THE FABRIC OF DECISION-MAKING: EXPLORING HOW KNOWLEDGE AND MOTIVATIONS INFLUENCE SUSTAINABLE FASHION PURCHASING BEHAVIOR

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THE FABRIC OF DECISION-MAKING: EXPLORING HOW KNOWLEDGE AND MOTIVATIONS INFLUENCE FASHION PURCHASING BEHAVIOR

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Abstract

Consumer purchasing behavior continues to intrigue researchers around the globe. For consumer fashion purchasing decisions, many intricate factors work in tandem to result in a fashion purchase. This thesis analyzes how pre-existing knowledge and motivations affect Generation Z and Millennial fashion purchasing decisions. Research highlights that these two generations are the most common consumers of fast fashion – an industry that prioritizes manufacturing low-cost and low-quality garments at an unsustainable level. To address gaps in understanding around sustainability-related purchasing behavior, this study refined prior research by clarifying the definitions of sustainability terms for participants to ensure a more accurate connection between knowledge, motivations, and purchases. The quantitative results of this study suggest the existence of an attitude-behavior gap between consumers' pro-sustainability attitudes and their unsustainable fashion purchase decisions, while an increase in sustainability knowledge can yield an increase in the odds of a sustainable fashion purchase. The qualitative results suggest consumers value affordability, "cuteness", and convenience when purchasing fast fashion, which is similarly mirrored in ultra-fast fashion purchases. However, for sustainable fashion purchases, consumers tend to emphasize quality, environmental benefits, and weather-related factors in their fashion purchasing decisions. This study contributes to the understanding of how Generation Z and Millennial consumers' purchasing behaviors (mis)align with their attitudes and indicated motivations, and what actions can be taken to address barriers to purchasing sustainable fashion.

KEYWORDS: (Fast Fashion, Ultra-Fast Fashion, Sustainable Fashion, Consumer, Knowledge, Motivations, Purchasing Behavior)

JEL CODES: (D12, D91, L67, Q56)

ON MY HONOR, I HAVE NEITHER GIVEN NOR RECEIVED
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Jacob McDougall

Signature

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“Buy less. Choose well. Make it last.”

-Vivienne Westwood

(1941-2022)

Introduction

Take a moment to think about the last meal you ate. Who prepared that meal? Was it a family member, a best friend, or your roommate? What if you went to a restaurant and could not see the food preparation process? What questions might you ask yourself before you eat your meal? If you resemble the general population, you may analyze the ingredients and look for any dietary restrictions. If you are a more conscious consumer, you might ask your server if the salmon on the menu is farm-raised or wild-caught. Now, think about the last fashion item you purchased similarly. Maybe you bought a new T-shirt, a pair of jeans, or a winter jacket. Who do you think produced that item? Where do you think the worker who sewed that item lives, and what are their working conditions? Are they currently cramped with other workers in a factory like farm-raised salmon? Why does society generally hold food consumption to a higher standard than other consumer products like clothing?

While this thesis does not compare food and fashion consumption, how consumers perceive their role in sustainable and ethical consumption practices and ultimately act upon those perceptions is of immense interest to researchers and clothing brands worldwide. Besides the food industry, this complex relationship between the consumer's role in sustainable and ethical consumption also emerges in the fashion industry. Joergens (2006) and Ochoa (2011) both found that "consumers in the food sector show more commitment in ethical consumption since food directly affects consumers' health and their choice reflects a benefit to them" (Chan & Wong, 2012, p. 195). In contrast, "consumers in the fashion sector show less commitment in sustainable consumption because an unethical choice does not directly affect their health and well-being" (Chan & Wong, 2012, p. 195). Over a decade has passed since the findings of

Joergens' and Ochoa's studies were published, and the fashion industry and consumer purchasing behavior have arguably changed significantly, with more attention placed on the adverse effects on all stakeholders, including manufacturing workers. Today, specific segments of the fashion industry have seen tremendous growth, bringing into question why pro-sustainability attitudes by two of the most prolific fashion-consuming generations, Generation Y (Millennials) and Generation Z (Gen-Z), may not ultimately align with their purchasing behavior. This paper seeks to uncover to what extent there is an attitude-behavior gap between their knowledge, motivations, and ultimate fashion purchasing behavior for three key fashion segments: fast fashion, ultra-fast fashion, and sustainable fashion. Before explaining the differences between these segments of the fashion industry, it is crucial to provide a short history lesson.

More than two and a half centuries have passed since the start of the Industrial Revolution---an era that transformed primarily agrarian small-scale economies into fast-paced industrial manufacturing economies (Patriquin, 2004). This period in history was influential in the race for firms to increase production and improve factory efficiency. For the fashion industry, this boost in efficiency lowered prices for commodities such as cloth, yarn, and cotton, ultimately leading to lower-priced clothing for consumers (Harley, 2010). In the years following the Industrial Revolution, globalization has further pressured fashion companies to outsource their labor, increase production, and lower prices, leading to the rise of the fast and ultra-fast fashion industries (Linden, 2016).

As the boundaries between these two similar facets of the fashion industry can often be blurred, providing a distinguishable definition for both is vital. The fast fashion industry is often defined by its emphasis on a shortened supply chain (i.e., the web of

stakeholders who help facilitate the process that products undergo from production to distribution to consumers), quick adaptability to meet ever-changing consumer demand, and low prices. The four largest fast fashion conglomerates are Swedish powerhouse Hennes & Mauritz or H&M, which owns smaller brands such as COS, Weekday, and H&M Home; multinational Spanish fashion corporation Inditex, which most notably owns Zara; Gap, which itself also owns Old Navy, and Fast Retailing, which owns Uniqlo (Fraser & van der Ven, 2022). Many of these names, such as H&M and Zara, are common household fashion brands, a testament to the scale at which they operate.

Similarly, the ultra-fast fashion industry focuses on these same principles stated above. In contrast, however, this industry takes it a step further by "bring[ing] products from design to sale in as little as a few days," whereas fast fashion's production to distribution timeframe may take several weeks to months (Pereira & Scarpin, 2020, p. 2). This drastic difference portrays the extent to which the ultra-fast fashion industry is rapidly picking up on continually shifting consumer trends, exploiting methods such as enhanced search engine optimization, and utilizing these opportunities for a larger share of the fashion market, which analysts expect to be valued at over $2 trillion by 2025 (Ikram, 2022; Rajvanshi et al., 2023). Consumers and researchers may find it challenging to differentiate between fast and ultra-fast fashion brands because of a loose regulatory framework and ultra-fast fashion receiving "little attention in academic research" (Pereira & Scarpin, 2020, p. 5). To distinguish between these two fashion segments, top ultra-fast fashion brands include Fashion Nova, ASOS, and one of the quickest-growing ultra-fast fashion brands, Shein (Pereira & Scarpin, 2020, p. 5).

Lastly, the final fashion segment to be discussed is the sustainable fashion industry, which can be broken down into two subcategories: ethical fashion and eco-fashion. These two subcategories respectively and specifically emphasize the "social aspect such as sweat-shop-free labor" and "more environmentally friendly processes such as the use of recycled, nontextile materials," but for consistency, I will use the term 'sustainable fashion' (Dabas & Whang, 2022, p. 152). Unlike the mass production and low quality correlated with the fast and ultra-fast fashion industries, sustainable fashion emphasizes the social, environmental, and ethical aspects of the fashion trade. This industry aims to lessen the impact that fashion has on stakeholders across the globe and is most recognizable by the brands Patagonia, Cotopaxi, Allbirds, Pact, Quince, and Conscious Step (The Good Trade, 2024).

The first objective of this thesis was to confirm if there truly is an attitude-behavior gap between consumers' perceptions and purchasing motivations of the fast, ultra-fast, sustainable fashion industry and their ultimate purchasing behavior. This study used a survey to better understand participants' pre-existing knowledge of these fashion market segments, including their understanding of commonly used sustainability terms such as sustainable, ethical, and fair wage, often used to describe various sustainability and corporate social responsibility efforts by fashion companies. My next aim was to fill in the gaps left by previous studies in this field, which often do not include the definitions of the terms they ask participants to answer survey questions about. Clarification is critical when discussing aspects of an industry that is constantly evolving and adapting to societal changes. Then, survey participants were asked about their perceptions of each segment, carefully considering seven key factors influencing fashion purchasing

behavior: environmental concerns, ethical treatment, fair wages, supply chain transparency, affordability, quality, and social acceptability.

Further, I highlighted consumer's plausible motivations for purchasing fast, ultra-fast, and sustainable fashion. Tying the mixed methods study together, I then assessed whether participants had purchased each type of fashion in the past year and, if so, how often, so that I could see whether their previously indicated perceptions and motivations to purchase the three fashion segments were aligned with their purchasing behavior. Unfortunately, quantitative data alone has limitations in making individual subjective experiences transparent. As a result, qualitative responses to questions about why each participant indicated they purchased each fashion segment in the past year were analyzed. Lastly, I aspire to use my data to understand how society, including consumers, influencers of fast and ultra-fast fashion, fashion brands themselves, and the government, can help address the gaps that interfere with sustainable fashion consumption and the channels that should be prioritized to educate the public about sustainable fashion more effectively.

To better comprehend the psychological and behavioral patterns behind fashion consumption, two fundamental theories, the *Theory of Planned Behavior* and the *Attitude-Behavior Gap,* were used as lenses to examine how attitudes and behavior are related and identify the potential gap between consumers' attitudes and fashion consumption behavior (Ajzen, 1991; Boulstridge & Carrigan, 2000). To narrow the focus of my research, I specifically analyzed Millennial and Gen-Z consumer perceptions of fast fashion, ultra-fast fashion, and sustainable fashion, as those two generations make up the most significant part of fast fashion consumers (Herron, 2023). Millennials were born

from 1981-1996, and Gen-Z individuals were born from 1997-2012, which, at the time of writing in 2024, makes Millennials roughly 28-43 years old and Gen-Z roughly 12-27 years old (Dimock, 2019).

My goal for this study is to further fashion research for all three segments. I want my research to not only be used by fashion brands to understand problems with the uptake of more sustainable alternatives but also for Millennials and Gen-Z to recognize that we hold the power to enact positive social and environmental change, and that starts with critically analyzing our purchasing decisions. Throughout this research process, I discovered how intricate this area of research is and how much time and resources need to be devoted to just understand the fundamentals of how consumers make their purchasing decisions. Using a mixed-methods approach, I was able to discover intriguing insights by diving into my detailed qualitative responses, which in turn helped me contextualize my quantitative findings. Ultimately, this study scratches the surface of what is discoverable in this realm of research. I hope that future fashion industry or academic researchers will reference my carefully constructed survey, enabling them to continue this captivating area of research and further sustainable fashion efforts around the world.

Literature Review

Introduction

The fast and ultra-fast fashion industry has wide-ranging social and environmental implications. As such, the existing research that has been conducted in this field is broad, ranging from a systematic review of the impact of fast fashion on water quality to exploratory research on the supply chain management differences between fast and ultra-fast fashion (Bailey et al., 2022; Pereira & Scarpin, 2020). In this literature review, I seek to narrow my focus to analyze and present the existing scholarly research on consumers' perceptions and motivations for purchasing three segments of fashion and what potential factors interfere with their consumption of sustainable alternatives. I will also highlight the critical gaps in the existing research and provide insights into how previous methodological approaches may have contributed to a less thorough understanding of the problem.

I begin my literature review in a standard fashion: at the source of the problem. I will begin by discussing the industry's systemic labor and supply chain issues before transitioning to detailing the resulting catastrophic environmental impact and how these two implications raise questions regarding what consumers genuinely value when making fashion purchases. I will also discuss the assorted sustainability efforts in the fashion industry and why various consumer motivating factors may hinder the transition from fast and ultra-fast fashion to more sustainable alternatives. Lastly, I will highlight two critical theories: the *Theory of Planned Behavior* and the *Attitude-Behavior Gap,* which can help explain consumer attitudes and behavior and how these two theories can assist our understanding of why consumer attitudes often may not align with their behavior.

Labor and Supply Chain Issues within the Fashion Industry

The fashion industry has been plagued with severe issues involving its manufacturing processes and supply chain for centuries. In fact, over the past few years, the fashion industry has been responsible for the deaths of thousands of textile workers around the globe (International Labor Rights Forum). For example, one notable disaster occurred over a decade ago on April 24th, 2013. Unbeknownst to the Rana Plaza textile workers who worked roughly "12 to 14-hour days" for "13 to 18 cents an hour," many would lose their lives in one of the deadliest manufacturing disasters in modern history (Taplin, 2014, p. 76). The Rana Plaza disaster occurred on the outskirts of Dhaka, Bangladesh, when an eight-story complex encompassing various clothing factories collapsed, killing over eleven hundred people, many of whom were young women and children (Taplin, 2014). While this tragedy may appear to be an isolated incident, on the contrary, a recent Dutch investigation found that from January 2021 to September 2023, more than 210 textile workers were killed, and more than 800 were injured (Clean Clothes, 2023).

The extensive demand for a wide variety of low-priced clothing has led fashion brands to rely heavily on outsourcing labor from countries located in the Global South, primarily in Southeast Asia (Taplin, 2014). According to the World Trade Organization's 2023 Statistical Review, the top clothing-producing countries in 2022 were China with 31.7% of the exporting share, the European Union with 27.1%, Bangladesh with 7.9%, and Vietnam with 6.1% (World Trade Organization [WTO], 2023, p. 80). With systemic safety issues plaguing the fashion industry, it begs the question of whether consumers honestly care about and recognize the extent to which their fashion purchasing behavior

may be contributing to this crisis and, most importantly, whether those who perceive themselves to care more about the environmental and social impacts of the fashion industry, still purchase fast or ultra-fast fashion. Interestingly, Taplin (2014) notes in his research that the average Western consumer shows little interest in the struggles of factory workers overseas, and most are unwilling to spend more to ensure better working conditions. Given that this study was conducted over a decade ago, this highlights a gap that will be examined in this research to determine whether present-day consumers prioritize the ethical treatment of fashion manufacturing workers and fair wages.

Further, the fashion industry's complex supply chain has led some retailers not to be "aware of exactly [where] their products are made" (Taplin, 2014, p. 78). With an increase in transparency being seen as an essential step in securing a more socially and environmentally sustainable future for the fashion industry, it will be interesting to see in this study whether participants view supply chain transparency as a motivating factor before purchasing clothing (Fraser & van der Ven, 2022). For example, James and Montgomery (2017) found in their study that 81% of participants believe that retailers are responsible for informing the public about social issues in the garment supply chain. This study suggests that the consumers sampled perhaps value transparency in the fashion supply chain. I aim to test whether this is true for Generation Z and Millennials, as the study does not specify the respondents' ages.

Environmental Impact of the Fashion Industry

In the Intergovernmental Panel on Climate Change's (IPCC) Synthesis Report for 2023, the IPCC notes that human-caused climate change "has led to widespread adverse impacts on food and water security, human health and on economies and society" (IPCC,

2023, p. 42). When thinking about the causes of climate change, one may conjure mental images of fossil fuel plants emitting pollutants into the air. In addition to the environmental effects of the fossil fuel industry, which contributed around 91% of global carbon emissions in 2022, another human-caused crisis has had disastrous impacts on the environment (Carbon Brief, 2022). This manmade crisis revolves around the fashion industry, which produces roughly "8-10% of global CO2 emissions" and contributes around 20% to "industrial water pollution from textile treatment and dyeing" annually (Carbon Brief, 2022; Niinimäki et al., 2020, p. 189).

Further, each year, only 15-20% of textile waste is recycled, with the remaining percentage ending up in landfills or at incineration plants (Bailey et al., 2022, pp. 6-7). With such a profound impact on the environment, I will also focus my research on comprehending the role that the knowledge of sustainability terms, inside and outside the context of the fashion industry, plays in consumers' ultimate fashion purchasing behavior. It is plausible that the environmental impacts of this industry go unnoticed by the average American fashion consumer, as a fair amount of clothing production occurs in countries in the Global South and the European Union. In addition, many used clothes that are donated by Americans, $700 million worth in 2015, are sent to faraway countries such as Rwanda, Tanzania, and Uganda. (Bailey et al., 2022, p. 7). Some of these countries have now actually begun returning used clothing to the United States, potentially because of an abundance of supply and/or poor quality (Bailey et al., 2022, p. 7).

The fashion industry's heavy reliance on the Global South for cheap clothing production continues to exacerbate the climate crisis. With annual global clothing

consumption expected to climb to 102 million tons by 2030, this industry's negative impact on the planet's ecosystems will continue to proliferate (Niinimäki et al., 2020, pp. 189-191). Not only does the fashion industry use an exorbitant amount of water, which in 2015 measured a whopping "79 billion cubic metres" (enough to fill 39 million Olympic-sized swimming pools), but its long and complex supply chain continues to strain agricultural systems around the globe, which produce the cotton and wood needed to manufacture textiles (Niinimäki et al., 2020, pp. 189-191; CNN, 2018). To move away from this outdated linear business model, prioritizing profit over long-term sustainability, the fashion industry must shift towards implementing circularity measures, which will be discussed in the section titled *Sustainability/Circular Economy and Alternatives*.

The 17 United Nations Sustainable Development Goals (SDGs) help address urgent environmental, social, and economic challenges---the twelfth of which aims to ensure sustainable consumption and production patterns (United Nations). SDG 12 provides a vital guideline that the fashion industry and consumers must follow to reduce our collective impacts on the environment and society. In the US, where the "average consumer now purchases one item of clothing every 5.5 days," questions mount as to why there is such an insatiable demand for clothing and what sustainable alternatives can be implemented to reduce overconsumption (Niinimäki et al., 2020, p. 189).

Attitudes Around Consumption

As previously stated, Gen-Z and Millennials make up the largest share of fast fashion consumers (Herron, 2023). However, after reviewing research, which uncovered that "members of Generation Y [Millennials] are...far more knowledgeable, environmentally aware, and socially conscious than their predecessors" and that Gen-

Zers “tend to be analytical, careful, and rigorous in their choice of clothing, demonstrating a conscious intention to buy fashion with sustainable characteristics,” I began to seriously contemplate why these two generations continue to purchase fast and ultra-fast fashion (Mason et al., 2022, p. 147; D’Adamo et al., 2022, p. 46621). More research into this issue will arise in my analysis of the literature on understanding consumer behavior and the attitude-behavior gap.

Sustainability/Circular Economy and Alternatives

While this thirst for fast and ultra-fast fashion continues worldwide, some consumers recognize the social and environmental effects of the industry and have begun to implement more sustainable consumption practices to combat this issue. As previously discussed, the fast and ultra-fast fashion industry follows a linear business model, where fashion items are manufactured, used, and discarded, leading to disastrous environmental consequences. As a result, a new movement called slow fashion, which was created in 2007 by Kate Fletcher, aims to draw consumers to a “philosophy of attentiveness which is mindful of its various stakeholders’ respective needs...and of the impact producing fashion has on workers, consumers, and eco-systems" (Pookulangara & Shephard, 2013, pp. 200-201). Fletcher’s slow fashion idea took inspiration from the Slow Food Movement, which was a movement created in 1986 by Italian Carlo Petrini, aiming to combat the popularity of a ‘fast life’ by educating the public about the value of linking awareness and responsibility with food (Fletcher, 2007; Slow Food International). Society can collectively work toward a more sustainable fashion ecosystem by focusing the consumer’s attention on how their fashion purchases impact other stakeholders.

To transition from a linear model, where corporate short-term profits are often prioritized at the detriment of societal and environmental well-being, consumers across the globe have begun to implement various practices to keep their textiles in circulation longer. For example, collaborative consumption has been proposed as an alternative to purchasing newly made clothing. The 'sharing economy,' sometimes called collaborative consumption, involves "borrowing, renting, donating, swapping, and buying used, common, or idle resources in consumer or peer networks" (Roos & Hahn, 2019, p. 679). Popularized by *Uber*, *Lyft*, and *Airbnb*, the sharing economy has exploded in other consumer spaces like fashion, where the clothing resale sector is "growing 20 times faster" than the traditional retail sector (Park & Armstrong, 2019, p. 43). Driven by technological advancements in "connecting a vast number of resale customers" through online resale platforms such as *Poshmark, Mercari,* and *Depop*, fashion consumers can now easily list and sell their clothing to others around the world in a few simple steps (Park & Armstrong, 2019, p. 43; Park & Armstrong, 2020).

This exponential growth for the clothing resale sector begs a vital question---as Gen-Z and Millennials are among the most common fast fashion consumers, what might be preventing a considerable portion of them from shifting to more sustainable alternatives, such as taking part in the slow fashion movement or collaborative consumption? Perhaps it is plausible that participants who participate in the slow fashion movement value factors such as ethical treatment of fashion manufacturing workers, fair wages, and environmental sustainability efforts. Perhaps they focus more on the impact that their purchasing decisions have on others rather than the intrinsic value that purchasing clothing provides for themselves. On the other hand, maybe consumers who

participate in collaborative consumption do so for the financial benefit or social connection.

Theory

Theory of Planned Behavior and Attitude-Behavior Gap

To grasp consumer behavior in the fashion space, it is vital to detail two relevant theories that help to explain why humans behave the way they do. The *Theory of Planned Behavior* (TPB) is a psychological theory designed by social psychologist Icek Ajzen, which helps to "explain the determinants of an individual's conscious decision to perform a behavior that is beyond complete volitional control" (Roos & Hahn, 2019, p. 681). This vital theory posits that an individual's intentions to perform a behavior are influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). From one perspective, Ajzen's TPB "can be seen as a good predictor of purchase intentions and the consumer's behaviour," alternatively, Wiederhold and Martinez (2018) counter this belief with support from Blake (1999), noting that the theory does not go far enough to explain an individual's irrational behaviors, as "individual, social and institutional obstacles are not taken into account with such behavioural models" (Wiederhold & Martinez, 2018, p. 420).

Their study continues by highlighting the widely studied attitude-behavior gap, a psychological concept that helps to suggest why consumer attitudes and behaviors often do not align. For example, Wiederhold and Martinez detail a study completed by Cowe and Williams (2000), who found that almost a third of "consumers have the intention to buy ethical products, whereas only a small fraction of 3% actually purchases them" (Wiederhold & Martinez, 2018, p. 420). The attitude-behavior gap is especially a problem in the sustainable fashion industry, as "consumers find themselves...caught between their desire to behave ethically and their need to pursue belonging and self-

esteem, as well as obtaining social acceptance" (Wiederhold & Martinez, 2018, p. 420). The two researchers hypothesize that internal factors, such as brand loyalty, copious amounts of confusing environmental information, doubts about whether personal actions will make a difference, inconsistent attitudes and values, and external factors, such as price and availability, and cultural factors like brand image, are at play in affecting consumer behavior in the fashion industry (Wiederhold & Martinez, 2018).

To conclude, in the literature that has been written on the attitude-behavior gap in the sustainable clothing industry, some studies, such as one completed by Niinimäki (2010) (as cited in Diddi et al., 2019), portrays difficulty in understanding the "decision-making process for consumers" as it tends to be "complex and difficult to predict" (Diddi et al., 2019, p. 207). As a result of persistent ambiguity within the realm of decision-making for fashion purchases, this issue offers a unique opportunity for detailed analysis. This thesis seeks to discover why Gen-Z and Millennials may have positive attitudes towards environmental and social issues yet continue to make up the largest share of fast fashion consumers, and how society can work to address the factors that interfere with more widespread sustainable fashion consumption.

Methodology

Introduction

When conducting research in the academic world, it is often advised to 'stand on the shoulders of giants,' meaning that one should analyze and model their work based on what others have previously researched. Surprisingly, during my literature review and search for a model survey, I found that few researchers provided the questions they asked in their survey or interview. This lack of inclusion was not because most studies were observational or ethnographical and, therefore, did not require the distribution of surveys. In one systematic literature review, Busalim, Fox, and Lynn (2022) synthesized 88 journal articles about consumer behavior in sustainable fashion and found that a staggering 70% of studies used a survey method. However, of the journal articles I reviewed, only a few provided their survey questions, and I began to hypothesize why.

First, the ambiguity surrounding what constitutes 'sustainable fashion' suggests that some researchers might refrain from disclosing their surveys because of potential peer criticism. For example, some questions examined in my literature review asked subjective and unfathomable questions, such as "From all your clothing purchases, what percentage is sustainable?" or "Can you think of any labels or brands that are produced with social responsibility and are ecological?" (Zhang et al., 2021, p. 21; Wiederhold & Martinez, 2018, p. 429). Without a well-defined global framework to distinguish brands that produce sustainable fashion versus unsustainable fashion and parameters for what makes a clothing item ethically or sustainably made, researchers will continue to conduct studies that lack a logical foundation for comprehension and accurate replication by others.

This confusion around the word ‘sustainable’ has even led notable sustainable fashion brands such as Patagonia to publicly state that “[they] don’t use the word ‘sustainable’...because [they] recognize [they] are part of the problem” as they continue to produce clothing on a mass-scale (Thoren, 2021). In addition, the Environmental Action and Initiatives Director of Patagonia, Beth Thoren, further believes that society must “set global standards for carbon accounting and offsetting” as “a lack of clarity...just feeds greenwashing and delays meaningful action” (Thoren, 2021). What this means is that without standardized tools to track corporate sustainability efforts, some companies in the fashion industry will continue to participate in greenwashing---that is, the practice of making your company appear on the outside more sustainable than it truly is. At the same time, one academic study I analyzed surrounding fast fashion, ultra-fast fashion, and sustainable fashion consumption explained to their research participants the definition of ‘sustainable fashion,’ but this was not a common practice (Wiederhold & Martinez, 2018). This lack of clarity in research design is further supported by one study by Reimers, Magnuson, and Chao (2016), who sought to investigate whether the attitude-behavior gap in the fashion space could be explained by the way that researchers have worded and measured the term ‘ethical clothing.’ They found in their literature review that past academic studies have “sought to measure consumers’ attitude[s] and behaviour towards ethical clothing without first establishing how they actually define it” (Reimers et al., 2016, p. 394).

Plan of Action

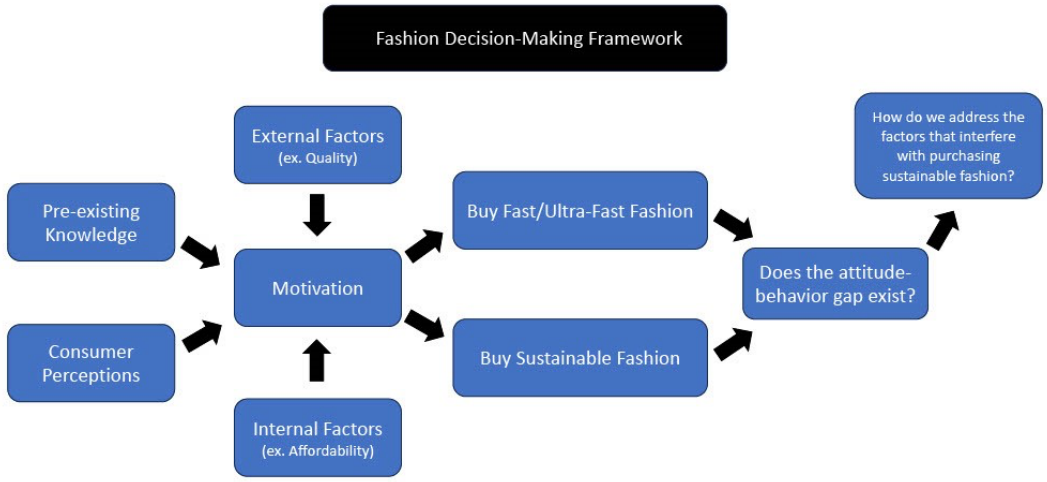
To address this attitude-behavior gap in my research, I provided my respondents with thorough definitions of the critical terms I referred to throughout my survey. By clearly defining sustainable, ethical, fair wage, supply chain, supply chain transparency, fast fashion, ultra-fast fashion, and sustainable fashion, I was able to garner more accurate survey responses. In addition, there is growing concern in the ethical product research space that previous studies have contributed to creating the attitude-behavior gap amongst specific populations. Roberts' and Antil's 1996 and 1984 studies highlighted that "the attitude-behaviour gap as it applies to ethical products has also been attributed to convenience sampling...and in particular an over reliance on student samples" (Reimers et al., 2016, p. 391). To address this dilemma in my thesis, I created a clear, concise, and structured mixed-method survey that addressed the faults of previous surveys about fast, ultra-fast, and sustainable fashion consumption. I solicited information from Gen-Z and Millennial student and non-student populations, pertaining to their pre-existing knowledge of the fashion industry, perceptions of the three fashion segments, fashion purchasing motivations, ultimate buying behavior, and general demographic information.

Research Design

A mixed-methods research (MMR) approach was imperative for my thesis so I could critically analyze consumer psychology and behavior and gain a holistic understanding of this vital issue. MMR is "research that intentionally combines the perspectives, approaches, data forms, and analyses associated with quantitative and qualitative research to develop nuanced and comprehensive understandings" (Clark, 2019, p. 107). In their systematic review of consumer behavior on sustainable fashion,

Busalim, Fox, and Lynn (2022) found that of the 88 articles they reviewed, 71% of the studies were quantitative, 19% were qualitative, but only four were considered mixed-method studies. Employing an MMR approach allowed me to see quantitative statistical patterns in my data and provided me with the qualitative context necessary to contextualize my findings.

Fashion Decision-Making Framework



(Framework 1)

The model above depicts the decision-making process resulting in a consumer purchasing fast, ultra-fast, or sustainable fashion. The framework begins with their pre-existing knowledge of sustainability terms, or if they do not have any pre-existing knowledge of sustainability terms, their perceptions of each fashion segment. Consumers at this stage in the decision-making process have varying levels of understanding of sustainability terms. In addition, consumers may harbor unique sentiments toward a

particular type of fashion, and these sentiments and perceptions also influence their purchasing decisions. These perceptions may range from thinking that the sustainable fashion industry helps to reduce the environmental impact of the fashion industry to believing that purchasing ultra-fast fashion is socially acceptable. Once their perceptions are formed, their purchasing motivations are impacted by internal and external factors. While there are many reasons why a consumer may be motivated to purchase clothing, for this thesis, the internal motivating factors ranged from the consumer's desire to express their individuality to brand loyalty, and the external motivating factors ranged from social media influence to social acceptability. Motivations are the last stage of the decision-making process. The final step is determining whether the consumer purchases each segment and, if so, how much they purchase. This allowed me to see if the attitude-behavior gap existed and what factors interfered with sustainable fashion purchase.

Variables

While the framework for this thesis illustrates the decision-making process for easier understanding, it does not demonstrate the complexity of this model and its numerous variables. To start with pre-existing knowledge, there were two sections in this category. The first section inquiried about participant knowledge of sustainability terms: sustainable, ethical, and fair wage, outside of the context of the fashion industry, while the second section inquired about the same terms, plus fast fashion, ultra-fast fashion, and sustainable fashion inside the context of the fashion industry. Next, the section on consumer perceptions asked participants to indicate their level of agreement with seven statements surrounding the environmental effects, ethical treatment of manufacturing workers, distribution of a fair wage, supply chain transparency, affordability, quality, and

social acceptability of each of the three fashion segments. After asking about their perceptions, the next stage involved understanding what motivating factors influence their purchasing decisions. These individual variables were environmental concerns, ethical treatment of fashion manufacturing workers, brand loyalty, desire to express individuality, quality of clothing, affordability, supply chain transparency, social media influence, social acceptability, brand popularity, fashion trends, and ability to make one's own purchasing choices. Lastly, whether the participant purchased each fashion segment was examined, along with the number of fashion items purchased, and whether there was a correlation between the participants' previously indicated perceptions and motivations and their purchasing behavior.

Composite Indicators

Understandably, the nature of this thesis led to the inclusion of variables that were conceptually strongly related and were likely to exhibit multicollinearity. As a result, several variance inflation factor (VIF) tests, (the results of which can be found in Appendix D) were run on R Studio to confirm and correct the presence of multicollinearity. In addition, variable groups were formed to simplify analysis and reduce multicollinearity, which included pre-existing knowledge inside and outside of the context of the fashion industry, psychological influence drivers (PIDs), sociocultural influence drivers (SCIDs), sustainability influence drivers (SIDs), quality, and affordability. Pre-existing knowledge inside and outside of the context of the fashion industry was not changed. PIDs encompass the consumer's desire to express their individuality, ability to make their own choices, and brand loyalty, whereas SCIDs involve social acceptability, fashion trends, and social media influence. SIDs include

environmental concerns, ethical treatment of fashion manufacturing workers, and supply chain transparency. Further, fast fashion and ultra-fast fashion purchase was composited to create one dependent variable (FFP/UFFP). Lastly, to create these composites, similar perceptions, and motivations, such as the perception that the fast fashion industry negatively impacts the environment and being motivated by environmental concerns, for example, were composited.

Survey Design

This thesis used a mixed-method survey to unravel Generation Z and Millennials' perceptions and motivations to purchase fast, ultra-fast, and sustainable fashion. To avoid the ambiguity issues often faced by other researchers when surveying participants about sustainable fashion, I included a glossary (which can be found in Appendix A, along with the entire survey) defining the most important terms participants should know after I tested their pre-existing knowledge of sustainable terms both inside and outside the context of the fashion industry.

Drawing upon previous literature and leveraging knowledge from economics, business, and sustainability, the glossary incorporated the definitions of the terms sustainable, ethical, fair wage, supply chain, supply chain transparency, fast fashion, ultra-fast fashion, and sustainable fashion. One issue arose in providing these terms and definitions: participants could not refer to them after moving forward in the survey. Aiming to increase response consistency and prevent participants from revisiting and correcting past survey questions, I set my Qualtrics survey to be able to only move forward. This step ensured that responses were more genuine and not edited post-completion of the question. To help participants have access to a drop-down menu of

information throughout the rest of the survey, a YouTube video was consulted to help code a pop-up menu that, when clicked on, would display a pre-written message where the glossary would be shown.[1] While some of these terms may seem elementary, I aimed to honor the work completed by Reimers, Magnuson, and Chao (2016) and leave less room for self-interpretation of the terms participants were asked questions about.

The survey was structured into five sections: pre-existing knowledge, perceptions of the three fashion segments, motivations, purchasing behavior, and demographic information. In separating the survey into distinct sections, I hoped that participants would complete more of the survey and would not back out after seeing many questions listed all at once. Further, research shows that listing demographic information questions first can induce stereotype threat (University of Colorado Boulder, 2023). Subsequently, those questions were placed at the end.

After prompting participants to complete a reCAPTCHA to reduce the chance of automated bots from completing my survey, the survey asked two screening questions. The first was an age screening question, which ended the survey for participants under the age of 18 and above 43. This would ensure that only Gen-Z participants aged 18-27 and Millennials aged 28-43 would participate in this study. Next, it was essential to ensure that only participants currently residing in the US would be able to participate, so participants who indicated that they were outside of the US or preferred not to indicate that information had their survey terminated. Next, I tested participants' pre-existing knowledge about three recurrent terms outside the context of the fashion industry: sustainable, ethical, and fair wage. This question was designed to see whether, when used

[1] YouTube. (2022, November 28). *How to Create Pop-up Messages in Qualtrics Surveys w/ JavaScript to get Respondents More Information*. YouTube.

generally, participants had knowledge about the three terms I noticed most often when analyzing various sustainability claims on popular fashion websites. Then, this same question was asked in the fashion industry context. Further, the individual segments', fast fashion, ultra-fast fashion, and sustainable fashion, were added. This gave me an overall idea of participant's knowledge levels of these three fashion segments and whether there was any correlation between an increase in pre-existing knowledge and ultimate purchasing behavior.

Hypotheses

My main research goal was to understand how pre-existing knowledge, both in a general and fashion industry context, psychological influence drivers, sociocultural influence drivers, sustainability influence drivers, quality, and affordability influence consumer fashion purchasing behavior for Gen-Z and Millennials. A logistic regression was conducted to accomplish this goal, which helped assess the relationship between these individual variables and the dependent variable, fashion purchasing behavior. The seven categories of hypotheses are as follows:

Pre-Existing Knowledge of Sustainability Terms - General Context

H1a: As pre-existing knowledge of sustainability terms when used in a general context increase, there will be a decrease in the odds of purchasing fast- or ultra-fast fashion.

H1b: As pre-existing knowledge of sustainability terms when used in a general context increase, there will be an increase in the odds of purchasing sustainable fashion.

Pre-Existing Knowledge of Sustainability Terms - Context of the Fashion Industry

H2a: As pre-existing knowledge of sustainability terms when used in the context of the fashion industry increase, there will be a decrease in the odds of purchasing fast- or ultra-fast fashion.

H2b: As pre-existing knowledge of sustainability terms when used in the context of the fashion industry increase, there will be an increase in the odds of purchasing sustainable fashion.

Psychological Influence Drivers – Individuality, Choices, and Brand Loyalty

H3a: As the prioritization of psychological influence drivers increase, there will be an increase in the odds of purchasing fast- or ultra-fast fashion.

H3b: As the prioritization of psychological influence drivers increase, there will be a decrease in the odds of purchasing sustainable fashion.

Sociocultural Influence Drivers – Social Media Influence, Fashion Trends, and Social Acceptability

H4a: As the prioritization of sociocultural influence drivers increase, there will be an increase in the odds of purchasing fast- or ultra-fast fashion.

H4b: As the prioritization of sociocultural influence drivers increase, there will be a decrease in the odds of purchasing sustainable fashion.

Sustainability Influence Drivers – Environmental Concerns, Ethical Treatment, and Supply Chain Transparency

H5a: As the prioritization of sustainability influence drivers increase, there will be a decrease in the odds of purchasing fast- or ultra-fast fashion.

H5b: As the prioritization of sustainability influence drivers increase, there will be an increase in the odds of purchasing sustainable fashion.

Quality

H6a: As the prioritization of quality increases, there will be an increase in the odds of purchasing sustainable fashion.

H6b: As the prioritization of quality increases, there will be a decrease in the odds of purchasing fast- or ultra-fast fashion.

Affordability

H7a: As the prioritization of affordability increases, there will be an increase in the odds of purchasing fast- or ultra-fast fashion.

H7b: As the prioritization of affordability increases, there will be a decrease in the odds of purchasing sustainable fashion.

Interference with Sustainable Fashion Consumption

In this research, I also sought to discover how society might work towards addressing the factors that interfere with sustainable fashion consumption. To uncover what can be done to address these barriers, after asking about participants' past purchasing behavior, I asked them to choose one item from each segment they purchased and explain the reasons for purchasing those individual items. This would allow me to identify potential gaps between the respondents' previously indicated attitudes towards each segment and what types of fashion they purchased. To analyze this qualitative data, thematic analysis was used to find common themes in the participants' responses.

Participants

Before distributing the survey to Gen-Z and Millennial populations, Colorado College's Institutional Review Board (IRB) approval was needed. Receiving IRB approval helped to ensure that the survey was designed to reduce the possibility of inflicting harm onto the participants, was worded to elicit their consent before participating, ensured that they were 18 or older, guaranteed participant anonymity, and reduced the potential of deception. As Gen-Z is deemed to have been born between 1997 and 2012, I suffered some constraints with data collection, as I was advised not to survey participants under 18 because of complications in surveying young children. As a result, the Gen-Z sample was between 18 and 27. Lastly, to gather Millennial participants born between 1981 and 1996, I needed to receive funding for a professional surveying service to send my survey to those participants.

Funding and Survey Distribution

Unfortunately, it was impossible to overcome the age limitation and survey Gen-Z individuals aged 11-17. Luckily, the Colorado College Van Skilling Award helped me survey non-Colorado College (CC) students and diversify my sample. Awarded by the CC Economics and Business Department, the Van Skilling Award is granted to students looking for financial assistance with their research and personal project endeavors. Initially, my objective was to use Qualtrics research panels, as my survey was designed using their native platform. Unfortunately, I was informed that they have a $3,000 project minimum, prompting research into alternative options. I settled on CloudResearch's Prime Panels, which are believed to offer higher-quality data responses than other platforms such as MTurk (Douglas et al., 2023).

My survey was first sent to a total of five friends and family members to test on January 1st, 2024. The testers gave helpful insight and noted that they appreciated having the glossary to use during the survey. After receiving their comments, I decided to pilot the survey on January 5th for 50 paid participants on CloudResearch, which cost $86.50, and 54 responses were received. I was not entirely satisfied with the quality of responses, as a fair bit of respondents either straight-lined extensively or gave one-word answers to the qualitative questions. Fortunately, I was able to reject 24 responses, and part of the funds spent were recuperated. Hoping that the responses would improve, I sent my survey out again on January 22nd, and the sample size was increased to 235 participants, which resulted in 242 responses. Unfortunately, 91 responses were rejected because of continued straightlining, speedy survey duration time, and incomprehensible qualitative answers.

With close to $250 in funds still available, I shifted gears to surveying non-CloudResearch participants, which included Colorado College (CC), University of Northern Colorado (UNCO), and Arapahoe Community College (ACC) students, which resulted from personal connections who teach at UNCO and ACC. This resulted in receiving a further diversified pool of responses from private, public, and community college students. To entice prospective participants to take my survey, I offered them the chance to win 1 of 10 $25 Visa gift cards.

Next, the CC Economics and Business Paraprofessional and the professors at UNCO and ACC forwarded my survey to their Economics and Business department students. To avoid sampling bias, every Paraprofessional and Academic Administrative Assistant at CC was sent the survey recruitment email and was asked to notify students in

their department to complete my survey. Further, the day before the survey closed, each Economics and Business professor currently teaching was contacted and asked to reiterate to their students to take my survey. In addition, ten posters with a QR code were created and hung up around CC's most trafficked areas. Lastly, in addition to posting on my own social media, a relative and family friend posted my survey link on their Facebook accounts.

Limitations

This study has several limitations that need to be discussed in addition to the age limitation previously mentioned. As my survey was distributed during January and was sent out to three Colorado higher education institutions, an additional potential limitation of my research would be that respondents in Colorado may have been more likely to purchase winter clothing from sustainable fashion brands like Patagonia, Cotopaxi, and The North Face, compared to respondents from other states, and may remember those purchases more than a summer purchase half a year ago. This highlights seasonal bias because it was impossible to also sample participants in a warmer month as well.

One limitation that I believed would hinder the validity of my research ended up not occurring at all. CC students infamously come from predominately wealthy households, with a 2017 New York Times article confirming that the median annual household income of CC students was $277,500, with 78% of students coming from the top 20 percent. With a specific emphasis on analyzing consumer purchasing behavior, it was critical to survey students off campus, as CC students' financial backgrounds typically do not represent the broader US population. That is why I made a concerted effort to survey participants through CloudResearch's Prime Panels and send my survey

to other universities in Colorado. Interestingly, upon analysis, I learned that the income distribution of my participants was quite diverse. Referring to **Table 1** below, 22% of respondents indicated that they were financially supported by a parent or guardian, which was expected given the younger age demographic on college campuses. The diversity in the rest of the income ranges was unexpected.

Q28

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not Applicable, I am Supported by a Parent or Guardian	94	22.0	22.2	22.2
	2 Under $20,000	58	13.6	13.7	35.9
	3 $20,000 - $39,999	63	14.7	14.9	50.8
	4 $40,000 - $59,999	60	14.0	14.2	65.0
	5 $60,000 - $79,999	37	8.6	8.7	73.8
	6 $80,000 - $99,999	23	5.4	5.4	79.2
	7 $100,000 - $149,999	34	7.9	8.0	87.2
	8 $150,000 or More	29	6.8	6.9	94.1
	9 Prefer Not to Answer	25	5.8	5.9	100.0
	Total	423	98.8	100.0	
Missing	System	5	1.2		
Total		428	100.0		

(Table 1)

Another limitation that presents itself is that CC is a liberal arts institution. This presents unique challenges as students likely hold more liberal views towards social and environmental inequality and, therefore, may consume less fast- or ultra-fast fashion when compared to the broader US population. Another limitation of my research was that CloudResearch's Prime Panels paid participants to take my survey. I originally believed that respondents who received an immediate financial reward would provide decent responses. However, out of the 296 responses received from CloudResearch's panels, 115 were rejected due to poor-quality responses, resulting in a 38.8% rejection rate.

Data Analysis Techniques

I used Excel, SPSS (Statistical Package for the Social Sciences), and R Studio to analyze my quantitative data and NVivo to examine my qualitative data. These four data analysis tools helped me dissect my data more efficiently:

1. Excel allowed me to remove irrelevant information easily, discard rejected responses, and run logistic regressions, which in turn helped me test my seven sets of hypotheses.
2. SPSS was used for more advanced statistical tests, such as testing for internal reliability using Cronbach's Alpha and examining my frequency statistics.
3. R Studio provided an easier way to calculate the VIF scores to test for multicollinearity when I was deciding how to composite my variables.
4. NVivo assisted me in completing my thematic analysis to inspect my qualitative data and helped me find recurring themes in my responses.

Data Analysis and Results

Introduction

I closed my survey for new respondents on January 28th, and 563 responses were collected. To begin the data analysis process and test my seven sets of hypotheses, results were downloaded from Qualtrics in both Excel and SPSS file formats. While familiar with Excel and its functions, SPSS is the preferred statistical program for behavioral science research, and given the context of my thesis, it was used as well.

Data Cleansing Process

The first step of the data cleansing process was to separate the participants' email addresses from the rest of the data to protect participant anonymity. In addition, it was vital to ensure that no respondents had completed the survey more than once so they could get an additional entry into the gift card drawing. By running the "Remove Duplicates" function on Excel, I noted that no email addresses were included twice. Nevertheless, it is still possible that respondents completed the survey twice and used a different email address. Next, all irrelevant information that Qualtrics collected was removed, such as the respondent's IP address, longitude and latitude coordinates, the respondent's survey language, their reCAPTCHA score, distribution information, and various blank columns. Once this information was removed, it was time for the next data cleansing step: removing poor-quality responses.

Of the 563 responses received, 135 were rejected because of five critical issues: 1) survey completion percentage below 100%, 2) survey duration below 120 seconds (as the survey was estimated to take roughly 10 minutes), 3) survey start date before January 7th at 9 a.m. EST (as the survey was first distributed to CloudResearch participants then, but survey testers completed the survey before that date and time) 4) poor qualitative answers

and 5) straightlining on 6 or more survey questions. Poor qualitative survey answers were determined by participants who gave one-word answers to the three questions regarding their purchase of fast, ultra-fast, and sustainable fashion in the past year, illogical/gibberish answers, or random brand names. These rejected surveys were removed from my "Valid Data" spreadsheet and placed in their own "Rejected Surveys" spreadsheet, resulting in n=428 valid responses. *For more information on how my variables were coded, please refer to Appendix B.*

Frequency Statistics

After organizing the valid responses, I began to analyze other statistics. As shown in **Table 2** below, there were 123 male, 278 female, six transgender, 13 non-binary, one agender, and six genderfluid participants. This disproportionate gap between male and female respondents may be attributable to traditional fashion gender stereotypes, in how women may be more receptive to talking about their fashion purchasing behavior when compared to men.

Statistics

		Q24_4	Q24_5	Q24_6	Q24_7	Q24_8	Q24_9	Q24_10	Q24_11	Q25	Q24_10_TEXT	Q25_13_TEXT
N	Valid	123	278	6	13	1	6	5	2	423	428	428
	Missing	305	150	422	415	427	422	423	426	5	0	0

(Table 2)

Further, upon analyzing the race/ethnicity question shown below in **Table 3**, I discovered that 283 respondents were White or Caucasian, 44 were Black or African American, 36 were Hispanic/Latino or Spanish Origin, 22 were Asian, 21 were Multiracial or Multiethnic, 3 Middle Eastern or North African, 1 Native American or Alaska Native and 1 Native Hawaiian or other Pacific Islander. The makeup of only White or Caucasian-identifying respondents represents 2022 Census Data from Colorado,

where 66% of residents also identify as White (Colorado Department of Local Affairs, 2022). All other ethnicities were underrepresented when compared to Colorado census data. Further, CC demographic data from Fall 2023 notes that 67.7% of students are White, and similarly at ACC, where 65.1% of students are White, and 60% at the UNCO (Colorado College, 2023, and Arapahoe Community College, 2023 and University of Northern Colorado, 2024). When comparing to the most recent US Census Bureau data for 2023, it is further evident that participants from non-white backgrounds are underrepresented as well. Future studies should aim to collect responses from a more diverse range of participants to ensure a more representative sample of the broader US population.

Q25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 Asian	22	5.1	5.2	5.2
	5 Black or African American	44	10.3	10.4	15.6
	6 Hispanic/Latino or Spanish Origin	36	8.4	8.5	24.1
	7 Middle Eastern or North African	3	.7	.7	24.8
	8 Multiracial or Multiethnic	21	4.9	5.0	29.8
	9 Native American or Alaska Native	1	.2	.2	30.0
	10 Native Hawaiian or other Pacific Islander	1	.2	.2	30.3
	11 White or Caucasian	283	66.1	66.9	97.2
	13 Prefer to Self-Describe	6	1.4	1.4	98.6
	14 Prefer Not to Answer	6	1.4	1.4	100.0
	Total	423	98.8	100.0	
Missing	System	5	1.2		
Total		428	100.0		

(Table 3)

Next, it was fascinating to see how education levels were distributed among respondents, as shown below in **Table 4**. While 36.9% of respondents had or were currently pursuing a Bachelor's degree, and 28.7% had completed some college but did

not have a degree, 34.4% were outside those demographic groups. Understanding educational levels for the data sample is vital, as education is a control variable, and having this data helps to show if there is a correlation between an increase in pre-existing knowledge or educational level and subsequent perceptions, motivations, and purchasing decisions. *For information about reliability/consistency tests or Cronbach's Alpha scores, please refer to Appendix C.*

Q26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Some High School or Less	13	3.0	3.1	3.1
	2 High School Diploma or Equivalent (ex. GED)	64	15.0	15.1	18.2
	3 Some College, but No Degree	123	28.7	29.1	47.3
	4 Associate's Degree	31	7.2	7.3	54.6
	5 Bachelor's Degree	158	36.9	37.4	92.0
	6 Master's Degree	23	5.4	5.4	97.4
	7 Doctorate or Professional Degree	6	1.4	1.4	98.8
	8 Prefer Not to Answer	5	1.2	1.2	100.0
	Total	423	98.8	100.0	
Missing	System	5	1.2		
Total		428	100.0		

(Table 4)

Quantitative Data Analysis – Logistic Regression Analysis

To test each hypothesis, logistic regression analysis was run on the relationship between each independent composited variable and the dependent binary variable. Logistic regression is used when the dependent variable is categorical or binary and for when the researcher wants to see the odds of an event happening (IBM). For this analysis, the dependent variable was coded as a 0 if the respondent had not purchased that fashion segment in the past year and a 1 if they had. In **Output Tables 15 and 16**, two more logistic regression analyses were run to test for an interaction effect between pre-existing

knowledge in the fashion industry context, sustainability influence drivers, and affordability's impact on fast/ultra-fast and sustainable fashion purchase.

The logistic regression results for **Output Table 1** below suggest a positive relationship between pre-existing general knowledge and the odds of a fast- or ultra-fast fashion purchase. This is evidenced by the composited variable *PEKG_COMP* showing a positive 0.4021 coefficient and a statistically significant *p*-value of 0.0041, far less than the 0.05 significance level used for this analysis. Further, the odds ratio of 1.4949 suggests that for every one-unit increase in pre-existing knowledge of sustainability terms outside of the fashion industry context, there is roughly a 49.5% increase in the odds of purchasing fast- or ultra-fast fashion compared to the baseline odds, which is when the independent variable is 0. This suggests that an increase in general pre-existing knowledge of sustainability terms is correlated with an increase in the odds of purchasing fast- or ultra-fast fashion. As such, *Hypothesis 1a* cannot be accepted.

SUMMARY OUTPUT - PEKG-FFP-UFFP								
Regression Statistics								
Chi Square	15.9118774							
Residual Dev.	469.972771							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.24666842	0.80324256	0.75877424	1.27975471	0.26509738	6.17800193	0.26509738	6.17800193
PEKG_COMP	0.40205782	0.13991753	0.00405907	1.49489776	1.13635355	1.96657045	1.13635355	1.96657045
GENDER	-0.1062523	0.1298839	0.41332515	0.89919773	0.6971044	1.15987872	0.6971044	1.15987872
RACE	-0.1247368	0.04927905	0.01136622	0.88272922	0.80145861	0.97224095	0.80145861	0.97224095
EDUCATION	0.03519114	0.08255182	0.66989546	1.03581767	0.88107947	1.21773153	0.88107947	1.21773153
EMPLOYMENT	0.08079595	0.14154143	0.56811559	1.08414965	0.82150261	1.43076899	0.82150261	1.43076899
INCOME	-0.0289118	0.04594526	0.52917486	0.97150215	0.88784077	1.06304695	0.88784077	1.06304695

(Output Table 1: PEKG-FFP/UFFP)

Output Table 2 below shows the regression results when general pre-existing knowledge was tested against sustainable fashion purchase. This relationship slightly differs from fast- or ultra-fast fashion as evidenced by the 0.4731 coefficient for *PEKG_COMP*. As the *p*-value for *PEKG_COMP* is 0.0004, the result is statistically significant and there is a positive correlation between an increase in general pre-existing knowledge of sustainability terms and an increase in the odds of a sustainable fashion purchase, confirming *Hypothesis 1b*. The odds ratio of 1.6049 suggests that for every one-unit increase in pre-existing knowledge of sustainability terms outside of the fashion industry context, there is roughly a 60.5% increase in the odds of purchasing fast- or ultra-fast fashion compared to the baseline odds.

The odds of purchasing sustainable fashion are around 11 percent higher than the odds of purchasing fast- or ultra-fast fashion, conveying that the more a participant indicated an understanding of sustainability terms used generally, the more likely that would lead to a sustainable fashion purchase when compared to a fast- or ultra-fast fashion purchase. Interestingly, the coefficient for *Education,* one of my demographic control variables is 0.2169 and has a *p*-value of 0.0051. Coupled with an odds ratio of 1.2423, this suggests that a one-unit increase in *Education* would lead to 24% higher odds of purchasing sustainable fashion compared to the baseline odds. For numerous other regressions, a higher educational level is also correlated with greater odds of purchasing sustainable fashion compared to the baseline odds.

SUMMARY OUTPUT - PEKG-SFP								
Regression Statistics								
Chi Square	25.4541421							
Residual Dev.	519.957832							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-2.0370654	0.77015823	0.00816919	0.13041085	0.02882397	0.59002934	0.02882397	0.59002934
PEKG_COMP	0.4730856	0.13454323	0.00043771	1.60493876	1.23292047	2.08920889	1.23292047	2.08920889
GENDER	-0.0570946	0.12526373	0.64853717	0.9445047	0.73888942	1.2073378	0.73888942	1.2073378
RACE	0.03680643	0.04114714	0.37105034	1.03749217	0.95710662	1.12462915	0.95710662	1.12462915
EDUCATION	0.21693976	0.07740816	0.00507013	1.24226926	1.06739655	1.44579156	1.06739655	1.44579156
EMPLOYMENT	-0.0687862	0.12978564	0.59611273	0.93352621	0.72385699	1.20392728	0.72385699	1.20392728
INCOME	-0.0226586	0.04352162	0.60262487	0.97759614	0.897664	1.06464581	0.897664	1.06464581

(Output Table 2: PEKG-SFP)

Moving on to testing pre-existing knowledge in the context of the fashion industry with variable *PEKFI_COMP*, it can be determined when analyzing **Output Table 3** that an increase in knowledge of sustainability terms used in the context of the fashion industry is not correlated with a decrease in the odds of a fast- or ultra-fast fashion purchase, compared to the baseline odds, as hypothesized. In fact, the results of the relationship of pre-existing knowledge used generally and fast- or ultra-fast fashion purchase suggest that there will be an increase in the odds of a fast- or ultra-fast fashion purchase as evidenced by the positive coefficient of 0.4676 and statistically significant *p*-value of 0.0003. Further, the odds ratio of 1.5962 suggests that as there is a one-unit increase in pre-existing knowledge in the context of the fashion industry, there will be an expected increase of roughly 60% in the odds that there will be a fast fashion or ultra-fast fashion purchase compared to the baseline odds. In **Output Table 4**, the hypothesis can be accepted that an increase in knowledge of sustainability terms in the context of the fashion industry is correlated with an increase in the odds of a sustainable fashion purchase compared to the baseline odds. Interestingly, the coefficient for *PEKFI_COMP*

tested against sustainable fashion purchase is 0.4657 with a *p*-value of 0.0002, just slightly lower than the coefficient when tested against fast- or ultra-fast fashion purchase. The odds ratio is also just slightly lower at 1.5931, implying that pre-existing knowledge of sustainability terms when used in the fashion industry context would be more likely to lead to a fast- or ultra-fast fashion purchase than a sustainable fashion purchase.

SUMMARY OUTPUT - PEKFI-FFP-UFFP								
Regression Statistics								
Chi Square	20.7992312							
Residual Dev.	465.085417							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.13128837	0.75191068	0.86138897	1.14029656	0.26121029	4.97789059	0.26121029	4.97789059
PEKFI_COMP	0.4675984	0.13071074	0.00034709	1.59615626	1.23541884	2.06222757	1.23541884	2.06222757
GENDER	-0.1380823	0.13115953	0.29244135	0.87102703	0.67357885	1.12635379	0.67357885	1.12635379
RACE	-0.1149184	0.04919888	0.01950204	0.89143889	0.80949359	0.98167954	0.80949359	0.98167954
EDUCATION	0.04577005	0.08345431	0.5833868	1.04683366	0.88887613	1.232861	0.88887613	1.232861
EMPLOYMENT	0.0786503	0.14150755	0.57834562	1.08182594	0.81979629	1.42760754	0.81979629	1.42760754
INCOME	-0.0341621	0.04622124	0.45984657	0.96641484	0.88271396	1.05805241	0.88271396	1.05805241

(Output Table 3: PEKFI-FFP/UFFP)

SUMMARY OUTPUT - PEKFI-SFP								
Regression Statistics								
Chi Square	27.5062479							
Residual Dev.	517.905726							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-1.8621208	0.70970695	0.00869578	0.15534283	0.03865339	0.62430219	0.03865339	0.62430219
PEKFI_COMP	0.46570645	0.12289339	0.00015094	1.59313926	1.25212215	2.02703283	1.25212215	2.02703283
GENDER	-0.0906985	0.12494043	0.4678795	0.91329307	0.71492531	1.16670122	0.71492531	1.16670122
RACE	0.04753617	0.04130879	0.2498343	1.04868413	0.96712496	1.13712133	0.96712496	1.13712133
EDUCATION	0.23266981	0.07789725	0.0028184	1.26196473	1.08328057	1.47012235	1.08328057	1.47012235
EMPLOYMENT	-0.0808429	0.12948932	0.53241695	0.92233861	0.71559761	1.18880848	0.71559761	1.18880848
INCOME	-0.0298545	0.04365436	0.49404858	0.97058673	0.89099587	1.05728729	0.89099587	1.05728729

(Output Table 4: PEKFI-SFP)

Reflecting on the results of the first two sets of categories for pre-existing knowledge, it was noted that only the hypotheses for sustainable fashion were accepted.

It cannot be reasonably inferred from those two outputs that an increase in knowledge both inside and outside of the context of the fashion industry is correlated with a decrease in the odds of a fast- or ultra-fast fashion purchase compared to the baseline odds. This may highlight a potential attitude-behavior gap in that an increase in understanding of sustainability terms does not lead to a decrease in the odds of a fast- or ultra-fast fashion purchase. However, it is vital to remember that there may be other variables impacting this relationship.

SUMMARY OUTPUT - VAR_PID-FFP-UFFP								
Regression Statistics								
Chi Square	13.1280425							
Residual Dev.	472.756606							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.81006347	0.73307173	0.26914824	2.24805066	0.53433584	9.45796891	0.53433584	9.45796891
VAR_PID	0.33032947	0.14137596	0.01946352	1.39142648	1.0546803	1.83569149	1.0546803	1.83569149
GENDER	-0.0715279	0.12828101	0.57712627	0.93097035	0.72400715	1.19709562	0.72400715	1.19709562
RACE	-0.1139201	0.04889143	0.01980277	0.89232921	0.8107905	0.98206801	0.8107905	0.98206801
EDUCATION	0.03071688	0.08278886	0.71061764	1.03119351	0.87673868	1.21285861	0.87673868	1.21285861
EMPLOYMENT	0.03289066	0.1387502	0.8126184	1.03343754	0.78737179	1.3564026	0.78737179	1.3564026
INCOME	-0.04737	0.04612424	0.30441636	0.95373445	0.87129745	1.04397115	0.87129745	1.04397115

(Output Table 5: VAR_PID-FFP/UFFP)

In **Output Table 5** above, the result for the relationship between psychological influence drivers (PIDs) and a fast- or ultra-fast fashion purchase is statistically significant, as the *p*-value for the composited variable *VAR_PID* is 0.0195 and there is a positive coefficient of 0.3303. In addition, the odds ratio is 1.3914, implying that as the prioritization of PIDs increase, there is an expected increase of 39.1% in the odds of a fast- or ultra-fast fashion purchase compared to the baseline odds. This suggests that we can accept the alternative hypothesis that as the prioritization of PIDs increases, there are greater odds of a fast or ultra-fast fashion purchase. On the other hand, the results in

Output Table 6 reveal, through the positive coefficient of 0.4266, a statistically significant *p*-value of 0.0014 and a 1.5320 odds ratio that as the prioritization of PIDs increases, there will be an increase in the odds of a sustainable fashion purchase compared to the baseline odds. This implies that even participants who prioritize expressing their individuality, brand loyalty, or the ability to make their own choices are still likely to purchase sustainable fashion.

SUMMARY OUTPUT- VAR_PID-SFP								
Regression Statistics								
Chi Square	23.0969975							
Residual Dev.	522.314976							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-1.5110767	0.69453875	0.02958106	0.22067224	0.05656597	0.86087514	0.05656597	0.86087514
VAR_PID	0.42660184	0.13318804	0.00136002	1.53204253	1.18005149	1.98902705	1.18005149	1.98902705
GENDER	-0.0139636	0.12490761	0.91098895	0.98613346	0.77199439	1.25967134	0.77199439	1.25967134
RACE	0.04803496	0.0409843	0.2411837	1.04920734	0.96822306	1.13696532	0.96822306	1.13696532
EDUCATION	0.21336017	0.07736705	0.00581979	1.23783041	1.06366825	1.4405094	1.06366825	1.4405094
EMPLOYMENT	-0.1161756	0.12795004	0.36389092	0.8903189	0.69284218	1.14408124	0.69284218	1.14408124
INCOME	-0.0435077	0.0437046	0.3194958	0.95742519	0.87882708	1.04305275	0.87882708	1.04305275

(Output Table 6: VAR_PID-SFP)

When analyzing the results for sociocultural influence drivers (SCIDs) in **Output Table 7**, it is interesting to note their similarities with PIDs' results. The hypothesis that when SCIDs increase there will be an increase in the odds of a fast- or ultra-fast fashion purchase is supported by the positive coefficient of 0.5340, statistically significant *p*-value result of 0.0004, and odds ratio of 1.7058 for *VAR_SCID*. Contrary, however, to the original hypothesis for the odds for sustainable fashion purchase to decrease, as evidenced in **Output Table 8**, the odds of a sustainable fashion purchase also increased when SCIDs increase. The positive coefficient of 0.6637, extremely statistically significant result of 3.227E-06, and odds ratio of 1.9420 suggests that when prioritization

of sociocultural influence drivers increase, there are greater odds of a sustainable fashion purchase when compared to a fast or ultra-fast fashion purchase. This is quite fascinating as it suggests that social media influence, social acceptability, or fashion trends, while leading consumers to be more likely to purchase fast- or ultra-fast fashion, leads consumers to be more likely to purchase sustainable fashion than fast- or ultra-fast fashion.

SUMMARY OUTPUT-VAR_SCID-FFP-UFFP								
Regression Statistics								
Chi Square	21.023651							
Residual Dev.	464.860997							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.36751264	0.71740448	0.60845441	1.44413805	0.35395896	5.89202405	0.35395896	5.89202405
VAR_SCID	0.534038	0.14957205	0.00035638	1.70580646	1.27237109	2.28689233	1.27237109	2.28689233
GENDER	-0.0709271	0.12791919	0.57925861	0.9315298	0.72495616	1.19696586	0.72495616	1.19696586
RACE	-0.103091	0.04955482	0.03749415	0.9020449	0.8185534	0.99405243	0.8185534	0.99405243
EDUCATION	0.04677992	0.08320682	0.57397121	1.04789137	0.89020593	1.2335082	0.89020593	1.2335082
EMPLOYMENT	0.07683031	0.140722	0.58508496	1.07985882	0.81956651	1.42281935	0.81956651	1.42281935
INCOME	-0.0432716	0.04598529	0.34671142	0.95765129	0.87511404	1.04797312	0.87511404	1.04797312

(Output Table 7: VAR_SCID-FFP/UFFP)

SUMMARY OUTPUT-VAR_SCID-SFP								
Regression Statistics								
Chi Square	35.9477788							
Residual Dev.	509.464195							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-2.0712411	0.68875389	0.00263641	0.12602927	0.03267406	0.48611588	0.03267406	0.48611588
VAR_SCID	0.66369546	0.14255188	3.227E-06	1.9419555	1.46858435	2.56790913	1.46858435	2.56790913
GENDER	-0.0175767	0.12431705	0.88756503	0.98257688	0.77010098	1.25367628	0.77010098	1.25367628
RACE	0.06638105	0.04203902	0.11432823	1.06863384	0.98411362	1.16041305	0.98411362	1.16041305
EDUCATION	0.24234495	0.07865693	0.00206281	1.27423367	1.09218491	1.48662687	1.09218491	1.48662687
EMPLOYMENT	-0.0646765	0.13036798	0.61981877	0.93737066	0.72600888	1.21026585	0.72600888	1.21026585
INCOME	-0.037122	0.04393772	0.39817974	0.96355862	0.88405297	1.05021447	0.88405297	1.05021447

(Output Table 8: VAR_SCID-SFP)

Output Table 9 provides intriguing results for the regressions run on the composited value for sustainability influence drivers (SID): environmental concerns, ethical treatment of fashion manufacturing workers, and supply chain transparency. It was hypothesized that an increase in prioritization of these factors would lead to a decrease in the odds of a fast- or ultra-fast fashion purchase, compared to the baseline odds. Unfortunately, the test results are inconclusive. *VAR_SUS*, when compared with fast- or ultra-fast fashion purchase, reveals a *p*-value of 0.1652, which is greater than the 0.05 significance level, and thus, the alternative hypothesis cannot be accepted. On the other hand, in **Output Table 10**, the results suggest that when SIDs increase, the odds of a sustainable fashion purchase will also increase, as evidenced by the positive 0.9621 coefficient and 0.0002 *p*-value. These results further suggest a potential attitude-behavior gap in that consumers' pro-sustainable or pro-environmental attitudes may not be aligned with their fashion purchasing behavior. Additionally, the odds ratio suggests that as there is a one-unit increase in SIDs, there will be a 44.8% increase in the odds of a fast- or ultra-fast fashion purchase compared to the baseline odds. While pro-environmental attitudes are correlated with an increase in the odds of a consumer making a sustainable fashion purchase, they are not correlated with a decrease in the odds of making a fast- or ultra-fast fashion purchase, highlighting the potential presence of other variables that influence this relationship.

SUMMARY OUTPUT-VAR_SUS-FFP-UFFP								
Regression Statistics								
Chi Square	9.5316301							
Residual Dev.	476.353018							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.72372817	0.98846124	0.4640608	2.06210678	0.29711968	14.3116887	0.29711968	14.3116887
VAR_SUS	0.37041757	0.26690617	0.16519203	1.44833927	0.85837956	2.44377518	0.85837956	2.44377518
GENDER	-0.1190315	0.12927033	0.35715751	0.88777987	0.68908087	1.14377446	0.68908087	1.14377446
RACE	-0.1162198	0.04853437	0.0166391	0.89027955	0.80949442	0.97912678	0.80949442	0.97912678
EDUCATION	0.02811815	0.08272298	0.73392635	1.02851719	0.87457614	1.20955463	0.87457614	1.20955463
EMPLOYMENT	0.02189337	0.13690687	0.87294856	1.02213479	0.7815789	1.33672944	0.7815789	1.33672944
INCOME	-0.0201198	0.04625891	0.6636065	0.98008123	0.89513062	1.07309392	0.89513062	1.07309392

(Output Table 9: VAR_SUS-FFP/UFFP)

SUMMARY OUTPUT-VAR_SUS-SFP								
Regression Statistics								
Chi Square	26.7392488							
Residual Dev.	518.672725							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-2.9793953	0.94295109	0.00157959	0.05082356	0.00800615	0.3226313	0.00800615	0.3226313
VAR_SUS	0.9620894	0.26114799	0.00022953	2.61715904	1.56870232	4.36636152	1.56870232	4.36636152
GENDER	-0.1199601	0.12309788	0.32980341	0.88695582	0.69682043	1.1289718	0.69682043	1.1289718
RACE	0.04457789	0.04082454	0.27486017	1.04558641	0.96518378	1.13268682	0.96518378	1.13268682
EDUCATION	0.17298535	0.07709798	0.02485119	1.18884869	1.02211713	1.38277813	1.02211713	1.38277813
EMPLOYMENT	-0.1339298	0.12686579	0.291114	0.87465146	0.68209783	1.12156225	0.68209783	1.12156225
INCOME	0.00124423	0.04450265	0.97769512	1.00124501	0.91761317	1.09249911	0.91761317	1.09249911

(Output Table 10: VAR_SUS-SFP)

As explained in the *Qualitative Analysis – Thematic Analysis* section later in this thesis, quality was a recurrent theme when participants discussed their reasons for purchasing fast, ultra-fast, and sustainable fashion. In **Output Table 11**, the results are inconclusive because of the high *p*-value for *Q_COMP* of 0.1000, which is over the 0.05 significance level. However, in **Output Table 12**, the regression results of a positive coefficient of 0.4477, statistically significant *p*-value of 0.0154, along with the 1.5648 odds ratio suggests that an increase in prioritization of quality when making fashion

purchasing decisions is correlated with an increase in the odds of a sustainable fashion purchase compared to the baseline odds.

SUMMARY OUTPUT-Q_COMP-FFP-UFFP								
Regression Statistics								
Chi Square	10.3731409							
Residual Dev.	475.511507							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.77342733	0.86926674	0.37360184	2.16718119	0.39443372	11.9073855	0.39443372	11.9073855
Q_COMP	0.32064103	0.19494475	0.1000154	1.37801083	0.94040592	2.01924914	0.94040592	2.01924914
GENDER	-0.0546	0.1293139	0.67285846	0.94686384	0.73487817	1.21999969	0.73487817	1.21999969
RACE	-0.1122752	0.04896474	0.02184908	0.89379821	0.81200858	0.98382611	0.81200858	0.98382611
EDUCATION	0.04971466	0.08242748	0.54642077	1.05097117	0.89418712	1.23524526	0.89418712	1.23524526
EMPLOYMENT	0.02556046	0.1384331	0.85351043	1.02588993	0.78210723	1.34565967	0.78210723	1.34565967
INCOME	-0.0366055	0.04546811	0.42077248	0.96405634	0.8818605	1.05391342	0.8818605	1.05391342

(Output Table 11: QUAL-FFP/UFFP)

SUMMARY OUTPUT-Q_COMP-SFP								
Regression Statistics								
Chi Square	18.62033							
Residual Dev.	526.791644							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-1.6328305	0.82669004	0.048252	0.19537578	0.03865368	0.9875306	0.03865368	0.9875306
Q_COMP	0.44773114	0.18481368	0.01540954	1.56475794	1.0892648	2.24781651	1.0892648	2.24781651
GENDER	0.00776137	0.12569929	0.95076546	1.00779157	0.7877262	1.28933613	0.7877262	1.28933613
RACE	0.04991552	0.04101099	0.22355644	1.05118229	0.96999483	1.13916505	0.96999483	1.13916505
EDUCATION	0.23425232	0.07721504	0.00241522	1.26396337	1.08644795	1.47048316	1.08644795	1.47048316
EMPLOYMENT	-0.1258479	0.12703197	0.32184235	0.88174895	0.68740889	1.13103165	0.68740889	1.13103165
INCOME	-0.0316669	0.04300608	0.46152654	0.96882924	0.89051328	1.05403268	0.89051328	1.05403268

(Output Table 12: QUAL-SFP)

Next, the relationship between affordability and fashion purchase was tested to see whether there was a correlation between an increase in the prioritization of affordability and fashion purchasing behavior. The results in **Output Tables 13 and 14** suggest that while an increase in prioritization of affordability is correlated with an increase in the odds of a fast- or ultra-fast fashion purchase, as noted by the positive

coefficient of 0.5286 and *p*-value of 0.0055 and 1.6966 odds ratio, there is not enough statistical significance to say that an increase in affordability prioritization is correlated with a decrease in the odds of a sustainable fashion purchase. Interestingly, in the analysis of the qualitative responses, affordability was a common purchasing reason for fast, ultra-fast, and sustainable fashion. These responses frequently discussed thrifting as a purchasing reason for sustainable fashion, hinting that instead of sustainable fashion always being seen as an expensive fashion segment, some respondents were influenced to purchase because they believed it to be affordable.

SUMMARY OUTPUT-AFF_COMP-FFP-UFFP								
Regression Statistics								
Chi Square	15.3862653							
Residual Dev.	470.498383							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.00247487	0.87399863	0.99774067	1.00247793	0.18076978	5.55934731	0.18076978	5.55934731
AFF_COMP	0.52863537	0.19060623	0.00554667	1.69661547	1.16772104	2.4650614	1.16772104	2.4650614
GENDER	-0.0912022	0.12686832	0.47221906	0.91283309	0.71187028	1.17052821	0.71187028	1.17052821
RACE	-0.1187573	0.04922352	0.01583861	0.88802327	0.80635301	0.97796539	0.80635301	0.97796539
EDUCATION	0.03450148	0.08256853	0.67605482	1.03510356	0.8804432	1.21693186	0.8804432	1.21693186
EMPLOYMENT	0.03204788	0.13815365	0.81655918	1.03256695	0.78762885	1.35367629	0.78762885	1.35367629
INCOME	-0.0291981	0.04560518	0.52201918	0.97122407	0.88817846	1.06203453	0.88817846	1.06203453

(Output Table 13: AFF-FFP/UFFP)

SUMMARY OUTPUT-AFF_COMP-SFP								
Regression Statistics								
Chi Square	12.6834119							
Residual Dev.	532.728562							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-0.3718665	0.81987546	0.65014226	0.6894463	0.13823601	3.43858451	0.13823601	3.43858451
AFF_COMP	0.07567503	0.17443749	0.66441684	1.078612	0.76627346	1.51826196	0.76627346	1.51826196
GENDER	-0.040461	0.12277666	0.74174007	0.96034658	0.75495369	1.22161871	0.75495369	1.22161871
RACE	0.03977943	0.04043414	0.32520987	1.04058123	0.96129877	1.12640245	0.96129877	1.12640245
EDUCATION	0.22503519	0.07601264	0.00307143	1.25236679	1.07901993	1.45356219	1.07901993	1.45356219
EMPLOYMENT	-0.1308329	0.12589797	0.29871258	0.87736434	0.68551259	1.12290889	0.68551259	1.12290889
INCOME	-0.0234176	0.04282035	0.58446064	0.97685444	0.89821665	1.06237686	0.89821665	1.06237686

(Output Table 14: AFF-SFP)

SUMMARY OUTPUT-PEKFI-VAR_SUS_AFF-FFP-UFFP-YN								
Regression Statistics								
Chi Square	24.2447824							
Residual Dev.	461.639866							
# of iterations	5							
Observations	418							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-1.3661022	1.20098276	0.25533478	0.25509935	0.02423433	2.6852686	0.02423433	2.6852686
PEKFI_COMP	0.36884296	0.14046908	0.0086447	1.44606049	1.09804202	1.90438153	1.09804202	1.90438153
VAR_SUS	0.21130281	0.2787328	0.44840083	1.23528636	0.71533563	2.13316984	0.71533563	2.13316984
AFF_COMP	0.35247979	0.20502268	0.0855737	1.42259091	0.951841	2.12615858	0.951841	2.12615858
GENDER	-0.151459	0.13190765	0.25087781	0.85945314	0.66365475	1.11301801	0.66365475	1.11301801
RACE	-0.1151108	0.04952833	0.02011796	0.89126739	0.80881543	0.98212463	0.80881543	0.98212463
EDUCATION	0.0242019	0.08531971	0.77666996	1.02449714	0.8667353	1.21097455	0.8667353	1.21097455
EMPLOYMENT	0.07822345	0.14120207	0.57959096	1.08136426	0.8199372	1.42614419	0.8199372	1.42614419
INCOME	-0.0266675	0.04693673	0.56992781	0.97368497	0.88810813	1.06750787	0.88810813	1.06750787

(Output Table 15: PEKFI-VAR_SUS_AFF-FFP-UFFP-YN)

SUMMARY OUTPUT-PEKFI-VAR_SUS_AFF-SFP_YN								
Regression Statistics								
Chi Square	37.4740232							
Residual Dev.	507.937951							
# of iterations	5							
Observations	419							
	Coefficients	Standard Erro	P-value	Odd Ratio	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-3.5425232	1.14955447	0.00205858	0.02894021	0.00304088	0.27542558	0.00304088	0.27542558
PEKFI_COMP	0.43006307	0.13435289	0.00136953	1.53735449	1.18144261	2.0004855	1.18144261	2.0004855
VAR_SUS	0.80136227	0.26914506	0.0029067	2.22857479	1.31501444	3.77679927	1.31501444	3.77679927
AFF_COMP	-0.1619137	0.19336323	0.40239306	0.85051463	0.58222481	1.24243269	0.58222481	1.24243269
GENDER	-0.1491428	0.12626308	0.23752045	0.86144605	0.67259365	1.10332488	0.67259365	1.10332488
RACE	0.04960693	0.0416113	0.23320231	1.05085795	0.96855527	1.14015427	0.96855527	1.14015427
EDUCATION	0.18721066	0.07921956	0.01811851	1.20588129	1.03245884	1.40843356	1.03245884	1.40843356
EMPLOYMENT	-0.0869911	0.13052767	0.50511909	0.91668528	0.70976552	1.18392888	0.70976552	1.18392888
INCOME	-0.00765	0.04536982	0.8660996	0.99237916	0.90794341	1.08466717	0.90794341	1.08466717

(Output Table 16: PEKFI-VAR_SUS_AFF-SFP-YN)

For the last two regressions, I decided to test the interaction effect between three composited variables:

1. Pre-existing knowledge in the context of the fashion industry
2. Sustainability influence drivers
3. Affordability

As shown in **Output Table 15**, it was revealed that only pre-existing knowledge in the fashion industry context is correlated with greater odds of a fast- or ultra-fast fashion purchase, while sustainability influence drivers and affordability were not statistically significant. **Output Table 16** suggests that higher pre-existing knowledge of sustainability terms when used in the fashion industry context and a higher prioritization of sustainability influence drivers is correlated with greater odds for a sustainable fashion purchase compared to the baseline odds. The *p*-value for *PEKFI_COMP* is 0.0014 and the *p*-value for *VAR_SUS* is 0.0029, highlighting two statistically significant results with positive 0.4301 and 0.8014 coefficients respectively. These results suggest a complicated relationship between how pre-existing knowledge, sustainability influence drivers, and

affordability collectively influence the relationship between whether a consumer would purchase fast- or ultra-fast fashion or sustainable fashion.

Qualitative Data Analysis – Thematic Analysis

As stated earlier, thematic analysis was conducted by analyzing qualitative responses to three questions. After asking participants to specify how many individual fashion items they had purchased in the past year for each fashion segment, three open-ended questions were posed, asking respondents to choose one item they had purchased for each segment and detail the reason(s) for purchasing. This questioning style would allow common themes between respondents' answers to emerge and allow me to highlight potential hidden themes that I had not previously considered for why consumers purchase each type of fashion. Lastly, the number of responses for each question varied as not every respondent purchased all three fashion segments.

I needed to create a coding system to organize hundreds of qualitative responses per question that allowed responses to be easily categorized. For the first question about fast fashion, I created three broad groups: 1) Brands, 2) Purchasing Reasons, and 3) Types of Clothing, which also applied to the other two questions about ultra-fast fashion and sustainable fashion purchasing habits. This would let me understand the various reasons behind purchases and what respondents were buying within each segment. As I began to sort my fast fashion responses into different brands, I noticed that some of the most common fast fashion brands being mentioned were H&M with 27 references, Zara with 19, Urban Outfitters (14), Uniqlo (9), Forever 21 with 8, Target (8), and Shein with 14. However, the responses about Shein should have been listed under the following question about ultra-fast fashion.

Overwhelmingly, the reason for purchasing fast fashion was the affordability factor, with 112 references. While sometimes affordability was the sole reason for purchasing, with responses like: “H&M Because It’s Affordable” or “Sweater. It was affordable”, other times respondents indicated that while affordability was critical to their purchasing decisions, they simultaneously recognized the impacts of fast fashion: “I buy fast fashion because of affordability, but try to only buy pieces occasionally that I know I'll wear frequently. Recently I bought a skirt for this reason, and don't plan on getting rid of it anytime soon”. After affordability, having a “cute appeal” was the next most common factor with 20 references, followed by convenience (15), design (14), sizing (13), trendy (11), and weather-related (9) factors. A cute appeal often worked together with affordability as the most common reasons for purchasing fast fashion: "Urban Outfitters Jeans - Cute and Affordable.” Two factors that were not anticipated were sizing issues and weather-related phenomena. Some respondents highlighted that they gravitated to fast fashion as they not only “have trouble finding “high quality” garments that actually have enough stretch to fit [their] measurements” but find brands like Torrid more “size [inclusive]” and have difficulty finding “petite pants that fit” and are at the same time sustainable.

These answers portray one potential gap in the sustainable fashion industry and how sustainable clothing may not be as size-inclusive as fast fashion. Further analysis should be completed to see if this gap applies to a broader range of consumers and whether other fast fashion brands are also size-inclusive. In addition, another interesting factor to note is weather-related, and how some consumers found themselves in predicaments where they leaned towards buying fast fashion because they needed a quick

fix. For example, whether it was buying a jacket because a participant “was not dressed for how cold it was outside, and [was] getting over a cold....[and] still had a long commute back home” or was "(sheltering from the cold) waiting for a NY Rangers game to start,” sudden purchases of fast fashion were also motivated by weather-related phenomena. Lastly, it was also essential to analyze what types of clothing were most frequently referenced. I found that shirts were mentioned 23 times, pants (22), sweatshirts/sweaters (15), and dresses (12). Reasons for purchasing fast fashion shirts often included affordability, design, and trendy factors. At the same time, pants, on the other hand, were often combined with explanations about situational or special event/holiday purchasing reasons. For example, one participant recalled that they “needed long pants to enter La Sagrada Familia in Barcelona,” while another “purchase[d] a pair of linen pants ahead of a study abroad experience,” and a different respondent stated they “bought slacks to wear to work.”

To conclude my thematic analysis of fast fashion, it is also important to note that some consumers may default to purchasing fast fashion because they face specific challenges regarding more sustainable practices. One respondent recalled purchasing underwear from a fast fashion brand because they were “not super comfortable thrifting underwear.” Future researchers may want to study whether there are items other than undergarments that consumers are unwilling to thrift and whether there are more sustainable alternatives for these textiles.

Following my question on consumers’ fast fashion purchasing behavior, my investigation into ultra-fast fashion consumption revealed some unanticipated insights. Adding the previous 14 responses from the last question to Shein’s response group for

ultra-fast fashion, the brand was mentioned 37 times, with Fashion Nova coming in far behind at four responses and Temu at two. Like fast fashion, affordability remained a decisive factor in consumers' purchasing decisions for ultra-fast fashion, with 47 individuals expressing that this fashion segment's cheap or affordable nature encouraged them to buy it. This factor was evident in quite a few responses, with one stating they purchased "3 shirts from tik tok shop because they were $3," and another expressing "it was CHEAP and I am BROKE and can't afford quality clothing that meets fashion trends." It was also intriguing to observe that some may have resented purchasing ultra-fast fashion, with one participant perhaps conveying regretfully "maybe a bikini from [Shein]. yikes I know, its just cheap."

Moreover, contrary to popular opinion, the quality of ultra-fast fashion items was a contested factor that divided respondents, with nine responses discussing quality as a factor. This divide is apparent when analyzing one survey responder's remarks that they "make many many purchases on SHEIN...[and] think they have great quality clothes for the price." Contrastingly, another respondent proclaimed that they "do not support any ultra fast fashion brands (even second hand)" as "the quality of clothing is awful (washing the synthetic materials harms our waters) plus they are not regulated and contain harmful chemicals in the fabric. (SHEIN is notorious for this)." Conversely, another participant noted that ultra-fast fashion is "high quality and last[s] longer." In contrast, a different individual who purchased hoodies from Shein acknowledged that "they were...shit quality but they were cheap and...[that she] liked them".

Another vital factor that distinguishes ultra-fast fashion purchases from fast fashion would be a "special event/holiday" factor that was also unpredicted. Ten

participants stated they purchased ultra-fast fashion for popular holidays like Halloween or a special occasion like a music festival or Christmas/New Year's party. Lastly, the most common ultra-fast fashion clothing items were shirts with 18 references, dresses (14), pants (11), and sweatshirts/sweaters with nine references. One thought-provoking insight among the explanations for purchasing these specific ultra-fast fashion articles of clothing is that there was often no consistent reason for purchasing other than maybe a random night out in town or they liked the design. For example, for some of the dress purchases, respondents mentioned reasons like "I purchased a dress with flowers on it," "Shein sheer dress", or a dress they bought from Shein because they "wouldn't want to spend alot of money on some dresses that [they] might not wear again." A potential area of future research could attempt to discover whether more ultra-fast fashion purchases result from impulse buying when compared to fast fashion or sustainable fashion purchases. While a handful of responses about participants' ultra-fast fashion purchasing habits cannot directly imply that these types of purchases are because of impulse buying, perhaps a more extensive study can uncover this phenomenon.

Concluding my thematic analysis, several intriguing observations about participant relationships with sustainable fashion were uncovered. Patagonia, or what was nicknamed "Patagucci" by one of the respondents due to its status as a "luxury" outdoor apparel brand, was present 61 times in participant responses. The next most mentioned brand, a competitor of Patagonia, Cotopaxi, was cited a mere eight times, with REI (5) and Everlane (4) following suit. An additional 29 responses detailed brands ranging from Allbirds to Pact, Quince, and more. What about Patagonia, however? It enticed more than 60 respondents to highlight the brand for this question, and what might the recurrent

themes around the brand indicate about sustainable fashion? Although not specifically attributable to Patagonia, 66 participants noted quality as one of their sustainable fashion purchasing reasons, with affordability (28), environmental benefit (21), and thrifting or buying second-hand (18) mentioned less often. Consumers were keen to detail Patagonia's quality assurance and attention to its environmental impact with comments like: "[my] Patagonia jacket...should last a long time and has a lifetime warranty if not" and "I think it is high quality, and I like Patagonia's philosophy on the environment and corporate responsibility," with some going as far to state that "Patagonia pieces...are investment pieces." This perception that certain sustainable fashion items are investments was reciprocated by another respondent who stated that they "would rather invest in one high quality, a slightly more expensive item of clothing that will last me ten+ years than something that will fall apart in a few months." Quality and the environmental benefit aside, instead of purchasing new clothing, quite a few participants noted that they actively thrift clothing as "the world already has enough existent clothes," and "thrifting is sustainable, it stimulates...creativity, and it's one of the most affordable forms of sustainable fashion." After reading these comments, it is fascinating to reflect on how some participants view thrifting as a creative endeavor. These responses highlight an area of future research around the intricacies of thrifting and how it might be altering consumer perceptions of this purchasing practice.

Lastly, it was enlightening to learn that 33 participants noted a weather-related reason for purchasing sustainable fashion, 44 respondents recalled purchasing a jacket in the past year, and 18 purchased a sweatshirt/sweater. Many respondents who cited "cold weather outdoor activities" as a purchasing factor or those who "needed a new winter

coat" purchased Patagonia, Cotopaxi, The North Face, or Columbia products. This relationship between sustainable fashion purchases and outdoor-based clothing highlights an intriguing area for future research and a limitation of this study. It would be interesting to see how sustainable fashion purchasing behavior changes based on geographic location and whether there is a correlation between colder climates and more sustainable fashion purchases when compared to a warmer climate region.

Pro-Sustainability Insights and Behavior

Following the questions about participants' pre-existing knowledge, perceptions, motivations, and ultimate purchasing behavior, respondents were asked questions to help determine where resources should be directed to shift consumers to purchase sustainable fashion. Participants revealed that the top three places they would turn to learn more about sustainable fashion would be the internet (358/428 = 83.6%), social media (245/428 = 57.2%), and company websites (180/428 = 42.1%). The results suggest that these three outlets should be prioritized when aiming to teach Generation Z and Millennial consumers about the benefits of sustainable fashion compared to books (50/428 = 11.7%) and magazines (37/428 = 8.6%). Given Gen-Z and Millennials' younger ages, it is understandable why they prefer to learn from digital rather than physical sources.

Next, participants were asked who they believed to be responsible for the socioenvironmental impacts of the fashion industry, and an overwhelming majority indicated that fashion brands (341/428 = 79.7%) are responsible when compared to consumers themselves (263/428 = 61.4%) and influencers (259/428 = 60.5%). Given that almost four-fifths of consumers find fashion brands responsible, fashion brands must

begin or continue to address this significant perception that they are responsible for the negative socioenvironmental impacts of the fashion industry. What actions these brands must take to rectify this issue remains tricky because, as previously discussed, they want to avoid addressing accusations of greenwashing.

Lastly, the next set of questions participants were asked to indicate were regarding a handful of actions that help to reduce the socioenvironmental impact of the fashion industry, including buying secondhand clothing, participating in clothing swaps with peers, sewing or mending their clothing for repair, buying longer-lasting clothing, reselling their clothing and how often they engage with those actions. The most common actions that participants engaged with on a scale of 1-5, 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Always (excluding never and rarely) were buying longer-lasting clothing (372/428), buying secondhand clothing (340/428), and sewing clothing (274/428). When asked to indicate which actions they would be willing to take, respondents noted that they would similarly buy longer-lasting clothing (297/428 = 69.4%), buy secondhand clothing (282/428 = 65.9%), and buy less clothing overall (246/428 = 57.5%). This is fascinating information as it portrays that many survey takers already participate in sustainable fashion practices, sometimes, often, or always.

Conclusion

Conclusion

This thesis aimed to further research for three fashion segments: fast fashion, ultra-fast fashion, and sustainable fashion and to discover whether there is an attitude-behavior gap between why Generation Z and Millennials may have pro-sustainability attitudes yet continue to purchase fast and ultra-fast fashion. Upon embarking on my literature review, it was evident that some gaps in the research previously completed in this field needed to be addressed, such as how to solicit information from survey participants about crucial sustainability issues more effectively.

Significant time and resources were concentrated on creating a survey that addressed the faults of previous surveys in how they often failed to define the very terms they were asking participants to respond to questions about. This attention to detail hopefully resulted in more accurate responses, which were then analyzed using quantitative and qualitative analysis and by using various statistical programs such as Excel, R Studio, SPSS, and NVivo. After testing composited independent variables against the dependent variables, fast/ultra-fast and sustainable fashion purchase, several statistically significant results were found.

First, an increase in pre-existing knowledge in the fashion industry context was significantly correlated with an increase in the odds of a sustainable fashion purchase compared to the baseline odds. Next, a higher prioritization of sustainability influence drivers was significantly correlated with an increase in the odds of a sustainable fashion purchase compared to the baseline odds. This suggests that the more consumers prioritize environmental concerns, ethical treatment of manufacturing workers, and supply chain

transparency, the more likely they would be to purchase sustainable fashion. Most interestingly, when analyzing the relationship between pre-existing knowledge in the context of the fashion industry, sustainability influence drivers, and affordability against fast- or ultra-fast fashion and sustainable fashion purchase, it was found that an increase in knowledge and prioritization of sustainability influence drivers was statistically significant and positive in determining where the consumer would purchase sustainable fashion. However, when tested against whether this was the same for fast- or ultra-fast fashion purchase, only pre-existing knowledge in the fashion industry context was statistically significant and positive.

Fashion researchers must recognize the vast complexities of conducting studies in this space. Consumer attitudes and behavior are evolving, and research conducted a year or two ago may only partially represent present-day attitudes and purchasing behavior. Researchers and academics with ample time, money, and resources should make concerted efforts to collect meaningful data to reduce the inadequacies prior researchers should have addressed. Consumers, influencers, fashion brands, and policymakers must critically reflect on their behavior and how they can begin or continue to support sustainability efforts so that all stakeholders benefit and not just a select few. The fashion industry affects global communities and ecosystems far beyond the eye can see; everyone is responsible for recognizing how their actions affect not only themselves and others presently but for countless generations to come. *Buy less. Choose well. Make it last.*

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Appendices

Appendix A - Fashion Consumption Survey 2024

Fashion Consumption Survey 2024

Q1 **Informed Consent Form**

You are invited to take part in a research study about fast fashion and sustainable fashion consumption. As a participant in this survey, you are **NOT** expected to have any existing knowledge of sustainability or fashion terms. This survey should take you around 10 minutes to complete in its entirety.

Participants can be entered into a drawing for 10x $25 Visa gift cards as a reward upon valid completion of this survey.

Taking part in this study is completely voluntary. While it is not expected that you would experience any harm or discomfort beyond what you might experience in everyday life, you should only decide to take part in this study because you want to do so. You can withdraw at any time without consequences, and if you feel uncomfortable responding to a particular question, you may skip that question without any penalty. I appreciate your participation; your participation strengthens this research and contributes to this critical issue!

The investigator in charge of this study is Jacob McDougall of Colorado College. For more information about this study, contact j_mcdougall@coloradocollege.edu or call (719) 389-6407. If you have any questions about whether you have been treated in an illegal or unethical manner, contact the Colorado College Institutional Research Board (Dr. Amanda Udis-Kessler, 719-227-8177 or audiskessler@coloradocollege.edu).

Additional Information Regarding Confidentiality
This survey does not collect any personally identifying information. Any report of this research that is made available to the public will not include your name or any other individual information by which you could be identified unless you have specifically given permission to be identified publicly. It is possible that anonymous survey response data may be used in the future or shared with other researchers as part of further academic research, but the data will not contain information that could directly identify you.

By checking the YES box below, you confirm that you have read the above information, are 18 years of age or older, and consent to participate in this research project. You also understand that you can take a screenshot of this form to keep it for your records.

○ YES, 1) I have read the above information, and 2) I am 18 years of age or older, and 3) I consent to participate in this research project. (1)

○ NO, 1) I have NOT read the above information, or 2) I am NOT 18 years of age or older, or 3) I do NOT consent to participate in this research project. (2)

Page 1 of 20

Skip To: End of Survey If Q1 != 1

Page Break

Q2 Please complete the captcha below to ensure you are a human participant.

Page Break

Q3 Which age range do you identify with?

- 17 or Younger (1)
- 18 to 22 (2)
- 23 to 27 (3)
- 28 to 32 (4)
- 33 to 37 (5)
- 38 to 43 (6)
- 44 to 48 (7)
- 49 to 53 (8)
- 54 to 58 (9)
- 59 to 63 (10)
- 64 or Older (11)
- Prefer Not to Answer (12)

Skip To: End of Survey If Q3 = 1
Skip To: End of Survey If Q3 = 7
Skip To: End of Survey If Q3 = 8
Skip To: End of Survey If Q3 = 9
Skip To: End of Survey If Q3 = 10
Skip To: End of Survey If Q3 = 11

Skip To: End of Survey If Q3 = 12

Q35 In what country do you currently reside?

- ○ United States of America (1)
- ○ Other (6)
- ○ Prefer Not to Answer (7)

Skip To: End of Survey If Q35 = 6
Skip To: End of Survey If Q35 = 7

Page Break

Q4 ***In this part of the survey, you will be asked questions to gauge your current knowledge about various terms. It is NOT expected that you have any existing knowledge of these terms or topics, so please answer candidly. All responses are completely anonymous.***

Q5 Please indicate your level of **understanding** of the following terms when they are **used generally**.

	Do not understand at all (1)	Understand very little (2)	Understand moderately (3)	Understand well (4)	Completely understand (5)
Sustainable (Q5_1)	○	○	○	○	○
Ethical (Q5_2)	○	○	○	○	○
Fair Wage (Q5_11)	○	○	○	○	○

Q6 Please indicate your level of **understanding** of the following terms when they are used in the context of the fashion industry.

	Do not understand at all (1)	Understand very little (2)	Understand moderately (3)	Understand well (4)	Completely understand (5)
Sustainable (Q6_1)	○	○	○	○	○
Ethical (Q6_2)	○	○	○	○	○
Fair Wage (Q6_12)	○	○	○	○	○
Fast Fashion (Q6_13)	○	○	○	○	○
Ultra-Fast Fashion (Q6_14)	○	○	○	○	○
Sustainable Fashion (Q6_15)	○	○	○	○	○

Page Break

Q7 ***For the remainder of this survey, many different terms will be used. Please review and/or take a photo/screenshot of the following list of important terms, as they may assist you later in the survey. <u>You can also click on the "Access Glossary" button when available</u>.***

*1) **<u>Sustainability</u>**: Ability to support or maintain a process over a given time.*
*2) **<u>Ethical</u>**: A term used to relate to the moral principles or ideals of a person or group of people.*
*3) **<u>Fair Wage</u>**: The minimum wage an individual needs to sustain a basic way of life.*
*4) **<u>Supply Chain</u>**: Network of stakeholders involved in the production and distribution of a product or service from the supplier of raw materials to the consumer.*
*5) **<u>Supply Chain Transparency</u>**: The company publicly communicates facts and information about its manufacturing and distribution process. (e.g, social media, advertising, labeling, etc.)*
*6) **<u>Fast Fashion</u>**: Clothing that is produced through the utilization of a shortened supply chain, quickly manufactured to adapt to meet ever-changing consumer demand, and marketed at low prices. (Some fast fashion brands include: Zara, H&M, Forever 21, ASOS, and Uniqlo)*
*7) **<u>Ultra-Fast Fashion</u>**: A term used to describe the changing fast fashion industry and how products can now go from design to sale in as little as a few days, whereas fast fashion's supply chain timeline may take several weeks from production to distribution. (Some ultra-fast fashion brands include: Shein, Fashion Nova, Boohoo, and PrettyLittleThing)*
*8) **<u>Sustainable Fashion (Eco-Fashion or Ethical Fashion)</u>**: Clothing that is produced and distributed with attention placed on reducing the social and environmental impact of the fashion supply chain on stakeholders around the globe. (Some sustainable fashion brands include: Patagonia, Cotopaxi, Allbirds, tentree, Pact, Quince, Conscious Step, and Everlane)*

Page Break

Q8 For the following statements, please indicate your level of agreement using the scale below.
Access Glossary

	Completely disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Completely agree (5)
The fast fashion industry negatively impacts the environment. (Q8_1)	○	○	○	○	○
Manufacturing workers of fast fashion, including children, may not be ethically treated. (Q8_2)	○	○	○	○	○
Fast fashion manufacturing workers are not paid a fair wage. (Q8_5)	○	○	○	○	○
Fast fashion brands are transparent about their supply chain practices. (Q8_7)	○	○	○	○	○
Fast fashion is affordably priced. (Q8_8)	○	○	○	○	○
The quality of fast fashion items is the same as other types of fashion. (Q8_10)	○	○	○	○	○

Purchasing fast fashion is socially acceptable. (Q8_12)	○	○	○	○	○

Q9 For the following statements about the **ultra-fast fashion** industry, please indicate your level of agreement using the scale below. (To access the glossary, click above)

	Completely disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Completely agree (5)
The ultra-fast fashion industry negatively impacts the environment. (Q9_1)	○	○	○	○	○
Manufacturing workers of ultra-fast fashion, including children, may not be ethically treated. (Q9_2)	○	○	○	○	○
Ultra-fast fashion manufacturing workers are not paid a fair wage. (Q9_3)	○	○	○	○	○
Ultra-fast fashion brands are transparent about their supply chain practices. (Q9_4)	○	○	○	○	○
Ultra-fast fashion is affordably priced.	○	○	○	○	○

(Q9_5) The quality of ultra-fast fashion items is the same as other types of fashion. (Q9_6)	○	○	○	○	○
Purchasing ultra-fast fashion is socially acceptable. (Q9_7)	○	○	○	○	○

Q10 For the following statements about the **sustainable fashion** industry, please indicate your level of agreement using the scale below. (To access the glossary, click above)

	Completely disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Completely agree (5)
Sustainable fashion helps to reduce the environmental impact of the fashion industry. (Q10_1)	○	○	○	○	○
The sustainable fashion industry works to ensure that manufacturing workers are ethically treated, which includes no child labor practices. (Q10_2)	○	○	○	○	○
The sustainable fashion industry pays	○	○	○	○	○

their manufacturing workers a fair wage. (Q10_5)					
The sustainable fashion industry aims to be transparent with their supply chain practices. (Q10_6)	○	○	○	○	○
Sustainable fashion is affordably priced. (Q10_7)	○	○	○	○	○
Sustainable fashion is made with high quality materials. (Q10_9)	○	○	○	○	○
Purchasing sustainable fashion is socially acceptable. (Q10_11)	○	○	○	○	○

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Q11 Using the scale below, please indicate to what extent each factor influences your fashion purchasing decisions. Access Glossary

	Not at all (1)	A little bit (2)	A moderate amount (3)	A lot (4)	A great deal (5)
Environmental Concerns (1)	○	○	○	○	○
Ethical Treatment of Fashion Manufacturing Workers (2)	○	○	○	○	○
Brand Loyalty (4)	○	○	○	○	○
Desire to Express your Individuality (5)	○	○	○	○	○
Quality of Clothing (7)	○	○	○	○	○
Affordability (9)	○	○	○	○	○
Supply Chain Transparency (10)	○	○	○	○	○
Social Media Influence (11)	○	○	○	○	○
Social Acceptability (12)	○	○	○	○	○
Brand Popularity (13)	○	○	○	○	○
Fashion Trends (14)	○	○	○	○	○
Ability to Make my own Choices (15)	○	○	○	○	○

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Q12 *Please take a moment to recollect on your fashion purchasing behavior for the past year and provide your best estimate for the following questions. As a reminder, fast fashion is defined as clothing that is produced through the utilization of a shortened supply chain, quickly manufactured to adapt to meet ever-changing consumer demand, and marketed at low prices.*

Common fast fashion brands include, but are not limited to:
1) Zara
2) H&M (Hennes & Mauritz)
3) Forever 21
4) Urban Outfitters
5) Uniqlo
6) ASOS
7) Topshop
8) Mango
9) Pull & Bear
10) Primark

Further, ultra-fast fashion is a term used to describe the changing fast fashion industry in how products can now go from design to sale in as little as a few days, whereas fast fashion's supply chain timeline may take several weeks from production to distribution.

Common ultra-fast fashion brands include, but are not limited to:
1) Shein
2) Fashion Nova
3) Boohoo
4) Missguided
5) PrettyLittleThing

Lastly, sustainable fashion (eco-fashion or ethical fashion) is a term used to describe clothing that is produced and distributed with attention placed on reducing the social and environmental impact of the fashion supply chain on stakeholders around the globe.

Common sustainable fashion brands include, but are not limited to:
1) Patagonia
2) Cotopaxi
3) Allbirds
4) tentree
5) Pact
6) Quince
7) Conscious Step
8) Everlane

Q13 Considering the definitions and brands provided above, in the past year, estimate how many individual **fast fashion** clothing items you purchased for yourself.

- In the past year, I never purchased fast fashion for myself. (1)
- 1-10 items (2)
- 11-20 items (3)
- 21-30 items (5)
- 31-40 items (6)
- 41-50 items (7)
- 51-60 items (8)
- 61-70 items (9)
- 71 or more items (10)

Q14 Considering the definitions and brands provided above, in the past year, estimate how many individual **ultra-fast fashion** clothing items you purchased for yourself.

- In the past year, I never purchased ultra-fast fashion for myself. (1)
- 1-10 items (2)
- 11-20 items (3)
- 21-30 items (4)
- 31-40 items (5)
- 41-50 items (6)
- 51-60 items (7)
- 61-70 items (8)
- 71 or more items (9)

Q15 Considering the definitions and brands provided above, in the past year, estimate how many individual **sustainable fashion** clothing items you purchased for yourself.

- In the past year, I never purchased sustainable fashion for myself. (1)
- 1-10 items (2)
- 11-20 items (3)
- 21-30 items (4)
- 31-40 items (5)
- 41-50 items (6)
- 51-60 items (7)
- 61-70 items (8)
- 71 or more items (9)

Page Break

Q16 Choose one **fast fashion** item that you purchased in the past year and explain your reason(s) for purchasing that item. If you didn't purchase fast fashion in the past year, skip this question and go onto the next question. (Type your answer below and be as specific as possible)

Q17 Choose one ultra-fast fashion item that you purchased in the past year and explain your reason(s) for purchasing that item. If you didn't purchase ultra-fast fashion in the past year, skip this question and go onto the next question. (Type your answer below and be as specific as possible)

Q18 Choose one **sustainable fashion** item that you purchased in the past year and explain your reason(s) for purchasing that item. If you didn't purchase sustainable fashion in the past year, skip this question and go onto the next question. (Type your answer below and be as specific as possible)

Q19 Suppose you would like to learn more about sustainable fashion, where would you go to find more information? (Select all that apply)

- [ ] Social Media (Instagram, TikTok, Twitter/X, etc.) (4)
- [ ] Internet (e.g., Google/Bing search) (5)
- [ ] Books (6)
- [ ] Magazines (7)
- [ ] Company websites (8)
- [ ] Other (Please Specify) (9) _____

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Q20 Please select "Blue" to show that you are paying attention.

- ○ Purple (1)
- ○ Red (2)
- ○ Blue (3)
- ○ Yellow (4)

Skip To: End of Survey If Q20 != 3

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Q22 Who do you think is responsible for the socioenvironmental impacts of the fashion industry? (Select all that apply)

- ☐ Consumers (1)
- ☐ Influencers (2)
- ☐ Fashion Brands (3)
- ☐ Government/Lawmakers (4)
- ☐ Other (Please Specify) (5) _____

Q37 Please indicate how often you engage in the following actions to help reduce the socioenvironmental impact of the fashion industry.

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
Buy secondhand clothing (e.g., Thrifting or use mobile applications e.g., Grailed/Etsy/Depop) (1)	○	○	○	○	○
Participate in clothing swaps with peers (2)	○	○	○	○	○
Sew or mend clothing for repair (3)	○	○	○	○	○
Buy longer-lasting clothing (4)	○	○	○	○	○
Resell your clothing (5)	○	○	○	○	○

Q23 Which of the following actions would you be willing to take to alter your fashion consumption habits and reduce your socioenvironmental impact? (Select all that apply)

- [ ] I would buy secondhand clothing (ex. Thrifting or use mobile applications ex. Grailed/Etsy/Depop) (1)
- [ ] I would participate in clothing swaps with peers (2)
- [ ] I would learn how to sew to repair my clothing (3)
- [ ] I would buy longer-lasting clothing (4)
- [ ] I would buy less clothing overall (5)
- [ ] I would resell my clothing (6)
- [ ] Other (Please Specify) (7) _____

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Q24 What is your gender identity?

- [ ] Male (4)
- [ ] Female (5)
- [ ] Transgender (6)
- [ ] Non-Binary (7)
- [ ] Agender (8)
- [ ] Genderfluid (9)
- [ ] Prefer to Self-Describe (10) _____
- [ ] Prefer Not to Answer (11)

Q25 How would you describe yourself?

- ○ Asian (4)
- ○ Black or African American (5)
- ○ Hispanic/Latino or Spanish Origin (6)
- ○ Middle Eastern or North African (7)
- ○ Multiracial or Multiethnic (8)
- ○ Native American or Alaska Native (9)
- ○ Native Hawaiian or other Pacific Islander (10)
- ○ White or Caucasian (11)
- ○ Prefer to Self-Describe (13) _____
- ○ Prefer Not to Answer (14)

Q26 What is the highest level of education you have completed or are currently pursuing?

- ○ Some High School or Less (1)
- ○ High School Diploma or Equivalent (ex. GED) (2)
- ○ Some College, but No Degree (3)
- ○ Associate's Degree (4)
- ○ Bachelor's Degree (5)
- ○ Master's Degree (6)
- ○ Doctorate or Professional Degree (7)
- ○ Prefer Not to Answer (8)

Q27 What is your current employment status?

- Full-Time Worker (2)
- Part-Time Worker (including students) (3)
- Unemployed (9)
- Prefer Not to Answer (10)

Q28 What is your current annual household income?

- Not Applicable, I am Supported by a Parent or Guardian (1)
- Under $20,000 (2)
- $20,000 - $39,999 (3)
- $40,000 - $59,999 (4)
- $60,000 - $79,999 (5)
- $80,000 - $99,999 (6)
- $100,000 - $149,999 (7)
- $150,000 or More (8)
- Prefer Not to Answer (9)

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Q31 Please type your email address below if you would like to be entered into the **10x $25 Visa gift card drawing**. Remember to submit your response and I thank you for your participation!

_____

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Appendix B - Coding Values and Frequency Statistics

Upon inspection in Qualtrics, I noticed several issues with how individual responses were coded. First, the age range screening question was not designed to group age ranges together for Gen-Z and Millennials participants. As shown below in **Table 1a**, "18 to 22" and "23 to 27" were labeled as "Gen-Z," and "28 to 32", "33 to 37", and "38 to 43" were all labeled as "Millennials." I found that 242 participants were Gen-Z and there were 186 Millennials.

Q3groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 Gen_Z	242	56.5	56.5	56.5
	1 Millenials	186	43.5	43.5	100.0
	Total	428	100.0	100.0	

(Table 1a)

This makes sense because, as previously discussed, I distributed my survey to three higher education institutions where Gen-Z would likely make up a significant percentage of the student population.

Next, for the questions on how often the participant had purchased fast, ultra-fast, and sustainable fashion in the past year and their current annual household income levels, the values designed as ranges needed to be adjusted with their midpoints in mind. Also, a value of 1 was initially given when the participant indicated they had never purchased each fashion segment and for when the respondent was supported by a parent or guardian, which both needed to be changed to a 0.

Appendix C - Cronbach's Alpha – Reliability/Consistency Test

To test my seven sets of hypotheses, a reliability or consistency test was conducted for each Likert scale type question. This test, known as Cronbach's alpha (α), results in a number from 0 to 1 and is "the most widely used measure of reliability," helping researchers discover the internal consistency of their data (Tavakol & Dennick, 2011, p. 53). This was important for analyzing my survey data, as with my seven Likert scale type questions, it was vital to comprehend the extent to which my answers were correlated. According to Tavakol and Dennick (2011), "if a low alpha is due to poor correlation between items, then some should be revised or discarded," and if "alpha is too high it may suggest that some items are redundant as they are testing the same question but in a different guise" (Tavakol & Dennick, 2011, p. 54). In **Table 1b**, provided by Saidi and Siew (2019), an alpha score of .9 or greater is rated as "excellent," and .8 or greater, but less than .9 is rated as "good," and so forth.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.90$	Excellent
$0.80 \leq \alpha < 0.90$	Good
$0.70 \leq \alpha < 0.80$	Acceptable
$0.60 \leq \alpha < 0.70$	Questionable
$0.50 \leq \alpha < 0.60$	Poor
$\alpha < 0.50$	Unacceptable

Source: *George and Mallery (2003)*

(Table 1b)

Calculating Cronbach's Alpha for the two questions on pre-existing knowledge, the following scores below in **Table 1c** suggest "good" internal consistency between consumer's knowledge about the terms sustainable, ethical, and fair wage when used generally and even more when used in the fashion industry context.

Reliability Statistics	
Cronbach's Alpha	N of Items
.839	3

Reliability Statistics	
Cronbach's Alpha	N of Items
.874	6

(Table 1c)

For the questions about consumer's perceptions of fast, ultra-fast, and sustainable fashion, the following Cronbach Alpha scores were calculated in **Table 1d**:

Reliability Statistics	
Cronbach's Alpha	N of Items
.237	7

Reliability Statistics	
Cronbach's Alpha	N of Items
.320	7

Reliability Statistics	
Cronbach's Alpha	N of Items
.763	7

(Table 1d)

These scores of .237 for Question 8, .320 for Question 9, and .763 for Question 10 raise significant queries about the reliability of these responses. To begin with Questions 8 and 9, with scores lower than .5, this implies that the internal consistency amongst respondents is worse than "unacceptable." A few factors may influence the overall lack of reliability for these questions compared to the score of .763 for sustainable fashion perceptions. First, the statements provided for fast and ultra-fast fashion perceptions include negative and positive perceptions of the industry compared to the sustainable fashion statements, which paint the industry more positively. Unfortunately, due to time constraints, a reliability test was not run on Question 11 for consumer motivations.

Appendix D - Variance Inflation Factor (VIF) Scores for Multicollinearity

Pre-Existing Knowledge General (PEKG)
PEKG_S: 2.959363
PEKG_E: 149.986078
PEKG_FW: 149.180750

Pre-Existing Knowledge inside Fashion Industry Context (PEKFI)
PEKFI_S: 1.596866
PEKFI_E: 1.753792
PEKFI_FW: 1.611443

Psychological Influence Drivers (PID)
FAC_IND: 4.795360
FAC_BL: 3.865289
FAC_C: 1.785076

Sociocultural Influence Drivers (SCID)
FAC_SM: 4.201249
FAC_SA: 4.625818
FAC_FT: 2.936635

Sustainability Influence Drivers (SID)
FAC_ENV: 5.675563
FAC_ET: 3.743934
FAC_SC: 2.923519

*FAC_BP (Brand Popularity) was taken out because of a high correlation with other independent variables in the sociocultural influence drivers group. FAC_Q (Quality) and FAC_AFF (Affordability) were significant factors that were determined to warrant their own individually composited variable.