18,84	18,84
Male	474	81,16	100,0

Table 2.2 Age

	Frequency	Percent	Cumulative Percent
Under 18	12	2,1	2,1
18-24	171	29,3	31,3
25-34	208	35,6	67,0
35-44	84	14,4	81,3
45-54	61	10,4	91,8
55+	48	8,2	100,0

Table 2.3 Level of education

	Frequency	Percent	Cumulative Percent
Junior/High School Graduate	105	18,0	18,0
Technical/Private Institute Degree	95	16,3	34,2
Bachelor's Degree	247	42,3	76,5
Master's Degree	131	22,4	99,0
Doctoral Degree	6	1,0	100,0

Table 2.4 Marital Status

	Frequency	Percent	Cumulative Percent
Single	131	22,4	22,4
Single, living with parents	131	22,4	44,9
Single parent	18	3,1	47,9
With partner	174	29,8	77,7
Married	31	5,3	83,0
Married with children	99	17,0	100,0

Table 2.5 Profession

	Frequency	Percent	Cumulative Percent
Business owner	16	2,7	15,2
Public employee	83	14,2	29,5
Private employee	200	34,2	63,7
School/University student	146	25,0	88,7
Self employed	73	12,5	12,5
Unemployed	49	8,4	97,1
Housewife	10	1,7	98,8
Retiree	7	1,2	100,0



Table 2.6 Income

	Frequency	Percent	Cumulative Percent
0€ - 400€	204	34,9	34,9
401€ - 650€	101	17,3	52,2
651€ - 1000€	126	21,6	73,8
1001€ - 2000€	116	19,9	93,7
>2001€	37	6,3	100,0

Table 2.7 Shopping Frequency

	Frequency	Percent	Cumulative Percent
Every week	3	,5	,5
Every 2 weeks	33	5,7	6,2
Every month	131	22,4	28,6
Every 3 months	182	31,2	59,8
Every 6 months	151	25,9	85,6
Once a year	65	11,1	96,7
Less than once a year	19	3,3	100,0

Table 2.8 Money monthly spend on clothing

	Frequency	Percent	Cumulative Percent
0€ - 50€	394	67,5	67,5
51€ - 100€	128	21,9	89,4
101€ - 150€	33	5,7	95,0
151€ - 250€	19	3,3	98,3
251€ - 350€	8	1,4	99,7
351€ +	2	,3	100,0



Table 2.9 Fast fashion shopping frequency

	Frequency	Percent	Cumulative Percent
Every week	2	,3	,3
Every 2 weeks	15	2,6	2,9
Every month	106	18,2	21,1
Every 3 months	134	22,9	44,0
Every 6 months	114	19,5	63,5
Once a year	96	16,4	80,0
Less than once a year	117	20,0	100,0

Table 2.10 Money monthly spend on fast fashion clothing

	Frequency	Percent	Cumulative Percent
0€ - 50€	462	79,1	79,1
51€ - 100€	84	14,4	93,5
101€ - 150€	27	4,6	98,1
151€ - 250€	7	1,2	99,3
251€ - 350€	4	,7	100,0

Appendix 3: Reliability Analysis

Table 3.1 Environmental concern

Cronbach's Alpha	N of Items
.944	6

Table 3.2 Shopping Orientation

Cronbach's Alpha	N of Items
.718	9

Table 3.3 Shopping concerns

Cronbach's Alpha	N of Items
.896	2

Table 3.4 Fashion Orientation

Cronbach's Alpha	N of Items
,836	13

Table 3.5 Human rights in fashion industry attitude

Cronbach's Alpha	N of Items
,700	2

Table 3.6 Fast Fashion Involvement

Cronbach's Alpha	N of Items
,928	6

Table 3.7 Fast and Sustainable Fashion perception

Cronbach's Alpha	N of Items
,813	6

Table 3.8 Sustainable Fashion Involvement

Cronbach's Alpha	N of Items
,841	5

Table 3.9 Sustainable Fashion Meaning

Cronbach's Alpha	N of Items
,811	6

Appendix 4: Factor Analysis

4.1. Environmental Concern

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
5) The increasing destruction of the environment is a serious problem	22,41	14,342	,852	,932
5) The environment is one of the most important issues facing the world today	22,60	13,849	,817	,935
5) We should devote some part of our national resources to environmental protection	22,67	13,847	,833	,933
5) It is important to me that we try to protect our environment for our future generations	22,47	14,098	,874	,929
5) I am concerned about the impact of manufacturing on the environment	22,71	13,644	,823	,935



5) We are not doing enough in this country to protect our environment	22,64	14,000	,797	,938
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Component Matrix

	Component
5) The increasing destruction of the environment is a serious problem	,902
5) The environment is one of the most important issues facing the world today	,876
5) We should devote some part of our national resources to environmental protection	,885
5) It is important to me that we try to protect our environment for our future generations	,917
5) I am concerned about the impact of manufacturing on the environment	,879
5) We are not doing enough in this country to protect our environment	,858

4.2. Shopping Orientation

Item-Total Statistics

8) What is important to you when you buy new clothing?	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Basic Need	23,75	21,650	,290	,714
Price	23,75	23,092	,248	,716
Style	23,68	21,581	,400	,692
Quality	23,73	19,752	,652	,649
Brand	25,30	22,623	,262	,715
Fashion Trends	25,04	22,671	,227	,713
Country of Origin of product	25,14	20,412	,415	,689
Environmentally friendly	24,55	19,784	,475	,677
Durability	23,83	19,468	,606	,653



Rotated Component Matrix^a

8) What is important to you when you buy new clothing?	Component 1	Component 2	Component 3
Basic Need			,627
Price			,852
Style		,694	
Quality	,735		
Brand		,735	
Fashion Trends		,823	
Country of Origin of product	,776		
Environmentally friendly	,803		
Durability	,755		
<i>Extraction Method: Principal Component Analysis.</i>			
<i>a. 3 components extracted.</i>			

4.3. Shopping Concerns

Component Matrix

	Component 1
9) How often do you think about the consequences for the environment when making a clothing purchase?	,952
10) How often do you think about the consequences for society and human rights when making a clothing purchase?	,952

4.4. Fashion Orientation

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
11) I am the first to try new fashion	32,68	61,301	,539	,823

11) It is important for me to try new fashion	32,93	62,584	,510	,826
11) I spend a lot of time on fashion-related activities	32,21	54,906	,698	,808
11) I always buy at least one outfit of the latest fashion	32,50	59,029	,581	,819
11) I am confident in my ability to recognize fashion trends	31,66	55,818	,640	,813
11) Clothing is one of the most important ways I use in order to express myself	31,66	56,171	,638	,813
11) Wearing good clothes is part of leading a good life	31,87	61,389	,380	,832
11) It's important for me to look attractive	31,14	62,045	,399	,831
11) Price is important when I shop clothing	30,58	66,089	,145	,845
11) I do not mind to pay more for environmentally friendly clothing	30,98	64,497	,249	,840
11) I enjoy having clothing that others do not	31,84	56,381	,570	,819
11) I am very attracted to rare clothing	31,68	56,187	,579	,818
11) I would prefer to have clothing custom-made than to have them ready-made	31,44	60,758	,364	,835



Rotated Component Matrix^a

	Component	Component	Component
	1	2	3
11) I am the first to try new fashion	,827		
11) It is important for me to try new fashion	,804		
11) I spend a lot of time on fashion-related activities	,770		
11) I always buy at least one outfit of the latest fashion	,794		
11) I am confident in my ability to recognize fashion trends	,669		
11) Clothing is one of the most Important ways I use in order to express myself	,500		
11) Wearing good clothes is part of leading a good life			,771
11) It's important for me to look attractive			,812
11) I do not mind to pay more for environmentally friendly clothing		,541	
11) I enjoy having clothing that others do not		,641	
11) I am very attracted to rare clothing		,788	
11) I would prefer to have clothing custom-made than to have them ready-made		,739	
<i>Extraction Method: Principal Component Analysis.</i>			
<i>a. 3 components extracted.</i>			



4.5. Human rights in the fashion industry attitude

Component Matrix

	Component 1
12) Human rights get violated in the fashion industry.	,872
13) There is a possibility that child labour is involved in the fashion industry.	,872

4.6. Fast Fashion Involvement

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
17) Purchasing fast fashion clothing often is part of my self-image	11,12	23,251	,795	,914
17) Purchasing fast fashion clothing often portrays an image of me to others	11,06	22,680	,807	,912
17) Purchasing fast fashion clothing often tell others about me	11,01	22,943	,772	,917
17) Purchasing fast fashion clothing often is important to me	11,28	23,201	,820	,911
17) Purchasing fast fashion clothing often makes me feel well	10,93	21,395	,829	,909
17) Purchasing fast fashion clothing often is fun to me	10,87	22,207	,738	,923



Component Matrix

	Component
17) Purchasing fast fashion clothing often is part of my self-image	,864
17) Purchasing fast fashion clothing often portrays an image of me to others	,875
17) Purchasing fast fashion clothing often tell others about me	,848
17) Purchasing fast fashion clothing often is important to me	,879
17) Purchasing fast fashion clothing often makes me feel well	,881
17) Purchasing fast fashion clothing often is fun to me	,812

4.7. Fast & Sustainable fashion perception

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
18) I have shopped for clothing at fast fashion chains (ZARA, H&M, Mango)	15,98	21,231	,464	,806
18) My opinion of fast fashion chains (ZARA, H&M, Mango) is very favourable	17,53	20,692	,425	,813
18) I am familiar with fast fashion environmentally friendly collections (ZARA's Join Life Collection or H&M's Conscious Collection)	16,95	18,639	,487	,807
18) I have bought clothing from fast fashion	17,16	16,380	,689	,756

environmentally friendly collections.				
18) It is very likely that I will buy products from fast fashion environmentally friendly collections.	16,74	17,402	,736	,747
18) I will purchase products from fast fashion environmentally friendly collections the next time I need clothing.	17,00	18,247	,681	,761

Component Matrix

	Component
18) I have shopped for clothing at fast fashion chains (ZARA, H&M, Mango)	,601
18) My opinion of fast fashion chains (ZARA, H&M, Mango) is very favourable	,590
18) I am familiar with fast fashion environmentally friendly collections (ZARA's Join Life Collection or H&M's Conscious Collection)	,626
18) I have bought clothing from fast fashion environmentally friendly collections.	,802
18) It is very likely that I will buy products from fast fashion environmentally friendly collections.	,863
18) I will purchase products from fast fashion environmentally friendly collections the next time I need clothing.	,822

4.8. Sustainable Fashion Involvement

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
20) Purchasing sustainable fashion clothing is part of my self-image	14,98	9,367	,649	,809



20) Purchasing sustainable fashion clothing portrays an image of me to others	15,00	9,414	,636	,813
20) Purchasing sustainable fashion clothing is important to me	14,40	9,624	,693	,795
20) Purchasing sustainable fashion clothing helps me contribute to the environmental protection	13,89	10,550	,653	,810
20) Purchasing sustainable fashion clothing helps me contribute to the protection of human rights	13,96	10,383	,617	,816

Rotated Component Matrix^a

	Component	Component
	1	2
20) Purchasing sustainable fashion clothing is part of my self-image		,904
20) Purchasing sustainable fashion clothing portrays an image of me to others		,908
20) Purchasing sustainable fashion clothing is important to me		,630
20) Purchasing sustainable fashion clothing helps me contribute to the environmental protection	,926	
20) Purchasing sustainable fashion clothing helps me contribute to the protection of human rights	,909	
<i>Extraction Method: Principal Component Analysis.</i>		
<i>a. 2 components extracted.</i>		

4.9. Sustainable Fashion Context/Meaning

Item-Total Statistics

21) What does the term 'sustainability' mean to you, in regard to the clothing you buy?	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
High product quality	18,79	13,010	,578	,779
Lessened environmental impact	17,71	13,242	,639	,769
Use of renewable resources	17,83	13,464	,559	,784
High price directly linked to high quality	19,04	13,676	,411	,828
Locally produced goods	18,44	12,401	,601	,774
Good labour conditions	18,08	11,970	,665	,758

Component Matrix

21) What does the term 'sustainability' mean to you, in regard to the clothing you buy?	Component
High product quality	,689
Lessened environmental impact	,821
Use of renewable resources	,749
Locally produced goods	,739
Good labour conditions	,814

Appendix 5: Regression Analysis

5.1. Consumer behaviour factors & Sustainability Awareness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,265 ^a	,070	,068	,79830

a. Predictors: (Constant), Sustainability Awareness Level

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,905	1	27,905	43,787	,000 ^b
	Residual	370,898	582	,637		
	Total	398,803	583			

a. Dependent Variable: Shopping Orientation: Quality-Ethical

b. Predictors: (Constant), Sustainability Awareness Level

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,359	,107		22,014	,000
	Sustainability Awareness Level	,224	,034	,265	6,617	,000

a. Dependent Variable: Shopping Orientation: Quality-Ethical

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,436 ^a	,190	,189	1,03330

a. Predictors: (Constant), Sustainability Awareness Level

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146,057	1	146,057	136,794	,000 ^b
	Residual	621,408	582	1,068		
	Total	767,465	583			

a. Dependent Variable: Shopping Concerns (ethical)

b. Predictors: (Constant), Sustainability Awareness Level

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		



1	(Constant)	1,215	,139		8,759	,000
	Sustainability Awareness Level	,513	,044	,436	11,696	,000

a. Dependent Variable: Shopping Concerns (ethical)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,146 ^a	,021	,020	,81503

a. Predictors: (Constant), Sustainability Awareness Level

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,454	1	8,454	12,726	,000 ^b
	Residual	386,609	582	,664		
	Total	395,062	583			

a. Dependent Variable: Fashion Orientation: Leadership

b. Predictors: (Constant), Sustainability Awareness Level

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,786	,109		16,331	,000
	Sustainability Awareness Level	,123	,035	,146	3,567	,000

a. Dependent Variable: Fashion Orientation: Leadership

b. Predictors: (Constant), Sustainability Awareness Level

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,199 ^a	,040	,038	,85051

a. Predictors: (Constant), Sustainability Awareness Level



ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,389	1	17,389	24,038	,000 ^b
	Residual	421,002	582	,723		
	Total	438,390	583			

a. Dependent Variable: Fashion Orientation: Desire For Unique

b. Predictors: (Constant), Sustainability Awareness Level

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,414	,114		21,149	,000
	Sustainability Awareness Level	,177	,036	,199	4,903	,000

a. Dependent Variable: Fashion Orientation: Desire For Unique

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,151 ^a	,023	,021	,69102

a. Predictors: (Constant), Sustainability Awareness Level

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,505	1	6,505	13,623	,000 ^b
	Residual	277,913	582	,478		
	Total	284,418	583			

a. Dependent Variable: Fashion Industry - Human Rights

b. Predictors: (Constant), Sustainability Awareness Level

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,068	,093		43,866	,000
	Sustainability Awareness Level	,108	,029	,151	3,691	,000

a. Dependent Variable: Fashion Industry - Human Rights

5.2. Sustainability Awareness & Disposal Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,364 ^a	,133	,116	1,142

a. Predictors: (Constant), Sustainability Awareness Level

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,254	1	10,254	7,856	,005 ^b
	Residual	759,634	582	1,305		
	Total	769,889	583			

a. Dependent Variable: Disposal Willingness

b. Predictors: (Constant), Sustainability Awareness Level

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,007	,153		19,613	,000
	Sustainability Awareness Level	,136	,048	,115	2,803	,005

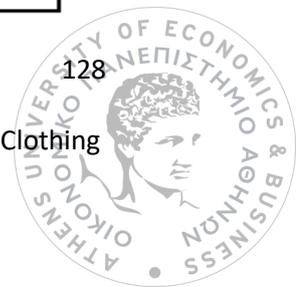
a. Dependent Variable: Disposal Willingness



Appendix 6: ANOVA and T-Test Analyses

6.1. Sustainable & Non-Sustainable fashion consumers

Group Statistics					
	19) Do you purchase sustainable fashion clothing (made from recycled or organic materials, second-hand clothing from stores or flea markets)?	N	Mean	Std. Deviation	Std. Error Mean
Environmental Concerns	Sustainable Fashion Consumers	339	4,6377	,70459	,03827
	Non Sustainable Fashion Consumers	245	4,3497	,76403	,04881
Shopping Orientation: Fashion Conscious	Sustainable Fashion Consumers	339	2,6313	,75154	,04082
	Non Sustainable Fashion Consumers	245	2,7333	,74633	,04768
Shopping Orientation: Utilitarian	Sustainable Fashion Consumers	339	3,6475	,82424	,04477
	Non Sustainable Fashion Consumers	245	3,5265	,82128	,05247
Shopping Orientation: Quality-Ethical	Sustainable Fashion Consumers	339	3,2043	,85600	,04649
	Non Sustainable Fashion Consumers	245	2,7959	,72265	,04617
Shopping Concerns (ethical)	Sustainable Fashion Consumers	339	3,1770	1,08497	,05893
	Non Sustainable Fashion Consumers	245	2,1776	,96565	,06169
Fashion Orientation: Leadership	Sustainable Fashion Consumers	339	2,2232	,83096	,04513
	Non Sustainable Fashion Consumers	245	2,0667	,80518	,05144
Fashion Orientation: Importance Of Being Well-Dressed	Sustainable Fashion Consumers	339	2,8879	,88251	,04793
	Non Sustainable Fashion Consumers	245	2,9796	,86933	,05554
Fashion Orientation: Desire For Unique	Sustainable Fashion Consumers	339	3,0951	,87049	,04728
	Non Sustainable Fashion Consumers	245	2,7408	,82088	,05244
Fashion Industry - Human Rights	Sustainable Fashion Consumers	339	4,5206	,64669	,03512
	Non Sustainable Fashion Consumers	245	4,2184	,73011	,04665



Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Differen ce	95% Confidence Interval of the Difference	
									Lower	Upper
Environmental Concerns	Equal variances assumed	5,762	,017	4,704	582	,000	,28800	,06122	,16776	,40824
	Equal variances not assumed			4,643	499,811	,000	,28800	,06202	,16614	,40986
Shopping Orientation: Fashion Conscious	Equal variances assumed	,000	,999	-1,624	582	,105	-,10206	,06284	-,22548	,02135
	Equal variances not assumed			-1,626	527,974	,105	-,10206	,06277	-,22537	,02124
Shopping Orientation: Utilitarian	Equal variances assumed	,717	,398	1,753	582	,080	,12096	,06901	-,01458	,25650
	Equal variances not assumed			1,754	526,952	,080	,12096	,06897	-,01453	,25646
Shopping Orientation: Quality-Ethical	Equal variances assumed	12,399	,000	6,066	582	,000	,40836	,06732	,27614	,54057
	Equal variances not assumed			6,233	568,072	,000	,40836	,06552	,27967	,53705
Shopping Concerns (ethical)	Equal variances assumed	4,501	,034	11,498	582	,000	,99944	,08692	,82872	1,17016
	Equal variances not assumed			11,715	557,394	,000	,99944	,08531	,83186	1,16702
Fashion Orientation: Leadership	Equal variances assumed	,433	,511	2,276	582	,023	,15654	,06878	,02145	,29163
	Equal variances not assumed			2,287	535,260	,023	,15654	,06843	,02211	,29097
Fashion Orientation: Importance Of Being Well- Dressed	Equal variances assumed	,089	,765	-1,247	582	,213	-,09169	,07354	-,23612	,05275
	Equal variances not assumed			-1,250	530,409	,212	-,09169	,07336	-,23580	,05243
Fashion Orientation: Desire For Unique	Equal variances assumed	,507	,477	4,971	582	,000	,35432	,07128	,21432	,49431
	Equal variances not assumed			5,018	542,903	,000	,35432	,07061	,21562	,49302
Fashion Industry - Human Rights	Equal variances assumed	12,227	,001	5,279	582	,000	,30228	,05726	,18981	,41475
	Equal variances not assumed			5,177	486,283	,000	,30228	,05839	,18755	,41701



6.2. Male & female sustainable fashion consumers

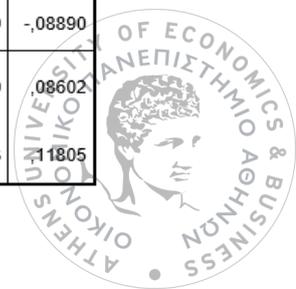
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Clothing disposal motivation level	Male	36	3,22	1,290	,215
	Female	303	3,51	1,139	,065
Environmental Concerns	Male	36	4,5278	,76168	,12695
	Female	303	4,6507	,69769	,04008
Shopping Orientation: Fashion Conscious	Male	36	2,7130	,78943	,13157
	Female	303	2,6216	,74769	,04295
Shopping Orientation: Utilitarian	Male	36	3,5139	,94481	,15747
	Female	303	3,6634	,80902	,04648
Shopping Orientation: Quality-Ethical	Male	36	3,1181	,86083	,14347
	Female	303	3,2145	,85628	,04919
Shopping Concerns (ethical)	Male	36	2,6528	1,22369	,20395
	Female	303	3,2393	1,05228	,06045
Fashion Orientation: Leadership	Male	36	2,0972	,91407	,15234
	Female	303	2,2382	,82089	,04716
Fashion Orientation: Importance Of Being Well-Dressed	Male	36	2,9583	1,05136	,17523
	Female	303	2,8795	,86191	,04952
Fashion Orientation: Desire For Unique	Male	36	2,9653	,88268	,14711
	Female	303	3,1106	,86921	,04994
Fashion Industry - Human Rights	Male	36	4,4028	,80905	,13484
	Female	303	4,5347	,62478	,03589
Involvement with Sustainable Fashion - Self Image	Male	36	2,9907	1,04649	,17442
	Female	303	3,2959	,88029	,05057
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Male	36	3,7222	1,06533	,17755
	Female	303	4,1815	,78693	,04521
Sustainable Fashion Consumption - Meaning	Male	36	3,6556	,81921	,13654
	Female	303	3,8257	,72896	,04188



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Clothing disposal motivation level	Equal variances assumed	,539	,463	-1,420	337	,156	-,289	,204	-,690	,111
	Equal variances not assumed			-1,288	41,744	,205	-,289	,225	-,743	,164
Environmental Concerns	Equal variances assumed	,414	,520	-,990	337	,323	-,12294	,12422	-,36727	,12140
	Equal variances not assumed			-,923	42,277	,361	-,12294	,13312	-,39154	,14567
Shopping Orientation: Fashion Conscious	Equal variances assumed	,380	,538	,689	337	,491	,09140	,13259	-,16941	,35221
	Equal variances not assumed			,660	42,802	,513	,09140	,13840	-,18776	,37056
Shopping Orientation: Utilitarian	Equal variances assumed	1,763	,185	-1,029	337	,304	-,14948	,14529	-,43527	,13632
	Equal variances not assumed			-,910	41,327	,368	-,14948	,16418	-,48097	,18202
Shopping Orientation: Quality-Ethical	Equal variances assumed	,063	,801	-,639	337	,523	-,09647	,15104	-,39356	,20063
	Equal variances not assumed			-,636	43,643	,528	-,09647	,15167	-,40221	,20928
Shopping Concerns (ethical)	Equal variances assumed	1,851	,175	-3,105	337	,002	-,58650	,18887	-,95801	-,21498
	Equal variances not assumed			-2,757	41,383	,009	-,58650	,21272	1,01597	-,15702
Fashion Orientation: Leadership	Equal variances assumed	,461	,498	-,962	337	,337	-,14095	,14651	-,42913	,14723
	Equal variances not assumed			-,884	41,984	,382	-,14095	,15948	-,46279	,18089
Fashion Orientation: Importance Of Being Well-Dressed	Equal variances assumed	2,249	,135	,506	337	,613	,07880	,15575	-,22757	,38516
	Equal variances not assumed			,433	40,783	,667	,07880	,18209	-,28900	,44659
Fashion Orientation: Desire For Unique	Equal variances assumed	,001	,979	-,947	337	,345	-,14528	,15348	-,44719	,15662
	Equal variances not assumed			-,935	43,463	,355	-,14528	,15536	-,45849	,16793
Fashion Industry - Human Rights	Equal variances assumed	2,181	,141	-1,157	337	,248	-,13188	,11395	-,35601	,09226
	Equal variances not assumed			-,945	40,112	,350	-,13188	,13954	-,41387	,15011
Involvement with Sustainable Fashion - Self Image	Equal variances assumed	1,419	,234	-1,926	337	,055	-,30519	,15848	-,61693	,00655
	Equal variances not assumed			-1,681	41,098	,100	-,30519	,18160	-,67191	,06153
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Equal variances assumed	4,518	,034	-3,176	337	,002	-,45930	,14460	-,74373	-,17486
	Equal variances not assumed			-2,507	39,666	,016	-,45930	,18322	-,82969	-,08890
Sustainable Fashion Consumption - Meaning	Equal variances assumed	1,201	,274	-1,307	337	,192	-,17019	,13025	-,42640	,08602
	Equal variances not assumed			-1,192	41,852	,240	-,17019	,14281	-,45843	,11805

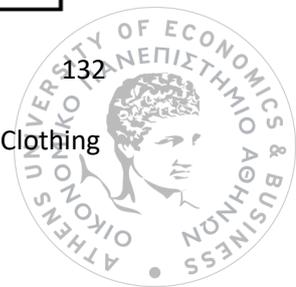


Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Involvement with Sustainable Fashion - Self Image	Male	36	2,9907	1,04649	,17442
	Female	303	3,2959	,88029	,05057
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Male	36	3,7222	1,06533	,17755
	Female	303	4,1815	,78693	,04521
Sustainable Fashion Consumption - Meaning	Male	36	3,6556	,81921	,13654
	Female	303	3,8257	,72896	,04188
Fast Fashion Involvement	Male	110	2,0697	,92325	,08803
	Female	474	2,2419	,94708	,04350
Fast & Sustainable Fashion Perception	Male	110	3,0439	,87369	,08330
	Female	474	3,4564	,82692	,03798

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Involvement with Sustainable Fashion - Self Image	Equal variances assumed	1,419	,234	-1,926	337	,055	-.30519	,15848	-.61693	,00655
	Equal variances not assumed			-1,681	41,098	,100	-.30519	,18160	-.67191	,06153
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Equal variances assumed	4,518	,034	-3,176	337	,002	-.45930	,14460	-.74373	-.17486
	Equal variances not assumed			-2,507	39,668	,016	-.45930	,18322	-.82969	-.08890
Sustainable Fashion Consumption - Meaning	Equal variances assumed	1,201	,274	-1,307	337	,192	-.17019	,13025	-.42640	,08602
	Equal variances not assumed			-1,192	41,852	,240	-.17019	,14281	-.45843	,11805
Fast Fashion Involvement	Equal variances assumed	,228	,633	-1,726	582	,085	-.17222	,09976	-.36816	,02373
	Equal variances not assumed			-1,754	166,449	,081	-.17222	,09819	-.36607	,02164
Fast & Sustainable Fashion Perception	Equal variances assumed	,109	,741	-4,663	582	,000	-.41246	,08846	-.58621	-.23871
	Equal variances not assumed			-4,505	157,461	,000	-.41246	,09155	-.59329	-.23163



6.3. Age Group Differences

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Involvement with Sustainable Fashion - Self Image	Under 18	5	3,3333	,91287	,40825	2,1999	4,4668	2,33	4,00
	18-24	110	3,4576	,94374	,08998	3,2792	3,6359	1,00	5,00
	25-34	131	3,2545	,87884	,07678	3,1025	3,4064	1,00	5,00
	35-44	42	3,1587	,84660	,13063	2,8949	3,4226	1,00	5,00
	45-54	32	2,7917	,87067	,15391	2,4778	3,1056	1,00	4,00
	55+	19	3,2105	,73879	,16949	2,8544	3,5666	1,67	4,67
	Total	339	3,2635	,90257	,04902	3,1671	3,3599	1,00	5,00
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Under 18	5	4,5000	,50000	,22361	3,8792	5,1208	4,00	5,00
	18-24	110	4,3045	,75752	,07223	4,1614	4,4477	2,00	5,00
	25-34	131	4,1679	,85172	,07442	4,0207	4,3152	1,00	5,00
	35-44	42	3,8929	,80042	,12351	3,6434	4,1423	1,00	5,00
	45-54	32	3,9219	,89901	,15892	3,5977	4,2460	1,00	5,00
	55+	19	3,6842	,83683	,19198	3,2809	4,0876	1,50	5,00
	Total	339	4,1327	,83121	,04515	4,0439	4,2215	1,00	5,00
Sustainable Fashion - Consumption - Meaning	Under 18	5	4,0000	,42426	,18974	3,4732	4,5268	3,60	4,60
	18-24	110	3,7927	,80226	,07649	3,6411	3,9443	1,60	5,00
	25-34	131	3,8947	,69651	,06085	3,7743	4,0150	2,00	5,00
	35-44	42	3,6667	,67523	,10419	3,4563	3,8771	2,40	4,80
	45-54	32	3,6625	,68615	,12130	3,4151	3,9099	2,20	5,00
	55+	19	3,8000	,91165	,20915	3,3606	4,2394	2,00	5,00
	Total	339	3,8077	,73962	,04017	3,7287	3,8867	1,60	5,00
Fast Fashion Involvement	Under 18	12	2,7083	1,26556	,36534	1,9042	3,5124	1,00	4,50
	18-24	171	2,3402	,91365	,06987	2,2022	2,4781	1,00	5,00
	25-34	208	2,2260	,90887	,06302	2,1017	2,3502	1,00	4,50
	35-44	84	2,1786	1,05148	,11473	1,9504	2,4068	1,00	4,67
	45-54	61	1,9563	,88291	,11305	1,7302	2,1824	1,00	4,50
	55+	48	1,9236	,88590	,12787	1,6664	2,1808	1,00	4,83
	Total	584	2,2095	,94426	,03907	2,1327	2,2862	1,00	5,00
Fast & Sustainable Fashion Perception	Under 18	12	3,7639	,81171	,23432	3,2482	4,2796	2,33	4,83
	18-24	171	3,4444	,76633	,05860	3,3288	3,5601	1,50	5,00
	25-34	208	3,4351	,83079	,05760	3,3215	3,5487	1,00	5,00
	35-44	84	3,4306	,85815	,09363	3,2443	3,6168	1,50	5,00
	45-54	61	3,3552	,85552	,10954	3,1361	3,5743	1,17	5,00
	55+	48	2,7431	,96753	,13965	2,4621	3,0240	1,00	4,83
	Total	584	3,3787	,85061	,03520	3,3096	3,4478	1,00	5,00



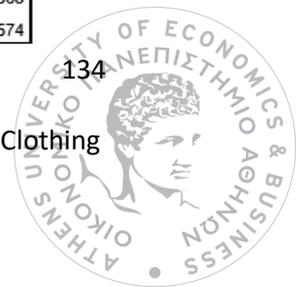
		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Involvement with Sustainable Fashion - Self Image	Between Groups	11,817	5	2,363	2,988	,012
	Within Groups	263,531	333	,791		
	Total	275,348	338			
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Between Groups	11,748	5	2,349	3,527	,004
	Within Groups	221,781	333	,666		
	Total	233,527	338			
Sustainable Fashion Consumption - Meaning	Between Groups	2,711	5	,542	,991	,423
	Within Groups	182,189	333	,547		
	Total	184,900	338			
Fast Fashion Involvement	Between Groups	13,876	5	2,775	3,171	,008
	Within Groups	505,942	578	,875		
	Total	519,819	583			
Fast & Sustainable Fashion Perception	Between Groups	22,835	5	4,567	6,618	,000
	Within Groups	398,990	578	,690		
	Total	421,825	583			

Post-hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Involvement with Sustainable Fashion - Self Image	Under 18	18-24	-,12424	,40678	1,000	-1,2902	1,0418
		25-34	,07888	,40536	1,000	-1,0830	1,2408
		35-44	,17460	,42086	,998	-1,0317	1,3809
		45-54	,54167	,42779	,803	-,6846	1,7679
		55+	,12281	,44713	1,000	-1,1589	1,4045
	18-24	Under 18	,12424	,40678	1,000	-1,0418	1,2902
		25-34	,20312	,11505	,490	-,1266	,5329
		35-44	,29885	,16136	,434	-,1637	,7614
		45-54	,66591*	,17868	,003	,1538	1,1781
		55+	,24705	,22101	,874	-,3865	,8806
	25-34	Under 18	-,07888	,40536	1,000	-1,2408	1,0830
		18-24	-,20312	,11505	,490	-,5329	,1266
		35-44	,09572	,15775	,991	-,3564	,5479
		45-54	,46279	,17542	,091	-,0400	,9656
		55+	,04393	,21839	1,000	-,5821	,6699
	35-44	Under 18	-,17460	,42086	,998	-1,3809	1,0317
		18-24	-,29885	,16136	,434	-,7614	,1637
		25-34	-,09572	,15775	,991	-,5479	,3564
		45-54	,36706	,20874	,494	-,2313	,9654
		55+	-,05180	,24596	1,000	-,7568	,6532
45-54	Under 18	-,54167	,42779	,803	-1,7679	,6846	
	18-24	-,66591*	,17868	,003	-1,1781	-,1538	
	25-34	-,46279	,17542	,091	-,9656	,0400	
	35-44	-,36706	,20874	,494	-,9654	,2313	
	55+	-,41886	,25765	,582	-1,1574	,3197	
55+	Under 18	-,12281	,44713	1,000	-1,4045	1,1589	
	18-24	-,24705	,22101	,874	-,8806	,3865	
	25-34	-,04393	,21839	1,000	-,6699	,5821	
	35-44	,05180	,24596	1,000	-,6532	,7568	
	45-54	,41886	,25765	,582	-,3197	1,1574	



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Under 18	18-24	,19545	,37317	,995	-,8742	1,2651
		25-34	,33206	,37187	,948	-,7339	1,3980
		35-44	,60714	,38608	,617	-,4995	1,7138
		45-54	,57813	,39245	,682	-,5468	1,7030
		55+	,81579	,41019	,351	-,3600	1,9916
	18-24	Under 18	-1,9545	,37317	,995	-1,2651	,8742
		25-34	,13661	,10554	,788	-,1659	,4391
		35-44	,41169	,14803	,063	-,0126	,8360
		45-54	,38267	,16391	,183	-,0872	,8525
		55+	,62033	,20275	,029	-,0392	1,2015
	25-34	Under 18	-,33206	,37187	,948	-1,3980	,7339
		18-24	-,13661	,10554	,788	-,4391	,1659
		35-44	,27508	,14471	,403	-,1397	,6899
		45-54	,24606	,16092	,646	-,2152	,7073
		55+	,48373	,20034	,154	-,0905	1,0580
	35-44	Under 18	-,60714	,38608	,617	-1,7138	,4995
		18-24	-,41169	,14803	,063	-,8360	,0126
		25-34	-,27508	,14471	,403	-,6899	,1397
		45-54	-,02902	,19149	1,000	-,5779	,5199
		55+	,20865	,22563	,940	-,4381	,8554
45-54	Under 18	-,57813	,39245	,682	-1,7030	,5468	
	18-24	-,38267	,16391	,183	-,8525	,0872	
	25-34	-,24606	,16092	,646	-,7073	,2152	
	35-44	,02902	,19149	1,000	-,5199	,5779	
	55+	,23766	,23636	,916	-,4398	,9152	
55+	Under 18	-,81579	,41019	,351	-1,9916	,3600	
	18-24	-,62033	,20275	,029	-1,2015	-,0392	
	25-34	-,48373	,20034	,154	-1,0580	,0905	
	35-44	-,20865	,22563	,940	-,8554	,4381	
	45-54	-,23766	,23636	,916	-,9152	,4398	
Sustainable Fashion Consumption - Meaning	Under 18	18-24	,20727	,33823	,990	-,7622	1,1768
		25-34	,10534	,33704	1,000	-,8608	1,0714
		35-44	,33333	,34993	,932	-,6697	1,3364
		45-54	,33750	,35570	,933	-,6821	1,3571
		55+	,20000	,37178	,995	-,8657	1,2657
	18-24	Under 18	-,20727	,33823	,990	-1,1768	,7622
		25-34	-,10193	,09566	,895	-,3761	,1723
		35-44	,12606	,13417	,936	-,2585	,5106
		45-54	,13023	,14856	,952	-,2956	,5561
		55+	-,00727	,18376	1,000	-,5340	,5195
	25-34	Under 18	-,10534	,33704	1,000	-1,0714	,8608
		18-24	,10193	,09566	,895	-,1723	,3761
		35-44	,22799	,13116	,507	-,1480	,6039
		45-54	,23216	,14586	,605	-,1859	,6502
		55+	,09466	,18158	,995	-,4258	,6151
	35-44	Under 18	-,33333	,34993	,932	-1,3364	,6697
		18-24	-,12606	,13417	,936	-,5106	,2585
		25-34	-,22799	,13116	,507	-,6039	,1480
		45-54	,00417	,17356	1,000	-,4933	,5017
		55+	-,13333	,20450	,987	-,7195	,4529
45-54	Under 18	-,33750	,35570	,933	-1,3571	,6821	
	18-24	-,13023	,14856	,952	-,5561	,2956	
	25-34	-,23216	,14586	,605	-,6502	,1859	
	35-44	-,00417	,17356	1,000	-,5017	,4933	
	55+	-,13750	,21423	,988	-,7516	,4766	
55+	Under 18	-,20000	,37178	,995	-1,2657	,8657	
	18-24	,00727	,18376	1,000	-,5195	,5340	
	25-34	-,09466	,18158	,995	-,6151	,4258	
	35-44	,13333	,20450	,987	-,4529	,7195	
	45-54	,13750	,21423	,988	-,4766	,7516	



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Fast Fashion Involvement	Under 18	18-24	,36818	,27940	,775	-,4307	1,1671
		25-34	,48237	,27776	,508	-,3118	1,2766
		35-44	,52976	,28873	,444	-,2958	1,3553
		45-54	,75205	,29546	,113	-,0927	1,5968
		55+	,78472	,30196	,099	-,0787	1,6481
	18-24	Under 18	-,36818	,27940	,775	-1,1671	,4307
		25-34	,11419	,09658	,845	-,1620	,3903
		35-44	,16158	,12466	,787	-,1948	,5180
		45-54	,38387	,13953	,067	-,0151	,7828
		55+	,41654	,15282	,072	-,0204	,8535
	25-34	Under 18	-,48237	,27776	,508	-1,2766	,3118
		18-24	-,11419	,09658	,845	-,3903	,1620
		35-44	,04739	,12095	,999	-,2984	,3932
		45-54	,26968	,13623	,355	-,1198	,6592
		55+	,30235	,14981	,333	-,1260	,7307
	35-44	Under 18	-,52976	,28873	,444	-1,3553	,2958
		18-24	-,16158	,12466	,787	-,5180	,1948
		25-34	-,04739	,12095	,999	-,3932	,2984
		45-54	,22229	,15739	,720	-,2277	,6723
		55+	,25496	,16928	,660	-,2291	,7390
	45-54	Under 18	-,75205	,29546	,113	-1,5968	,0927
		18-24	-,38387	,13953	,067	-,7828	,0151
		25-34	-,26968	,13623	,355	-,6592	,1198
		35-44	-,22229	,15739	,720	-,6723	,2277
		55+	,03267	,18052	1,000	-,4835	,5488
	55+	Under 18	-,78472	,30196	,099	-1,6481	,0787
		18-24	-,41654	,15282	,072	-,8535	,0204
		25-34	-,30235	,14981	,333	-,7307	,1260
35-44		-,25496	,16928	,660	-,7390	,2291	
45-54		-,03267	,18052	1,000	-,5488	,4835	
Fast & Sustainable Fashion Perception	Under 18	18-24	,31944	,24812	,792	-,3900	1,0289
		25-34	,32879	,24666	,767	-,3765	1,0341
		35-44	,33333	,25640	,785	-,3998	1,0665
		45-54	,40870	,26238	,627	-,3415	1,1589
		55+	1,02083	,26815	,002	,2541	1,7876
	18-24	Under 18	-,31944	,24812	,792	-1,0289	,3900
		25-34	,00935	,08576	1,000	-,2359	,2546
		35-44	,01389	,11070	1,000	-,3026	,3304
		45-54	,08925	,12391	,979	-,2650	,4435
		55+	,70139	,13571	,000	,3133	1,0894
	25-34	Under 18	-,32879	,24666	,767	-1,0341	,3765
		18-24	-,00935	,08576	1,000	-,2546	,2359
		35-44	,00454	,10741	1,000	-,3026	,3117
		45-54	,07990	,12098	,986	-,2660	,4258
		55+	,69204	,13304	,000	,3116	1,0724
	35-44	Under 18	-,33333	,25640	,785	-1,0665	,3998
		18-24	-,01389	,11070	1,000	-,3304	,3026
		25-34	-,00454	,10741	1,000	-,3117	,3026
		45-54	,07536	,13976	,995	-,3243	,4750
		55+	,68750	,15033	,000	,2577	1,1173
	45-54	Under 18	-,40870	,26238	,627	-1,1589	,3415
		18-24	-,08925	,12391	,979	-,4435	,2650
		25-34	-,07990	,12098	,986	-,4258	,2660
		35-44	-,07536	,13976	,995	-,4750	,3243
		55+	,61214	,16030	,002	,1538	1,0705
	55+	Under 18	-1,02083	,26815	,002	-1,7876	-,2541
		18-24	-,70139	,13571	,000	-1,0894	-,3133
		25-34	-,69204	,13304	,000	-1,0724	-,3116
		35-44	-,68750	,15033	,000	-1,1173	-,2577
		45-54	-,61214	,16030	,002	-1,0705	-,1538

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Involvement with Sustainable Fashion - Self Image

Tukey HSD^{a,b}

Age	N	Subset for alpha = 0.05
		1
45-54	32	2,7917
35-44	42	3,1587
55+	19	3,2105
25-34	131	3,2545
Under 18	5	3,3333
18-24	110	3,4576
Sig.		,207

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18,495.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Involvement with Sustainable Fashion - Perceived Consumer Effectiveness

Tukey HSD^{a,b}

Age	N	Subset for alpha = 0.05	
		1	2
55+	19	3,6842	
35-44	42	3,8929	3,8929
45-54	32	3,9219	3,9219
25-34	131	4,1679	4,1679
18-24	110	4,3045	4,3045
Under 18	5		4,5000
Sig.		,192	,213

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18,495.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast Fashion Involvement

Tukey HSD^{a,b}

Age	N	Subset for alpha = 0.05	
		1	2
55+	48	1,9236	
45-54	61	1,9563	
35-44	84	2,1786	2,1786
25-34	208	2,2260	2,2260
18-24	171	2,3402	2,3402
Under 18	12		2,7083
Sig.		,322	,101

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 41,923.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast & Sustainable Fashion Perception

Tukey HSD^{a,b}

Age	N	Subset for alpha = 0.05	
		1	2
55+	48	2,7431	
45-54	61		3,3552
35-44	84		3,4306
25-34	208		3,4351
18-24	171		3,4444
Under 18	12		3,7639
Sig.		1,000	,216

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 41,923.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sustainable Fashion Consumption - Meaning

Tukey HSD^{a,b}

Age	N	Subset for alpha = 0.05
		1
45-54	32	3,6625
35-44	42	3,6667
18-24	110	3,7927
55+	19	3,8000
25-34	131	3,8947
Under 18	5	4,0000
Sig.		,735

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18,495.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



6.4. Marital Status Differences

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Involvement with Sustainable Fashion - Self Image	Single	73	3,2785	,91627	,10724	3,0648	3,4923	1,00	5,00
	Single, living with parents	71	3,1878	,93390	,11083	2,9667	3,4088	1,00	5,00
	Single parent	7	2,8571	,97861	,36988	1,9521	3,7622	1,00	4,00
	With partner	120	3,4028	,88445	,08074	3,2429	3,5626	1,00	5,00
	Married	19	3,0526	,70504	,16175	2,7128	3,3924	1,67	4,33
	Married with children	49	3,1497	,92080	,13151	2,8852	3,4141	1,00	5,00
	Total	339	3,2635	,90257	,04902	3,1671	3,3599	1,00	5,00
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Single	73	4,2397	,78222	,09155	4,0572	4,4222	2,00	5,00
	Single, living with parents	71	4,0915	,82510	,09792	3,8963	4,2868	2,00	5,00
	Single parent	7	3,7857	1,41000	,53293	2,4817	5,0897	1,00	5,00
	With partner	120	4,2417	,83006	,07577	4,0916	4,3917	1,00	5,00
	Married	19	4,0526	,70504	,16175	3,7128	4,3924	2,50	5,00
	Married with children	49	3,8469	,81140	,11591	3,6139	4,0800	1,00	5,00
	Total	339	4,1327	,83121	,04515	4,0439	4,2215	1,00	5,00
Sustainable Fashion Consumption - Meaning	Single	73	3,8959	,71578	,08378	3,7289	4,0629	2,20	5,00
	Single, living with parents	71	3,7577	,78115	,09270	3,5729	3,9426	1,80	5,00
	Single parent	7	3,1429	,83038	,31385	2,3749	3,9108	2,20	4,80
	With partner	120	3,8600	,71882	,06562	3,7301	3,9899	2,00	5,00
	Married	19	3,6211	,76273	,17498	3,2534	3,9887	2,20	4,80
	Married with children	49	3,7878	,71228	,10175	3,5832	3,9923	2,00	5,00
	Total	339	3,8077	,73962	,04017	3,7287	3,8867	1,80	5,00
Fast Fashion Involvement	Single	131	2,2672	,95557	,08349	2,1020	2,4323	1,00	5,00
	Single, living with parents	131	2,3919	,90675	,07922	2,2351	2,5486	1,00	4,67
	Single parent	18	1,8241	,91550	,21579	1,3688	2,2793	1,00	3,33
	With partner	174	2,2270	,95417	,07234	2,0842	2,3698	1,00	4,33
	Married	31	1,9839	,82367	,14794	1,6617	2,2860	1,00	3,83
	Married with children	99	2,0017	,95164	,09564	1,8119	2,1915	1,00	4,83
	Total	584	2,2095	,94426	,03907	2,1327	2,2862	1,00	5,00
Fast & Sustainable Fashion Perception	Single	131	3,4033	,72323	,06319	3,2783	3,5283	1,50	5,00
	Single, living with parents	131	3,4695	,79496	,06946	3,3321	3,6069	1,33	5,00
	Single parent	18	3,2407	,74584	,17580	2,8698	3,6116	2,00	4,50
	With partner	174	3,3726	,87050	,06599	3,2424	3,5029	1,00	5,00
	Married	31	3,4570	,87026	,15630	3,1378	3,7762	1,50	4,83
	Married with children	99	3,2374	1,03375	,10390	3,0312	3,4436	1,00	5,00
	Total	584	3,3787	,85061	,03520	3,3096	3,4478	1,00	5,00



ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Involvement with Sustainable Fashion - Self Image	Between Groups	5,387	5	1,077	1,329	,251
	Within Groups	269,961	333	,811		
	Total	275,348	338			
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Between Groups	7,347	5	1,469	2,163	,058
	Within Groups	226,179	333	,679		
	Total	233,527	338			
Sustainable Fashion Consumption - Meaning	Between Groups	4,849	5	,970	1,793	,114
	Within Groups	180,051	333	,541		
	Total	184,900	338			
Fast Fashion Involvement	Between Groups	13,373	5	2,675	3,053	,010
	Within Groups	506,446	578	,876		
	Total	519,819	583			
Fast & Sustainable Fashion Perception	Between Groups	3,675	5	,735	1,016	,407
	Within Groups	418,150	578	,723		
	Total	421,825	583			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Marital Status	(J) Marital Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Involvement with Sustainable Fashion - Self Image	Single	Single, living with parents	,09075	,15008	,991	-,3394	,5209
		Single parent	,42140	,35626	,845	-,5998	1,4426
		With partner	-,12424	,13365	,939	-,5073	,2588
		Married	,22591	,23189	,926	-,4388	,8906
		Married with children	,12888	,16628	,972	-,3478	,6055
	Single, living with parents	Single	-,09075	,15008	,991	-,5209	,3394
		Single parent	,33065	,35670	,939	-,6918	1,3531
		With partner	-,21498	,13481	,603	-,6014	,1714
		Married	,13516	,23256	,992	-,5315	,8018
		Married with children	,03813	,16722	1,000	-,4412	,5175
	Single parent	Single	-,42140	,35626	,845	-1,4426	,5998
		Single, living with parents	-,33065	,35670	,939	-1,3531	,6918
		With partner	-,54563	,35010	,626	-1,5492	,4579
		Married	-,19549	,39810	,996	-1,3366	,9456
		Married with children	-,29252	,36381	,967	-1,3353	,7503



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

	With partner	Single	,12424	,13365	,939	-,2588	,5073
		Single, living with parents	,21498	,13481	,603	-,1714	,6014
		Single parent	,54563	,35010	,626	-,4579	1,5492
		Married	,35015	,22231	,616	-,2871	,9874
		Married with children	,25312	,15265	,560	-,1844	,6907
	Married	Single	-,22591	,23189	,926	-,8906	,4388
		Single, living with parents	-,13516	,23256	,992	-,8018	,5315
		Single parent	,19549	,39810	,996	-,9456	1,3366
		With partner	-,35015	,22231	,616	-,9874	,2871
		Married with children	-,09703	,24334	,999	-,7945	,6005
	Married with children	Single	-,12888	,16628	,972	-,6055	,3478
		Single, living with parents	-,03813	,16722	1,000	-,5175	,4412
		Single parent	,29252	,36381	,967	-,7503	1,3353
		With partner	-,25312	,15265	,560	-,6907	,1844
		Married	,09703	,24334	,999	-,6005	,7945
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Single	Single, living with parents	,14818	,13737	,890	-,2456	,5419
	Single parent	,45401	,32609	,732	-,4807	1,3887	
	With partner	-,00194	,12233	1,000	-,3526	,3487	
	Married	,18709	,21226	,951	-,4213	,7955	
	Married with children	,39279	,15220	,105	-,0435	,8291	
Single, living with parents	Single	-,14818	,13737	,890	-,5419	,2456	
	Single parent	,30584	,32649	,937	-,6300	1,2417	
	With partner	-,15012	,12340	,829	-,5038	,2036	
	Married	,03892	,21287	1,000	-,5713	,6491	
	Married with children	,24461	,15306	,600	-,1941	,6833	
Single parent	Single	-,45401	,32609	,732	-,1,3887	,4807	
	Single, living with parents	-,30584	,32649	,937	-,1,2417	,6300	
	With partner	-,45595	,32045	,713	-,1,3745	,4626	
	Married	-,26692	,36439	,978	-,1,3114	,7776	
	Married with children	-,06122	,33301	1,000	-,1,0157	,8933	
With partner	Single	,00194	,12233	1,000	-,3487	,3526	
	Single, living with parents	,15012	,12340	,829	-,2036	,5038	
	Single parent	,45595	,32045	,713	-,4626	1,3745	
	Married	,18904	,20349	,939	-,3942	,7723	
	Married with children	,39473	,13972	,056	-,0058	,7952	
Married	Single	-,18709	,21226	,951	-,7955	,4213	
	Single, living with parents	-,03892	,21287	1,000	-,6491	,5713	
	Single parent	,26692	,36439	,978	-,7776	1,3114	
	With partner	-,18904	,20349	,939	-,7723	,3942	
	Married with children	,20569	,22273	,940	-,4327	,8441	



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

	Married with children	Single	-,39279	,15220	,105	-,8291	,0435
		Single, living with parents	-,24461	,15306	,600	-,6833	,1941
		Single parent	,06122	,33301	1,000	-,8933	1,0157
		With partner	-,39473	,13972	,056	-,7952	,0058
		Married	-,20569	,22273	,940	-,8441	,4327
Sustainable Fashion Consumption - Meaning	Single	Single, living with parents	,13814	,12257	,870	-,2132	,4895
		Single parent	,75303	,29094	,103	-,0809	1,5870
		With partner	,03589	,10914	,999	-,2770	,3487
		Married	,27484	,18938	,695	-,2680	,8177
		Married with children	,10814	,13580	,968	-,2811	,4974
	Single, living with parents	Single	-,13814	,12257	,870	-,4895	,2132
		Single parent	,61489	,29130	,284	-,2201	1,4499
		With partner	-,10225	,11010	,939	-,4178	,2133
		Married	,13669	,18993	,979	-,4077	,6811
		Married with children	-,03001	,13657	1,000	-,4215	,3614
	Single parent	Single	-,75303	,29094	,103	-1,5870	,0809
		Single, living with parents	-,61489	,29130	,284	-1,4499	,2201
		With partner	-,71714	,28592	,125	-1,5367	,1024
		Married	-,47820	,32511	,683	-1,4101	,4537
		Married with children	-,64490	,29711	,254	-1,4965	,2067
	With partner	Single	-,03589	,10914	,999	-,3487	,2770
		Single, living with parents	,10225	,11010	,939	-,2133	,4178
		Single parent	,71714	,28592	,125	-,1024	1,5367
		Married	,23895	,18156	,776	-,2815	,7594
		Married with children	,07224	,12466	,992	-,2851	,4296
Married	Single	-,27484	,18938	,695	-,8177	,2680	
	Single, living with parents	-,13669	,18993	,979	-,6811	,4077	
	Single parent	,47820	,32511	,683	-,4537	1,4101	
	With partner	-,23895	,18156	,776	-,7594	,2815	
	Married with children	-,16670	,19873	,960	-,7363	,4029	
Married with children	Single	-,10814	,13580	,968	-,4974	,2811	
	Single, living with parents	,03001	,13657	1,000	-,3614	,4215	
	Single parent	,64490	,29711	,254	-,2067	1,4965	
	With partner	-,07224	,12466	,992	-,4296	,2851	
	Married	,16670	,19873	,960	-,4029	,7363	
Fast Fashion Involvement	Single	Single, living with parents	-,12468	,11566	,890	-,4554	,2060
		Single parent	,44310	,23530	,414	-,2297	1,1159
		With partner	,04016	,10828	,999	-,2694	,3498
		Married	,28330	,18696	,655	-,2513	,8179
		Married with children	,26549	,12466	,273	-,0909	,6219



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Single, living with parents	Single		,12468	,11566	,890	-,2060	,4554
	Single parent		,56778	,23530	,153	-,1050	1,2406
	With partner		,16485	,10828	,650	-,1448	,4744
	Married		,40799	,18696	,248	-,1266	,9426
	Married with children		,39017	,12466	,023	,0337	,7466
Single parent	Single		-,44310	,23530	,414	-1,1159	,2297
	Single, living with parents		-,56778	,23530	,153	-1,2406	,1050
	With partner		-,40294	,23176	,507	-1,0656	,2597
	Married		-,15980	,27739	,993	-,9529	,6333
	Married with children		-,17761	,23985	,977	-,8634	,5082
With partner	Single		-,04016	,10828	,999	-,3498	,2694
	Single, living with parents		-,16485	,10828	,650	-,4744	,1448
	Single parent		,40294	,23176	,507	-,2597	1,0656
	Married		,24314	,18248	,767	-,2786	,7649
	Married with children		,22533	,11784	,396	-,1116	,5623
Married	Single		-,28330	,18696	,655	-,8179	,2513
	Single, living with parents		-,40799	,18696	,248	-,9426	,1266
	Single parent		,15980	,27739	,993	-,6333	,9529
	With partner		-,24314	,18248	,767	-,7649	,2786
	Married with children		-,01781	,19265	1,000	-,5687	,5330
Married with children	Single		-,26549	,12466	,273	-,6219	,0909
	Single, living with parents		-,39017	,12466	,023	-,7466	-,0337
	Single parent		,17761	,23985	,977	-,5082	,8634
	With partner		-,22533	,11784	,396	-,5623	,1116
	Married		,01781	,19265	1,000	-,5330	,5687
Fast & Sustainable Fashion Perception	Single, living with parents		-,06616	,10509	,989	-,3667	,2343
	Single parent		,16257	,21381	,974	-,4488	,7739
	With partner		,03070	,09839	1,000	-,2506	,3120
	Married		-,05368	,16988	1,000	-,5394	,4321
	Married with children		,16593	,11327	,687	-,1579	,4898
Single, living with parents	Single parent		,22872	,21381	,893	-,3826	,8401
	With partner		,09686	,09839	,923	-,1845	,3782
	Married		,01248	,16988	1,000	-,4733	,4982
	Married with children		,23209	,11327	,316	-,0918	,5560
Single parent	Single		-,16257	,21381	,974	-,7739	,4488
	Single, living with parents		-,22872	,21381	,893	-,8401	,3826
	With partner		-,13186	,21059	,989	-,7340	,4703
	Married		-,21625	,25205	,956	-,9369	,5044
	Married with children		,00337	,21794	1,000	-,6198	,6265



With partner	Single	-.03070	,09839	1,000	-,3120	,2506
	Single, living with parents	-,09686	,09839	,923	-,3782	,1845
	Single parent	,13186	,21059	,989	-,4703	,7340
	Married	-,08438	,16581	,996	-,5585	,3897
	Married with children	,13523	,10708	,805	-,1709	,4414
Married	Single	,05368	,16988	1,000	-,4321	,5394
	Single, living with parents	-,01248	,16988	1,000	-,4982	,4733
	Single parent	,21625	,25205	,956	-,5044	,9369
	With partner	,08438	,16581	,996	-,3897	,5585
	Married with children	,21962	,17506	,809	-,2809	,7202
Married with children	Single	-,16593	,11327	,687	-,4898	,1579
	Single, living with parents	-,23209	,11327	,316	-,5560	,0918
	Single parent	-,00337	,21794	1,000	-,6265	,6198
	With partner	-,13523	,10708	,805	-,4414	,1709
	Married	-,21962	,17506	,809	-,7202	,2809

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Involvement with Sustainable Fashion - Self Image

Tukey HSD^{a,b}

Marital Status	N	Subset for alpha = 0.05
		1
Single parent	7	2,8571
Married	19	3,0526
Married with children	49	3,1497
Single, living with parents	71	3,1878
Single	73	3,2785
With partner	120	3,4028
Sig.		,295

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 23,808.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Involvement with Sustainable Fashion - Perceived Consumer Effectiveness

Tukey HSD^{a,b}

Marital Status	N	Subset for alpha = 0.05
		1
Single parent	7	3,7857
Married with children	49	3,8469
Married	19	4,0526
Single, living with parents	71	4,0915
Single	73	4,2397
With partner	120	4,2417
Sig.		,399

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 23,808.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sustainable Fashion Consumption - Meaning

Tukey HSD^{a,b}

Marital Status	N	Subset for alpha = 0.05	
		1	2
Single parent	7	3,1429	
Married	19	3,6211	3,6211
Single, living with parents	71		3,7577
Married with children	49		3,7878
With partner	120		3,8600
Single	73		3,8959
Sig.		,221	,791

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 23,808.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast Fashion Involvement

Tukey HSD^{a,b}

Marital Status	N	Subset for alpha = 0.05	
		1	2
Single parent	18	1,8241	
Married	31	1,9839	1,9839
Married with children	99	2,0017	2,0017
With partner	174	2,2270	2,2270
Single	131	2,2672	2,2672
Single, living with parents	131		2,3919
Sig.		,166	,244

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 50,450.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast & Sustainable Fashion Perception

Tukey HSD^{a,b}

Marital Status	N	Subset for alpha = 0.05
		1
Married with children	99	3,2374
Single parent	18	3,2407
With partner	174	3,3726
Single	131	3,4033
Married	31	3,4570
Single, living with parents	131	3,4695
Sig.		,745

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 50,450.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



6.5. Educational Level Differences

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Involvement with Sustainable Fashion - Self Image	Junior/High School Graduate	66	3,3889	,99500	,12248	3,1443	3,6335	1,00	5,00
	Technical/Private Institute Degree	44	3,1515	,83667	,12613	2,8971	3,4059	1,00	5,00
	Bachelor's Degree	137	3,2749	,87625	,07486	3,1269	3,4230	1,00	5,00
	Master's Degree	88	3,2311	,91442	,09748	3,0373	3,4248	1,00	5,00
	Doctoral Degree	4	2,7500	,56928	,28464	1,8442	3,6558	2,00	3,33
	Total		339	3,2635	,90257	,04902	3,1671	3,3599	1,00
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Junior/High School Graduate	66	4,4394	,61716	,07597	4,2877	4,5911	3,00	5,00
	Technical/Private Institute Degree	44	4,0682	,73604	,11096	3,8444	4,2920	2,00	5,00
	Bachelor's Degree	137	4,0839	,91066	,07780	3,9301	4,2378	1,00	5,00
	Master's Degree	88	4,0057	,85599	,09125	3,8243	4,1870	1,00	5,00
	Doctoral Degree	4	4,2500	,50000	,25000	3,4544	5,0456	4,00	5,00
	Total		339	4,1327	,83121	,04515	4,0439	4,2215	1,00
Sustainable Fashion Consumption - Meaning	Junior/High School Graduate	66	3,9061	,76799	,09453	3,7173	4,0949	1,60	5,00
	Technical/Private Institute Degree	44	3,5955	,78176	,11785	3,3578	3,8331	2,00	5,00
	Bachelor's Degree	137	3,7664	,73627	,06290	3,6420	3,8908	2,00	5,00
	Master's Degree	88	3,8773	,68510	,07303	3,7321	4,0224	2,40	5,00
	Doctoral Degree	4	4,4000	,58878	,29439	3,4631	5,3369	3,80	5,00
	Total		339	3,8077	,73962	,04017	3,7287	3,8867	1,60
Fast Fashion Involvement	Junior/High School Graduate	105	2,2095	,97841	,09548	2,0202	2,3989	1,00	4,50
	Technical/Private Institute Degree	95	2,2807	,95256	,09773	2,0867	2,4747	1,00	4,67
	Bachelor's Degree	247	2,2672	,89646	,05704	2,1549	2,3796	1,00	5,00
	Master's Degree	131	2,0751	,99146	,08662	1,9037	2,2464	1,00	4,50
	Doctoral Degree	6	1,6389	,87823	,35854	,7172	2,5605	1,00	3,00
	Total		584	2,2095	,94426	,03907	2,1327	2,2862	1,00
Fast & Sustainable Fashion Perception	Junior/High School Graduate	105	3,3254	,82896	,08090	3,1650	3,4858	1,00	5,00
	Technical/Private Institute Degree	95	3,3754	,86431	,08868	3,1994	3,5515	1,00	5,00
	Bachelor's Degree	247	3,3381	,85835	,05462	3,2305	3,4456	1,00	5,00
	Master's Degree	131	3,4847	,85045	,07430	3,3377	3,6317	1,00	5,00
	Doctoral Degree	6	3,7222	,62952	,25700	3,0616	4,3829	3,17	4,50
	Total		584	3,3787	,85061	,03520	3,3096	3,4478	1,00



ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Involvement with Sustainable Fashion - Self Image	Between Groups	2,755	4	,689	,844	,498
	Within Groups	272,593	334	,816		
	Total	275,348	338			
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Between Groups	8,192	4	2,048	3,036	,018
	Within Groups	225,335	334	,675		
	Total	233,527	338			
Sustainable Fashion Consumption - Meaning	Between Groups	4,683	4	1,171	2,170	,072
	Within Groups	180,217	334	,540		
	Total	184,900	338			
Fast Fashion Involvement	Between Groups	5,625	4	1,406	1,584	,177
	Within Groups	514,193	579	,888		
	Total	519,819	583			
Fast & Sustainable Fashion Perception	Between Groups	2,888	4	,722	,998	,408
	Within Groups	418,937	579	,724		
	Total	421,825	583			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Educational Level	(J) Educational Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Involvement with Sustainable Fashion - Self Image	Junior/High School Graduate	Technical/Private Institute Degree	,23737	,17583	,660	-,2449	,7196
		Bachelor's Degree	,11395	,13536	,917	-,2573	,4852
		Master's Degree	,15783	,14711	,820	-,2456	,5613
		Doctoral Degree	,63889	,46519	,645	-,6370	1,9148
	Technical/Private Institute Degree	Junior/High School Graduate	-,23737	,17583	,660	-,7196	,2449
		Bachelor's Degree	-,12342	,15654	,934	-,5528	,3059
		Master's Degree	-,07955	,16680	,989	-,5370	,3780
		Doctoral Degree	,40152	,47179	,914	-,8925	1,6955



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Bachelor's Degree	Junior/High School Graduate		-,11395	,13536	,917	-,4852	,2573
	Technical/Private Institute Degree		,12342	,15654	,934	-,3059	,5528
	Master's Degree		,04388	,12342	,997	-,2946	,3824
	Doctoral Degree		,52494	,45825	,782	-,7319	1,7818
Master's Degree	Junior/High School Graduate		-,15783	,14711	,820	-,5613	,2456
	Technical/Private Institute Degree		,07955	,16680	,989	-,3780	,5370
	Bachelor's Degree		-,04388	,12342	,997	-,3824	,2946
	Doctoral Degree		,48106	,46186	,836	-,7857	1,7478
Doctoral Degree	Junior/High School Graduate		-,63889	,46519	,645	-,1,9148	,6370
	Technical/Private Institute Degree		-,40152	,47179	,914	-,1,6955	,8925
	Bachelor's Degree		-,52494	,45825	,782	-,1,7818	,7319
	Master's Degree		-,48106	,46186	,836	-,1,7478	,7857
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Junior/High School Graduate	Technical/Private Institute Degree	,37121	,15986	,140	-,0672	,8097
		Bachelor's Degree	,35545	,12307	,033	,0179	,6930
		Master's Degree	,43371	,13375	,011	,0669	,8005
		Doctoral Degree	,18939	,42295	,992	-,9706	1,3494
Technical/Private Institute Degree	Junior/High School Graduate		-,37121	,15986	,140	-,8097	,0672
	Bachelor's Degree		-,01576	,14233	1,000	-,4061	,3746
	Master's Degree		,06250	,15166	,994	-,3535	,4785
	Doctoral Degree		-,18182	,42895	,993	-,1,3583	,9947
Bachelor's Degree	Junior/High School Graduate		-,35545	,12307	,033	-,6930	-,0179
	Technical/Private Institute Degree		,01576	,14233	1,000	-,3746	,4061
	Master's Degree		,07826	,11221	,957	-,2295	,3860
	Doctoral Degree		-,16606	,41664	,995	-,1,3088	,9767
Master's Degree	Junior/High School Graduate		-,43371	,13375	,011	-,8005	-,0669
	Technical/Private Institute Degree		-,06250	,15166	,994	-,4785	,3535
	Bachelor's Degree		-,07826	,11221	,957	-,3860	,2295
	Doctoral Degree		-,24432	,41992	,978	-,1,3960	,9074



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

	Doctoral Degree	Junior/High School Graduate	-,18939	,42295	,992	-1,3494	,9706
		Technical/Private Institute Degree	,18182	,42895	,993	-,9947	1,3583
		Bachelor's Degree	,16606	,41664	,995	-,9767	1,3088
		Master's Degree	,24432	,41992	,978	-,9074	1,3960
Sustainable Fashion Consumption - Meaning	Junior/High School Graduate	Technical/Private Institute Degree	,31061	,14296	,193	-,0815	,7027
		Bachelor's Degree	,13964	,11006	,711	-,1622	,4415
		Master's Degree	,02879	,11961	,999	-,2993	,3568
		Doctoral Degree	-,49394	,37824	,688	-1,5314	,5435
	Technical/Private Institute Degree	Junior/High School Graduate	-,31061	,14296	,193	-,7027	,0815
		Bachelor's Degree	-,17097	,12728	,664	-,5201	,1781
		Master's Degree	-,28182	,13563	,232	-,6538	,0902
		Doctoral Degree	-,80455	,38361	,224	-1,8567	,2476
	Bachelor's Degree	Junior/High School Graduate	-,13964	,11006	,711	-,4415	,1622
		Technical/Private Institute Degree	,17097	,12728	,664	-,1781	,5201
		Master's Degree	-,11085	,10035	,804	-,3861	,1644
		Doctoral Degree	-,63358	,37260	,435	-1,6555	,3884
	Master's Degree	Junior/High School Graduate	-,02879	,11961	,999	-,3568	,2993
		Technical/Private Institute Degree	,28182	,13563	,232	-,0902	,6538
		Bachelor's Degree	,11085	,10035	,804	-,1644	,3861
		Doctoral Degree	-,52273	,37553	,633	-1,5527	,5073
	Doctoral Degree	Junior/High School Graduate	,49394	,37824	,688	-,5435	1,5314
		Technical/Private Institute Degree	,80455	,38361	,224	-,2476	1,8567
		Bachelor's Degree	,63358	,37260	,435	-,3884	1,6555
		Master's Degree	,52273	,37553	,633	-,5073	1,5527
Fast Fashion Involvement	Junior/High School Graduate	Technical/Private Institute Degree	-,07118	,13344	,984	-,4363	,2940
		Bachelor's Degree	-,05768	,10979	,985	-,3581	,2427
		Master's Degree	,13446	,12344	,812	-,2033	,4722
		Doctoral Degree	,57063	,39556	,600	-,5118	1,6530
	Technical/Private Institute Degree	Junior/High School Graduate	,07118	,13344	,984	-,2940	,4363
		Bachelor's Degree	,01350	,11377	1,000	-,2978	,3248
		Master's Degree	,20564	,12699	,486	-,1419	,5531
		Doctoral Degree	,64181	,39669	,486	-,4437	1,7273
	Bachelor's Degree	Junior/High School Graduate	,05768	,10979	,985	-,2427	,3581
		Technical/Private Institute Degree	-,01350	,11377	1,000	-,3248	,2978
		Master's Degree	,19214	,10186	,326	-,0866	,4709
		Doctoral Degree	,62832	,38937	,489	-,4371	1,6938



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Master's Degree	Junior/High School Graduate		-,13446	,12344	,812	-,4722	,2033	
	Technical/Private Institute Degree		-,20564	,12699	,486	-,5531	,1419	
	Bachelor's Degree		-,19214	,10186	,326	-,4709	,0866	
	Doctoral Degree		,43617	,39343	,802	-,6404	1,5128	
Doctoral Degree	Junior/High School Graduate		-,57063	,39556	,600	-,1,6530	,5118	
	Technical/Private Institute Degree		-,64181	,39669	,486	-,1,7273	,4437	
	Bachelor's Degree		-,62832	,38937	,489	-,1,6938	,4371	
	Master's Degree		-,43617	,39343	,802	-,1,5128	,6404	
Fast & Sustainable Fashion Perception	Junior/High School Graduate	Technical/Private Institute Degree		-,05004	,12045	,994	-,3796	,2795
		Bachelor's Degree		-,01266	,09910	1,000	-,2838	,2585
		Master's Degree		-,15934	,11142	,608	-,4642	,1456
		Doctoral Degree		-,39683	,35705	,801	-,1,3738	,5802
Technical/Private Institute Degree	Junior/High School Graduate		,05004	,12045	,994	-,2795	,3796	
		Bachelor's Degree		,03738	,10269	,996	-,2436	,3184
		Master's Degree		-,10929	,11463	,876	-,4230	,2044
		Doctoral Degree		-,34678	,35806	,869	-,1,3266	,6330
Bachelor's Degree	Junior/High School Graduate		,01266	,09910	1,000	-,2585	,2838	
		Technical/Private Institute Degree		-,03738	,10269	,996	-,3184	,2436
		Master's Degree		-,14668	,09194	,501	-,3983	,1049
		Doctoral Degree		-,38417	,35146	,810	-,1,3459	,5776
Master's Degree	Junior/High School Graduate		,15934	,11142	,608	-,1456	,4642	
		Technical/Private Institute Degree		,10929	,11463	,876	-,2044	,4230
		Bachelor's Degree		,14668	,09194	,501	-,1049	,3983
		Doctoral Degree		-,23749	,35513	,963	-,1,2093	,7343
Doctoral Degree	Junior/High School Graduate		,39683	,35705	,801	-,5802	1,3738	
		Technical/Private Institute Degree		,34678	,35806	,869	-,6330	1,3266
		Bachelor's Degree		,38417	,35146	,810	-,5776	1,3459
		Master's Degree		,23749	,35513	,963	-,7343	1,2093

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Involvement with Sustainable Fashion - Self Image

Tukey HSD^{a,b}

Educational Level	N	Subset for alpha = 0.05	
		1	
Doctoral Degree	4	2,7500	
Technical/Private Institute Degree	44	3,1515	
Master's Degree	88	3,2311	
Bachelor's Degree	137	3,2749	
Junior/High School	66	3,3889	
Graduate			
Sig.			,259

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 16,311.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Involvement with Sustainable Fashion - Perceived Consumer Effectiveness

Tukey HSD^{a,b}

Educational Level	N	Subset for alpha = 0.05	
		1	
Master's Degree	88	4,0057	
Technical/Private Institute Degree	44	4,0682	
Bachelor's Degree	137	4,0839	
Doctoral Degree	4	4,2500	
Junior/High School	66	4,4394	
Graduate			
Sig.			,558

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 16,311.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sustainable Fashion Consumption - Meaning

Tukey HSD^{a,b}

Educational Level	N	Subset for alpha = 0.05	
		1	2
Technical/Private Institute Degree	44	3,5955	
Bachelor's Degree	137	3,7664	3,7664
Master's Degree	88	3,8773	3,8773
Junior/High School	66	3,9061	3,9061
Graduate			
Doctoral Degree	4		4,4000
Sig.		,747	,102

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 16,311.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast Fashion Involvement

Tukey HSD^{a,b}

Educational Level	N	Subset for alpha = 0.05	
		1	
Doctoral Degree	6	1,6389	
Master's Degree	131	2,0751	
Junior/High School	105	2,2095	
Graduate			
Bachelor's Degree	247	2,2672	
Technical/Private Institute Degree	95	2,2807	
Sig.			,112

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 25,202.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast & Sustainable Fashion Perception

Tukey HSD^{a,b}

Educational Level	N	Subset for alpha = 0.05
		1
Junior/High School Graduate	105	3,3254
Bachelor's Degree	247	3,3381
Technical/Private Institute Degree	95	3,3754
Master's Degree	131	3,4847
Doctoral Degree	6	3,7222
Sig.		,462

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 25,202.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

6.6. Monthly Individual Income Differences

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Involvement with Sustainable Fashion - Self Image	0€ - 400€	136	3,3652	,95743	,08210	3,2028	3,5276	1,00	5,00
	401€ - 650€	50	3,2600	,77457	,10954	3,0399	3,4801	1,00	5,00
	651€ - 1000€	72	3,1204	,97913	,11539	2,8903	3,3505	1,00	5,00
	1001€ - 2000€	66	3,1515	,71416	,08791	2,9760	3,3271	1,00	5,00
	2001€ <	15	3,5333	1,07497	,27756	2,9380	4,1286	1,67	5,00
	Total	339	3,2635	,90257	,04902	3,1671	3,3599	1,00	5,00
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	0€ - 400€	136	4,2978	,75370	,06463	4,1700	4,4256	1,00	5,00
	401€ - 650€	50	4,1100	,73741	,10429	3,9004	4,3196	2,00	5,00
	651€ - 1000€	72	4,0903	,95064	,11203	3,8669	4,3137	1,00	5,00
	1001€ - 2000€	66	3,8258	,86154	,10605	3,6140	4,0376	1,00	5,00
	2001€ <	15	4,2667	,72866	,18814	3,8631	4,6702	3,00	5,00
	Total	339	4,1327	,83121	,04515	4,0439	4,2215	1,00	5,00
Sustainable Fashion Consumption - Meaning	0€ - 400€	136	3,8294	,74696	,06405	3,7027	3,9561	1,60	5,00
	401€ - 650€	50	3,6040	,79538	,11248	3,3780	3,8300	2,00	5,00
	651€ - 1000€	72	3,9028	,67385	,07941	3,7444	4,0611	2,60	5,00
	1001€ - 2000€	66	3,7455	,75042	,09237	3,5610	3,9299	2,00	5,00
	2001€ <	15	4,1067	,61814	,15960	3,7644	4,4490	2,60	5,00
	Total	339	3,8077	,73962	,04017	3,7287	3,8867	1,60	5,00



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Fast Fashion Involvement	0€ - 400€	204	2,2353	,95931	,06717	2,1029	2,3677	1,00	5,00
	401€ - 650€	101	2,3251	,86839	,08641	2,1537	2,4965	1,00	4,67
	651€ - 1000€	126	2,2778	,95219	,08483	2,1099	2,4457	1,00	4,67
	1001€ - 2000€	116	2,1034	,96800	,08988	1,9254	2,2815	1,00	4,83
	2001€ <	37	1,8514	,88783	,14596	1,5553	2,1474	1,00	4,33
	Total	584	2,2095	,94426	,03907	2,1327	2,2862	1,00	5,00
Fast & Sustainable Fashion Perception	0€ - 400€	204	3,3791	,80677	,05649	3,2677	3,4905	1,50	5,00
	401€ - 650€	101	3,3878	,75392	,07502	3,2390	3,5366	1,00	5,00
	651€ - 1000€	126	3,5013	,90419	,08055	3,3419	3,6607	1,00	5,00
	1001€ - 2000€	116	3,3046	,87319	,08107	3,1440	3,4652	1,17	5,00
	2001€ <	37	3,1667	1,03786	,17062	2,8206	3,5127	1,00	4,83
	Total	584	3,3787	,85061	,03520	3,3096	3,4478	1,00	5,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Involvement with Sustainable Fashion - Self Image	Between Groups	4,802	4	1,200	1,482	,207
	Within Groups	270,546	334	,810		
	Total	275,348	338			
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Between Groups	10,349	4	2,587	3,872	,004
	Within Groups	223,177	334	,668		
	Total	233,527	338			
Sustainable Fashion Consumption - Meaning	Between Groups	4,386	4	1,097	2,029	,090
	Within Groups	180,514	334	,540		
	Total	184,900	338			
Fast Fashion Involvement	Between Groups	8,123	4	2,031	2,298	,058
	Within Groups	511,696	579	,884		
	Total	519,819	583			
Fast & Sustainable Fashion Perception	Between Groups	4,203	4	1,051	1,457	,214
	Within Groups	417,622	579	,721		
	Total	421,825	583			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Monthly Income	(J) Monthly Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Involvement with Sustainable Fashion - Self Image	0€ - 400€	401€ - 650€	,10520	,14885	,955	-,3031	,5135
		651€ - 1000€	,24483	,13117	,338	-,1149	,6046
		1001€ - 2000€	,21368	,13501	,510	-,1566	,5840
		2001€ <	-,16814	,24486	,959	-,8397	,5035
	401€ - 650€	0€ - 400€	-,10520	,14885	,955	-,5135	,3031
		651€ - 1000€	,13963	,16568	,917	-,3148	,5941
		1001€ - 2000€	,10848	,16874	,968	-,3543	,5713
		2001€ <	-,27333	,26496	,841	-1,0000	,4534
	651€ - 1000€	0€ - 400€	-,24483	,13117	,338	-,6046	,1149
		401€ - 650€	-,13963	,16568	,917	-,5941	,3148
		1001€ - 2000€	-,03114	,15337	1,000	-,4518	,3895
		2001€ <	-,41296	,25544	,488	-1,1136	,2877



	1001€ - 2000€	0€ - 400€							
		401€ - 650€							
		651€ - 1000€							
		2001€ <							
	2001€ <	0€ - 400€							
		401€ - 650€							
		651€ - 1000€							
		1001€ - 2000€							
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	0€ - 400€	401€ - 650€							
		651€ - 1000€							
		1001€ - 2000€							
		2001€ <							
	401€ - 650€	0€ - 400€							
		651€ - 1000€							
		1001€ - 2000€							
		2001€ <							
	651€ - 1000€	0€ - 400€							
		401€ - 650€							
		1001€ - 2000€							
		2001€ <							
	1001€ - 2000€	0€ - 400€							
		401€ - 650€							
		651€ - 1000€							
		2001€ <							
	2001€ <	0€ - 400€							
		401€ - 650€							
		651€ - 1000€							
		1001€ - 2000€							
Sustainable Fashion Consumption - Meaning	0€ - 400€	401€ - 650€							
		651€ - 1000€							
		1001€ - 2000€							
		2001€ <							
	401€ - 650€	0€ - 400€							
		651€ - 1000€							
		1001€ - 2000€							
		2001€ <							
	651€ - 1000€	0€ - 400€							
		401€ - 650€							
		1001€ - 2000€							
		2001€ <							
	1001€ - 2000€	0€ - 400€							
		401€ - 650€							
		651€ - 1000€							
		2001€ <							
	2001€ <	0€ - 400€							
		401€ - 650€							
		651€ - 1000€							
		1001€ - 2000€							
Fast Fashion Involvement	0€ - 400€	401€ - 650€							
		651€ - 1000€							
		1001€ - 2000€							
		2001€ <							



	401€ - 650€	0€ - 400€	,08979	,11438	,935	-,2232	,4028
		651€ - 1000€	,04730	,12555	,996	-,2963	,3909
		1001€ - 2000€	,22163	,12794	,415	-,1285	,5717
		2001€ <	,47373	,18065	,068	-,0206	,9681
	651€ - 1000€	0€ - 400€	,04248	,10652	,995	-,2490	,3340
		401€ - 650€	-,04730	,12555	,996	-,3909	,2963
		1001€ - 2000€	,17433	,12097	,601	-,1567	,5053
		2001€ <	,42643	,17578	,110	-,0546	,9074
	1001€ - 2000€	0€ - 400€	-,13185	,10932	,748	-,4310	,1673
		401€ - 650€	-,22163	,12794	,415	-,5717	,1285
		651€ - 1000€	-,17433	,12097	,601	-,5053	,1567
		2001€ <	,25210	,17749	,615	-,2336	,7378
	2001€ <	0€ - 400€	-,38394	,16798	,151	-,8436	,0757
		401€ - 650€	-,47373	,18065	,068	-,9681	,0206
		651€ - 1000€	-,42643	,17578	,110	-,9074	,0546
		1001€ - 2000€	-,25210	,17749	,615	-,7378	,2336
Fast & Sustainable Fashion Perception	0€ - 400€	401€ - 650€	-,00870	,10333	1,000	-,2915	,2740
		651€ - 1000€	-,12224	,09623	,710	-,3856	,1411
		1001€ - 2000€	,07449	,09876	,943	-,1958	,3447
		2001€ <	,21242	,15176	,628	-,2028	,6277
	401€ - 650€	0€ - 400€	,00870	,10333	1,000	-,2740	,2915
		651€ - 1000€	-,11353	,11343	,855	-,4239	,1968
		1001€ - 2000€	,08319	,11558	,952	-,2331	,3995
		2001€ <	,22112	,16320	,657	-,2255	,6677
	651€ - 1000€	0€ - 400€	,12224	,09623	,710	-,1411	,3856
		401€ - 650€	,11353	,11343	,855	-,1968	,4239
		1001€ - 2000€	,19673	,10928	,374	-,1023	,4958
		2001€ <	,33466	,15880	,218	-,0999	,7692
	1001€ - 2000€	0€ - 400€	-,07449	,09876	,943	-,3447	,1958
		401€ - 650€	-,08319	,11558	,952	-,3995	,2331
		651€ - 1000€	-,19673	,10928	,374	-,4958	,1023
		2001€ <	,13793	,16035	,911	-,3008	,5767
2001€ <	0€ - 400€	-,21242	,15176	,628	-,6277	,2028	
	401€ - 650€	-,22112	,16320	,657	-,6677	,2255	
	651€ - 1000€	-,33466	,15880	,218	-,7692	,0999	
	1001€ - 2000€	-,13793	,16035	,911	-,5767	,3008	

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Involvement with Sustainable Fashion - Self Image

Tukey HSD^{a,b}

Monthly Income	N	Subset for alpha = 0.05	
		1	2
651€ - 1000€	72	3,1204	
1001€ - 2000€	66	3,1515	
401€ - 650€	50	3,2600	
0€ - 400€	136	3,3652	
2001€ <	15	3,5333	
Sig.			,236

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 40,631.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Involvement with Sustainable Fashion - Perceived Consumer Effectiveness

Tukey HSD^{a,b}

Monthly Income	N	Subset for alpha = 0.05	
		1	2
1001€ - 2000€	66	3,8258	
651€ - 1000€	72	4,0903	
401€ - 650€	50	4,1100	
2001€ <	15	4,2667	
0€ - 400€	136	4,2978	
Sig.			,072

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 40,631.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sustainable Fashion Consumption - Meaning

Tukey HSD^{a,b}

Monthly Income	N	Subset for alpha = 0.05	
		1	2
401€ - 650€	50	3,6040	
1001€ - 2000€	66	3,7455	3,7455
0€ - 400€	136	3,8294	3,8294
651€ - 1000€	72	3,9028	3,9028
2001€ <	15		4,1067
Sig.		,357	,177

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 40,631.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast Fashion Involvement

Tukey HSD^{a,b}

Monthly Income	N	Subset for alpha = 0.05	
		1	2
2001€ <	37	1,8514	
1001€ - 2000€	116	2,1034	2,1034
0€ - 400€	204	2,2353	2,2353
651€ - 1000€	126		2,2778
401€ - 650€	101		2,3251
Sig.		,059	,535

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 85,635.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast & Sustainable Fashion Perception

Tukey HSD^{a,b}

Monthly Income	N	Subset for alpha = 0.05
		1
2001€ <	37	3,1667
1001€ - 2000€	116	3,3046
0€ - 400€	204	3,3791
401€ - 650€	101	3,3878
651€ - 1000€	126	3,5013
Sig.		,076

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 85,635.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

6.7. Occupation Type Differences

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Involvement with Sustainable Fashion - Self Image	Self employed	38	3,1316	1,00909	,16370	2,7999	3,4633	1,00	5,00
	Business owner	9	2,9259	,92463	,30821	2,2152	3,6367	1,00	3,67
	Public employee	39	3,0513	,77058	,12339	2,8015	3,3011	1,00	4,67
	Private employee	119	3,2381	,89479	,08203	3,0757	3,4005	1,00	5,00
	School/University student	95	3,4456	,91172	,09354	3,2599	3,6313	1,00	5,00
	Unemployed	31	3,2688	,92464	,16607	2,9297	3,6080	1,00	5,00
	Housewife	6	3,3889	,49065	,20031	2,8740	3,9038	2,67	4,00
	Retiree	2	3,8333	1,17851	,83333	-6,7552	14,4218	3,00	4,67
	Total	339	3,2635	,90257	,04902	3,1671	3,3599	1,00	5,00
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Self employed	38	4,1184	,80902	,13124	3,8525	4,3843	2,00	5,00
	Business owner	9	3,9444	,95015	,31672	3,2141	4,6748	3,00	5,00
	Public employee	39	3,7692	,85722	,13726	3,4914	4,0471	1,00	5,00
	Private employee	119	4,0210	,91224	,08362	3,8554	4,1866	1,00	5,00
	School/University student	95	4,3947	,71046	,07289	4,2500	4,5395	2,00	5,00
	Unemployed	31	4,2903	,65542	,11772	4,0499	4,5307	2,50	5,00
	Housewife	6	4,0833	,49160	,20069	3,5674	4,5992	3,50	5,00
	Retiree	2	4,2500	,35355	,25000	1,0734	7,4266	4,00	4,50
	Total	339	4,1327	,83121	,04515	4,0439	4,2215	1,00	5,00



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Sustainable Fashion Consumption - Meaning	Self employed	38	3,8526	,68448	,11104	3,6277	4,0776	2,40	5,00
	Business owner	9	3,7556	,90982	,30327	3,0562	4,4549	2,60	5,00
	Public employee	39	3,7846	,77512	,12412	3,5334	4,0359	2,00	5,00
	Private employee	119	3,7563	,73284	,06718	3,6233	3,8893	2,00	5,00
	School/University student	95	3,8526	,76197	,07818	3,6974	4,0079	1,60	5,00
	Unemployed	31	3,9161	,71884	,12911	3,6525	4,1798	2,20	5,00
	Housewife	6	3,3667	,61210	,24989	2,7243	4,0090	2,60	4,20
	Retiree	2	4,2000	,56569	,40000	-.8825	9,2825	3,80	4,60
	Total	339	3,8077	,73962	,04017	3,7287	3,8867	1,60	5,00
Fast Fashion Involvement	Self employed	73	2,0502	,93281	,10918	1,8326	2,2679	1,00	4,67
	Business owner	16	1,9375	,78852	,19713	1,5173	2,3577	1,00	3,33
	Public employee	83	2,2169	,93260	,10237	2,0132	2,4205	1,00	4,83
	Private employee	200	2,2608	,94777	,06702	2,1287	2,3930	1,00	4,67
	School/University student	146	2,3379	,98240	,08130	2,1772	2,4986	1,00	5,00
	Unemployed	49	2,0374	,87551	,12507	1,7859	2,2889	1,00	4,50
	Housewife	10	1,9167	,87224	,27583	1,2927	2,5406	1,00	3,67
	Retiree	7	1,8810	,92653	,35020	1,0241	2,7379	1,00	3,33
	Total	584	2,2095	,94426	,03907	2,1327	2,2862	1,00	5,00
Fast & Sustainable Fashion Perception	Self employed	73	3,2489	,83939	,09824	3,0530	3,4447	1,00	4,83
	Business owner	16	3,0104	1,30024	,32506	2,3176	3,7033	1,00	4,83
	Public employee	83	3,3072	,97304	,10680	3,0948	3,5197	1,00	5,00
	Private employee	200	3,4692	,79415	,05615	3,3584	3,5799	1,00	5,00
	School/University student	146	3,4281	,80869	,06693	3,2958	3,5604	1,50	5,00
	Unemployed	49	3,3367	,79749	,11393	3,1077	3,5658	1,50	5,00
	Housewife	10	3,3667	1,01774	,32184	2,6386	4,0947	1,83	4,83
	Retiree	7	3,1190	,50657	,19147	2,6505	3,5875	2,33	3,83
	Total	584	3,3787	,85061	,03520	3,3096	3,4478	1,00	5,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Involvement with Sustainable Fashion - Self Image	Between Groups	7,416	7	1,059	1,309	,245
	Within Groups	267,932	331	,809		
	Total	275,348	338			
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Between Groups	14,299	7	2,043	3,084	,004
	Within Groups	219,228	331	,662		
	Total	233,527	338			
Sustainable Fashion Consumption - Meaning	Between Groups	2,467	7	,352	,640	,723
	Within Groups	182,433	331	,551		
	Total	184,900	338			
Fast Fashion Involvement	Between Groups	9,038	7	1,291	1,456	,180
	Within Groups	510,780	576	,887		
	Total	519,819	583			
Fast & Sustainable Fashion Perception	Between Groups	6,377	7	,911	1,263	,266
	Within Groups	415,448	576	,721		
	Total	421,825	583			

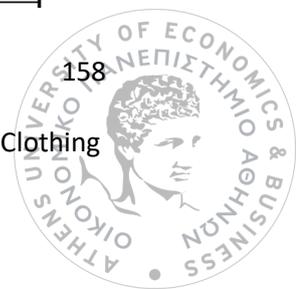


Post-hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Involvement with Sustainable Fashion - Self Image	Self employed	Business owner	,20565	,33353	,999	-,8118	1,2231
		Public employee	,08030	,20508	1,000	-,5453	,7059
		Private employee	-,10652	,16764	,998	-,6179	,4049
		School/University student	-,31404	,17269	,608	-,8408	,2127
		Unemployed	-,13724	,21775	,998	-,8015	,5270
		Housewife	-,25731	,39524	,998	-1,4630	,9483
		Retiree	-,70175	,65271	,962	-2,6928	1,2893
	Business owner	Self employed	-,20565	,33353	,999	-1,2231	,8118
		Public employee	-,12536	,33271	1,000	-1,1403	,8896
		Private employee	-,31217	,31103	,974	-1,2610	,6366
		School/University student	-,51969	,31378	,715	-1,4769	,4375
		Unemployed	-,34289	,34066	,973	-1,3821	,6963
		Housewife	-,46296	,47418	,977	-1,9094	,9835
		Retiree	-,90741	,70333	,902	-3,0529	1,2380
	Public employee	Self employed	-,08030	,20508	1,000	-,7059	,5453
		Business owner	,12536	,33271	1,000	-,8896	1,1403
		Private employee	-,18681	,16601	,951	-,6932	,3196
		School/University student	-,39433	,17110	,294	-,9163	,1276
		Unemployed	-,21754	,21649	,974	-,8779	,4428
		Housewife	-,33761	,39455	,990	-1,5411	,8659
		Retiree	-,78205	,65229	,932	-2,7718	1,2077
	Private employee	Self employed	,10652	,16764	,998	-,4049	,6179
		Business owner	,31217	,31103	,974	-,6366	1,2610
		Public employee	,18681	,16601	,951	-,3196	,6932
		School/University student	-,20752	,12379	,703	-,5851	,1701
		Unemployed	-,03072	,18142	1,000	-,5841	,5227
		Housewife	-,15079	,37645	1,000	-1,2991	,9975
		Retiree	-,59524	,64151	,983	-2,5521	1,3616
School/University student	Self employed	,31404	,17269	,608	-,2127	,8408	
	Business owner	,51969	,31378	,715	-,4375	1,4769	
	Public employee	,39433	,17110	,294	-,1276	,9163	
	Private employee	,20752	,12379	,703	-,1701	,5851	
	Unemployed	,17680	,18610	,981	-,3909	,7445	
	Housewife	,05673	,37872	1,000	-1,0985	1,2120	
	Retiree	-,38772	,64285	,999	-2,3487	1,5732	
Unemployed	Self employed	,13724	,21775	,998	-,5270	,8015	
	Business owner	,34289	,34066	,973	-,6963	1,3821	
	Public employee	,21754	,21649	,974	-,4428	,8779	
	Private employee	,03072	,18142	1,000	-,5227	,5841	
	School/University student	-,17680	,18610	,981	-,7445	,3909	
	Housewife	-,12007	,40128	1,000	-1,3441	1,1040	
	Retiree	-,56452	,65639	,989	-2,5668	1,4377	



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Housewife	Self employed		,25731	,39524	,998	-,9483	1,4630
	Business owner		,46296	,47418	,977	-,9835	1,9094
	Public employee		,33761	,39455	,990	-,8659	1,5411
	Private employee		,15079	,37645	1,000	-,9975	1,2991
	School/University student		-,05673	,37872	1,000	-1,2120	1,0985
	Unemployed		,12007	,40128	1,000	-1,1040	1,3441
	Retiree		-,44444	,73460	,999	-2,6853	1,7964
Retiree	Self employed		,70175	,65271	,962	-1,2893	2,6928
	Business owner		,90741	,70333	,902	-1,2380	3,0529
	Public employee		,78205	,65229	,932	-1,2077	2,7718
	Private employee		,59524	,64151	,983	-1,3616	2,5521
	School/University student		,38772	,64285	,999	-1,5732	2,3487
	Unemployed		,56452	,65639	,989	-1,4377	2,5668
	Housewife		,44444	,73460	,999	-1,7964	2,6853
Involvement with Sustainable Fashion - Perceived Consumer Effectiveness	Self employed	Business owner	,17398	,30170	,999	-,7463	1,0943
		Public employee	,34919	,18550	,564	-2,2167	,9151
		Private employee	,09741	,15164	,998	-,3652	,5600
		School/University student	-,27632	,15621	,642	-,7528	,2002
		Unemployed	-,17190	,19696	,988	-,7727	,4289
		Housewife	,03509	,35751	1,000	-1,0555	1,1257
		Retiree	-,13158	,59041	1,000	-1,9326	1,6694
Business owner	Self employed		-,17398	,30170	,999	-1,0943	,7463
	Public employee		,17521	,30095	,999	-,7428	1,0933
	Private employee		-,07656	,28135	1,000	-,9348	,7817
	School/University student		-,45029	,28384	,758	-1,3161	,4155
	Unemployed		-,34588	,30815	,952	-1,2859	,5941
	Housewife		-,13889	,42893	1,000	-1,4473	1,1695
	Retiree		-,30556	,63620	1,000	-2,2462	1,6351
Public employee	Self employed		-,34919	,18550	,564	-,9151	,2167
	Business owner		-,17521	,30095	,999	-1,0933	,7428
	Private employee		-,25178	,15016	,702	-,7098	,2063
	School/University student		-,62551	,15477	,002	-1,0976	-,1534
	Unemployed		-,52109	,19583	,139	-1,1184	,0763
	Housewife		-,31410	,35689	,988	-1,4028	,7746
	Retiree		-,48077	,59004	,992	-2,2806	1,3191
Private employee	Self employed		-,09741	,15164	,998	-,5600	,3652
	Business owner		,07656	,28135	1,000	-,7817	,9348
	Public employee		,25178	,15016	,702	-,2063	,7098
	School/University student		-,37373	,11197	,021	-,7153	-,0322
	Unemployed		-,26931	,16411	,725	-,7699	,2313
	Housewife		-,06232	,34052	1,000	-1,1011	,9764
	Retiree		-,22899	,58028	1,000	-1,9991	1,5411
School/University student	Self employed		,27632	,15621	,642	-,2002	,7528
	Business owner		,45029	,28384	,758	-,4155	1,3161
	Public employee		,62551	,15477	,002	,1534	1,0976
	Private employee		,37373	,11197	,021	,0322	,7153
	Unemployed		,10441	,16834	,999	-,4091	,6179
	Housewife		,31140	,34258	,985	-,7336	1,3564
	Retiree		,14474	,58149	1,000	-1,6291	1,9185



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Unemployed	Self employed	,17190	,19696	,988	-,4289	,7727	
	Business owner	,34588	,30815	,952	-,5941	1,2859	
	Public employee	,52109	,19583	,139	-,0763	1,1184	
	Private employee	,26931	,16411	,725	-,2313	,7699	
	School/University student	-,10441	,16834	,999	-,6179	,4091	
	Housewife	,20699	,36298	,999	-,9002	1,3142	
	Retiree	,04032	,59374	1,000	-1,7708	1,8515	
Housewife	Self employed	-,03509	,35751	1,000	-1,1257	1,0555	
	Business owner	,13889	,42893	1,000	-1,1695	1,4473	
	Public employee	,31410	,35689	,988	-,7746	1,4028	
	Private employee	,06232	,34052	1,000	-,9764	1,1011	
	School/University student	-,31140	,34258	,985	-1,3564	,7336	
	Unemployed	-,20699	,36298	,999	-1,3142	,9002	
	Retiree	-,16667	,66449	1,000	-2,1936	1,8603	
Retiree	Self employed	,13158	,59041	1,000	-1,6694	1,9326	
	Business owner	,30556	,63620	1,000	-1,6351	2,2462	
	Public employee	,48077	,59004	,992	-1,3191	2,2806	
	Private employee	,22899	,58028	1,000	-1,5411	1,9991	
	School/University student	-,14474	,58149	1,000	-1,9185	1,6291	
	Unemployed	-,04032	,59374	1,000	-1,8515	1,7708	
	Housewife	,16667	,66449	1,000	-1,8603	2,1936	
Sustainable Fashion Consumption - Meaning	Self employed	Business owner	,09708	,27522	1,000	-,7425	,9366
		Public employee	,06802	,16922	1,000	-,4482	,5842
		Private employee	,09633	,13833	,997	-,3256	,5183
		School/University student	,00000	,14250	1,000	-,4347	,4347
		Unemployed	-,06350	,17968	1,000	-,6116	,4846
		Housewife	,48596	,32613	,812	-,5089	1,4808
		Retiree	-,34737	,53859	,998	-1,9903	1,2956
	Business owner	Self employed	-,09708	,27522	1,000	-,9366	,7425
		Public employee	-,02906	,27454	1,000	-,8665	,8084
		Private employee	-,00075	,25665	1,000	-,7837	,7822
		School/University student	-,09708	,25892	1,000	-,8869	,6928
		Unemployed	-,16057	,28110	,999	-1,0181	,6969
		Housewife	,38889	,39128	,975	-,8047	1,5825
		Retiree	-,44444	,58036	,995	-2,2148	1,3259
Public employee	Self employed	-,06802	,16922	1,000	-,5842	,4482	
	Business owner	,02906	,27454	1,000	-,8084	,8665	
	Private employee	,02831	,13698	1,000	-,3895	,4462	
	School/University student	-,06802	,14119	1,000	-,4987	,3627	
	Unemployed	-,13151	,17864	,996	-,6764	,4134	
	Housewife	,41795	,32556	,904	-,5752	1,4111	
	Retiree	-,41538	,53825	,994	-2,0573	1,2265	
Private employee	Self employed	-,09633	,13833	,997	-,5183	,3256	
	Business owner	,00075	,25665	1,000	-,7822	,7837	
	Public employee	-,02831	,13698	1,000	-,4462	,3895	
	School/University student	-,09633	,10214	,982	-,4079	,2153	
	Unemployed	-,15983	,14970	,963	-,6165	,2968	
	Housewife	,38964	,31063	,915	-,5579	1,3372	
	Retiree	-,44370	,52935	,991	-2,0584	1,1710	



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

School/University student	Self employed	,00000	,14250	1,000	-,4347	,4347	
	Business owner	,09708	,25892	1,000	-,6928	,8869	
	Public employee	,06802	,14119	1,000	-,3627	,4987	
	Private employee	,09633	,10214	,982	-,2153	,4079	
	Unemployed	-,06350	,15356	1,000	-,5319	,4049	
	Housewife	,48596	,31251	,777	-,4673	1,4392	
	Retiree	-,34737	,53045	,998	-,19655	1,2707	
Unemployed	Self employed	,06350	,17968	1,000	-,4846	,6116	
	Business owner	,16057	,28110	,999	-,6969	1,0181	
	Public employee	,13151	,17864	,996	-,4134	,6764	
	Private employee	,15983	,14970	,963	-,2968	,6165	
	School/University student	,06350	,15356	1,000	-,4049	,5319	
	Housewife	,54946	,33112	,713	-,4606	1,5595	
	Retiree	-,28387	,54162	1,000	-,19361	1,3683	
Housewife	Self employed	-,48596	,32613	,812	-,14808	,5089	
	Business owner	-,38889	,39128	,975	-,15825	,8047	
	Public employee	-,41795	,32556	,904	-,14111	,5752	
	Private employee	-,38964	,31063	,915	-,13372	,5579	
	School/University student	-,48596	,31251	,777	-,14392	,4673	
	Unemployed	-,54946	,33112	,713	-,15595	,4606	
	Retiree	-,83333	,60617	,868	-,26824	1,0157	
Retiree	Self employed	,34737	,53859	,998	-,12956	1,9903	
	Business owner	,44444	,58036	,995	-,13259	2,2148	
	Public employee	,41538	,53825	,994	-,12265	2,0573	
	Private employee	,44370	,52935	,991	-,11710	2,0584	
	School/University student	,34737	,53045	,998	-,12707	1,9655	
	Unemployed	,28387	,54162	1,000	-,13683	1,9361	
	Housewife	,83333	,60617	,868	-,10157	2,6824	
Fast Fashion Involvement	Self employed	Business owner	,11273	,25994	1,000	-,6780	,9035
		Public employee	-,16664	,15110	,956	-,6263	,2930
		Private employee	-,21061	,12877	,729	-,6023	,1811
		School/University student	-,28767	,13499	,396	-,6983	,1230
		Unemployed	,01281	,17391	1,000	-,5162	,5419
		Housewife	,13356	,31753	1,000	-,8324	1,0995
		Retiree	,16928	,37260	1,000	-,9642	1,3028
	Business owner	Self employed	-,11273	,25994	1,000	-,9035	,6780
		Public employee	-,27937	,25711	,960	-,10615	,5028
		Private employee	-,32333	,24466	,891	-,10676	,4209
		School/University student	-,40040	,24799	,741	-,11548	,3540
		Unemployed	-,09991	,27115	1,000	-,9248	,7249
		Housewife	,02083	,37961	1,000	-,11340	1,1756
	Public employee	Self employed	,16664	,15110	,956	-,2930	,6263
Business owner		,27937	,25711	,960	-,5028	1,0615	
Private employee		-,04397	,12295	1,000	-,4180	,3301	
School/University student		-,12103	,12945	,983	-,5148	,2728	
Unemployed		,17945	,16965	,965	-,3366	,6955	
Housewife		,30020	,31522	,981	-,6587	1,2591	
Retiree		,33592	,37063	,985	-,7916	1,4634	



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Private employee	Self employed	,21061	,12877	,729	-,1811	,6023	
	Business owner	,32333	,24466	,891	-,4209	1,0676	
	Public employee	,04397	,12295	1,000	-,3301	,4180	
	School/University student	-,07707	,10251	,995	-,3889	,2348	
	Unemployed	,22342	,15010	,814	-,2332	,6800	
	Housewife	,34417	,30514	,951	-,5841	1,2724	
	Retiree	,37988	,36210	,967	-,7217	1,4814	
School/University student	Self employed	,28767	,13499	,396	-,1230	,6983	
	Business owner	,40040	,24799	,741	-,3540	1,1548	
	Public employee	,12103	,12945	,983	-,2728	,5148	
	Private employee	,07707	,10251	,995	-,2348	,3889	
	Unemployed	,30048	,15547	,529	-,1725	,7734	
	Housewife	,42123	,30782	,871	-,5152	1,3576	
	Retiree	,45695	,36436	,915	-,6515	1,5654	
Unemployed	Self employed	-,01281	,17391	1,000	-,5419	,5162	
	Business owner	,09991	,27115	1,000	-,7249	,9248	
	Public employee	-,17945	,16965	,965	-,6955	,3366	
	Private employee	-,22342	,15010	,814	-,6800	,2332	
	School/University student	-,30048	,15547	,529	-,7734	,1725	
	Housewife	,12075	,32676	1,000	-,8733	1,1148	
	Retiree	,15646	,38050	1,000	-,1,0011	1,3140	
Housewife	Self employed	-,13356	,31753	1,000	-,1,0995	,8324	
	Business owner	-,02083	,37961	1,000	-,1,1756	1,1340	
	Public employee	-,30020	,31522	,981	-,1,2591	,6587	
	Private employee	-,34417	,30514	,951	-,1,2724	,5841	
	School/University student	-,42123	,30782	,871	-,1,3576	,5152	
	Unemployed	-,12075	,32676	1,000	-,1,1148	,8733	
	Retiree	,03571	,46407	1,000	-,1,3760	1,4475	
Retiree	Self employed	-,16928	,37260	1,000	-,1,3028	,9642	
	Business owner	-,05655	,42674	1,000	-,1,3547	1,2416	
	Public employee	-,33592	,37063	,985	-,1,4634	,7916	
	Private employee	-,37988	,36210	,967	-,1,4814	,7217	
	School/University student	-,45695	,36436	,915	-,1,5654	,6515	
	Unemployed	-,15646	,38050	1,000	-,1,3140	1,0011	
	Housewife	-,03571	,46407	1,000	-,1,4475	1,3760	
Fast & Sustainable Fashion Perception	Self employed	Business owner	,23844	,23443	,972	-,4747	,9516
		Public employee	-,05837	,13627	1,000	-,4729	,3562
		Private employee	-,22031	,11613	,553	-,5736	,1330
		School/University student	-,17922	,12174	,822	-,5496	,1911
		Unemployed	-,08788	,15684	,999	-,5650	,3893
		Housewife	-,11781	,28637	1,000	-,9890	,7534
		Retiree	,12981	,33603	1,000	-,8924	1,1521
Business owner	Self employed	Business owner	-,23844	,23443	,972	-,9516	,4747
		Public employee	-,29681	,23188	,906	-,1,0022	,4086
		Private employee	-,45875	,22065	,430	-,1,1300	,2125
		School/University student	-,41767	,22365	,574	-,1,0980	,2627
		Unemployed	-,32632	,24454	,885	-,1,0702	,4176
		Housewife	-,35625	,34235	,968	-,1,3977	,6852
		Retiree	-,10863	,38486	1,000	-,1,2794	1,0621



Athens University of Economics and Business
M.Sc. in International Marketing | Academic Year: 2020–2021

Public employee	Self employed	,05837	,13627	1,000	-,3562	,4729
	Business owner	,29681	,23188	,906	-,4086	1,0022
	Private employee	-,16194	,11089	,828	-,4993	,1754
	School/University student	-,12085	,11675	,969	-,4760	,2343
	Unemployed	-,02951	,15300	1,000	-,4950	,4359
	Housewife	-,05944	,28428	1,000	-,9243	,8054
	Retiree	,18818	,33426	,999	-,8287	1,2050
Private employee	Self employed	,22031	,11613	,553	-,1330	,5736
	Business owner	,45875	,22065	,430	-,2125	1,1300
	Public employee	,16194	,11089	,828	-,1754	,4993
	School/University student	,04108	,09245	1,000	-,2401	,3223
	Unemployed	,13243	,13537	,977	-,2794	,5443
	Housewife	,10250	,27520	1,000	-,7347	,9397
	Retiree	,35012	,32656	,962	-,6433	1,3436
School/University student	Self employed	,17922	,12174	,822	-,1911	,5496
	Business owner	,41767	,22365	,574	-,2627	1,0980
	Public employee	,12085	,11675	,969	-,2343	,4760
	Private employee	-,04108	,09245	1,000	-,3223	,2401
	Unemployed	,09135	,14021	,998	-,3352	,5179
	Housewife	,06142	,27761	1,000	-,7831	,9059
	Retiree	,30903	,32860	,982	-,6906	1,3087
Unemployed	Self employed	,08788	,15684	,999	-,3893	,5650
	Business owner	,32632	,24454	,885	-,4176	1,0702
	Public employee	,02951	,15300	1,000	-,4359	,4950
	Private employee	-,13243	,13537	,977	-,5443	,2794
	School/University student	-,09135	,14021	,998	-,5179	,3352
	Housewife	-,02993	,29470	1,000	-,9264	,8666
	Retiree	,21769	,34316	,998	-,8262	1,2616
Housewife	Self employed	,11781	,28637	1,000	-,7534	,9890
	Business owner	,35625	,34235	,968	-,6852	1,3977
	Public employee	,05944	,28428	1,000	-,8054	,9243
	Private employee	-,10250	,27520	1,000	-,9397	,7347
	School/University student	-,06142	,27761	1,000	-,9059	,7831
	Unemployed	,02993	,29470	1,000	-,8666	,9264
	Retiree	,24762	,41853	,999	-,1,0256	1,5208
Retiree	Self employed	-,12981	,33603	1,000	-,1,1521	,8924
	Business owner	,10863	,38486	1,000	-,1,0621	1,2794
	Public employee	-,18818	,33426	,999	-,1,2050	,8287
	Private employee	-,35012	,32656	,962	-,1,3436	,6433
	School/University student	-,30903	,32860	,982	-,1,3087	,6906
	Unemployed	-,21769	,34316	,998	-,1,2616	,8262
	Housewife	-,24762	,41853	,999	-,1,5208	1,0256

*. The mean difference is significant at the 0.05 level.



Homogeneous Subsets

Involvement with Sustainable Fashion - Self Image

Tukey HSD^{a,b}

30) Occupation	N	Subset for alpha = 0.05
		1
Business owner	9	2,9259
Public employee	39	3,0513
Self employed	38	3,1316
Private employee	119	3,2381
Unemployed	31	3,2688
Housewife	6	3,3889
School/University student	95	3,4456
Retiree	2	3,8333
Sig.		,386

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 9,081.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Involvement with Sustainable Fashion - Perceived Consumer Effectiveness

Tukey HSD^{a,b}

Occupation	N	Subset for alpha = 0.05
		1
Public employee	39	3,7692
Business owner	9	3,9444
Private employee	119	4,0210
Housewife	6	4,0833
Self employed	38	4,1184
Retiree	2	4,2500
Unemployed	31	4,2903
School/University student	95	4,3947
Sig.		,727

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 9,081.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sustainable Fashion Consumption - Meaning

Tukey HSD^{a,b}

Occupation	N	Subset for alpha = 0.05
		1
Housewife	6	3,3667
Business owner	9	3,7556
Private employee	119	3,7563
Public employee	39	3,7846
Self employed	38	3,8526
School/University student	95	3,8526
Unemployed	31	3,9161
Retiree	2	4,2000
Sig.		,249

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 9,081.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast Fashion Involvement

Tukey HSD^{a,b}

Occupation	N	Subset for alpha = 0.05
		1
Retiree	7	1,8810
Housewife	10	1,9167
Business owner	16	1,9375
Unemployed	49	2,0374
Self employed	73	2,0502
Public employee	83	2,2169
Private employee	200	2,2608
School/University student	146	2,3379
Sig.		,744

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 22,017.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Fast & Sustainable Fashion Perception

Tukey HSD^{a,b}

Occupation	N	Subset for alpha = 0.05
		1
Business owner	16	3,0104
Retiree	7	3,1190
Self employed	73	3,2489
Public employee	83	3,3072
Unemployed	49	3,3367
Housewife	10	3,3667
School/University student	146	3,4281
Private employee	200	3,4692
Sig.		,626

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 22,017.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

