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Promoting Sustainable Fashion Online: A Study of Influencing Buying Behaviour
into Sustainable Fashion

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Executive Summary

Nowadays, people are starting to become more aware of the negative environmental and social impacts of the fashion industry. However, buying sustainable fashion often comes with a higher price compared to the costs of fashion items in the fast fashion industry. Fast fashion is the combined name of all cheap clothes that are copied from today's trends as seen on the runways which are produced against meagre costs. This causes a lot of consumers to have to choose between sustainability and their wallet. In the end, it is the consumer that drives the fast fashion industry, and to get the fashion industry to become more sustainable, the consumer needs to become even more aware of the negative environmental and ethical impacts the production process can have.

The fashion industry is growing annually, and online shopping has increased drastically in the Netherlands over the past few years. Experts have forecasted that by 2023 approximately 44% of fashion revenue will come from online shopping. Therefore, besides having a good and secure webshop to meet this growing demand, also the promoting of online fashion becomes more and more critical in the next upcoming years. Webshops are making it easier to search for sustainable products. However, many consumers still choose fast fashion over sustainable fashion. This is why this research will dig deeper into finding out how these people make their decision and how they can be reached best through the internet to influence their shopping behaviour. Therefore, the central research question is as follows:

“What is the most efficient way of promoting sustainable fashion online to influence the buying behaviour of fashion consumers in the Netherlands?”

This research is scientifically relevant in providing a better insight into the possible relationship between online marketing for sustainable fashion with online shopping behaviour. More understanding of consumer behaviour is needed to produce more attractive, sustainable fashion and to jump in on consumers' needs and expectations. Ethical fashion businesses can use the outcome to gain more publicity to get more customers eventually. The theoretical and empirical sub-questions that are formed to help answer the main research questions in this thesis are listed below.

Theoretical sub-questions:

1. What entails sustainability?
2. What are sustainable consumer products?
3. What entails consumer buying behaviour?
4. What entails the consumer decision-making process?

Empirical sub-questions:

1. What entails sustainability in the fashion industry?
2. What are sustainable consumer fashion products?
3. What entails online fashion consumer buying behaviour?
4. What entails the online consumer decision-making process?

The literature study showed that consumer awareness seems to be essential to be able to obtain a more sustainable fashion industry. Research suggested that younger generations show the most interest in sustainability, and therefore are the most aware of it. Even though research has shown that consumers are willing to pay more for sustainable fashion, this is not always what happens in reality. Looking at gender, this seems to play a role in consumer behaviour. It became clear out of the literature study that females are more likely to buy sustainable products than males. They are willing to spend more time searching for possible sustainable alternatives, which could make them more aware of sustainability compared to males.

Online shopping does not come without risks, however, on the internet, more information about the origins of the product can be accessed. Online decision-making is different compared to offline decision-making because the evaluation of the set of alternatives is made more accessible. This causes consumers to be more satisfied with their purchase afterwards. Research suggested that the level of education and income positively influences sustainable awareness and the willingness to pay for sustainable fashion. The key findings of the literature study could be summarized using the following hypotheses:

Hypothesis 1: Younger generations of consumers are more aware of the negative environmental and social impacts of the fashion industry

Hypothesis 2: Consumers are willing to pay a higher price for sustainability

Hypothesis 3: Female consumers are more aware of sustainable products

Hypothesis 4: The level of education positively influences the awareness of sustainable products

Hypothesis 5: Income positively influences the willingness to pay of sustainable products

Hypothesis 6: Comparing sustainable fashion to non-sustainable fashion beforehand positively influences the satisfaction of a sustainable purchase

In this thesis, desk research has already been performed in the literature study. This literature study helped to explain the theoretical concepts of this study. After this, quantitative research in the form of a survey is used as the field research method. The target group was everyone that buys fashion in

the Netherlands. The survey was done in Dutch, so it was easy for everyone in the Netherlands to fill it in. To get a representative population group of Dutch fashion consumers, the goal was to collect at least 200 to 300 respondents. The survey reached a total of 302 responses, but this also included unfinished responses. All respondents were randomly selected, and the survey was broadly distributed to minimize possible biases. There was a total of 259 finished responses that were used. The survey consisted of demographic questions, questions about sustainability and buying behaviour and statements where the respondents were asked to which degree they agreed to it. SPSS was used as the software to look at the collected data. The data of the conducted survey was analysed using one-way ANOVA, one sample Chi-Square tests, independent samples t-test, and multiple regression models.

From the field research, it became clear that consumers are, in general, willing to pay more for sustainable fashion compared to non-sustainable fashion. Another finding is that females are more aware of sustainable fashion compared to males. All other hypotheses concerning demographics got rejected. This would mean that age, education and income are not of importance when it comes to both the awareness of sustainable fashion and the willingness to pay for sustainable fashion. Comparing sustainable to non-sustainable fashion items before buying seemed to be important when it comes to the satisfaction of the purchase of a sustainable fashion item.

Another finding of the field research was that the most significant reason the respondents would choose sustainable fashion was if a company is transparent about their production process. There seemed to be a lot of unclarity about whether a sustainable fashion item is actually sustainable. The respondents seemed to care for working conditions in the fashion industry, as well as about the future of the environment. The future of the next generation was also frequently chosen as a reason to buy sustainable fashion. Besides this, the respondents of the survey indicated that they would use a sustainability filter that would show all the sustainable items on a particular website. This allows people to choose only to see sustainable products.

So, only putting a sustainable label on a fashion item does not do the trick. Consumers want to compare to know what their purchase contributes to, and they want to know what happens if they do not choose for the sustainable option. Therefore, recommendations to the fashion industry would be to start comparing the sustainable alternative to the non-sustainable option for the whole production process and origins of the products used in their promotion. Another recommendation would be to anticipate on the consumers' guilt by explaining what would happen to the next generation if they do not start living sustainably. Another thing companies could do to make it easier for consumers to shop sustainable products is to create a sustainability filter on their website. This could be used as a way to

make people more aware of sustainable fashion, since people are confronted with the choice to go for sustainability.

A recommendation for future research would be to make use of a bigger sample size to get rid of overrepresented groups as this will improve the reliability and validity of the research. Another idea would be to have more statements or questions, and thus more metrics, to be able to better cover sustainable awareness and the willingness to pay for sustainable awareness. Another improvement could be to conduct qualitative research, for example by holding interviews, to identify the underlying patterns of what is being researched. Recommended would be to make use of interviews in which both genders of each generation are being questioned. This is recommended because education and income did not seem to play a part in this research; therefore, it could be interesting to investigate gender in different generations further. The level of sustainable awareness could be better defined using qualitative research since then it could become clear what aspects of the fashion industry someone regards as worse than others. The research could also be improved by researching online shopping, even more, to understand better what more could influence buying behaviour on the internet.

Chapter 1. Introduction

1.1 Background

Today's fast-changing fashion trends consist of approximately thirty to fifty trend-driven fashion seasons every year. Not everyone wants to keep spending large amounts of money on fashion just to wear it a few times (Siegle, 2012). This is why the fast fashion industry has gotten so popular. Fast fashion is the combined name of all cheap clothes that are copied from today's trends as seen on the runways which are produced against meagre costs (Joy, Sherry Jr, Venkatesh, Wang, & Chan, 2012). This ensures that these fashion items can be in stores immediately after the release of new trends. Another thing that contributes to this quick and cheap production process is the labour in factories. To keep the price of these fast fashion clothes as low as possible, workers often work under unfortunate circumstances and for a minimum wage, which is not ethical. Fast fashion is leaving pollution footprints, and with each step of the clothing life cycle, it generates not only environmental hazards but also occupational hazards. For example, the most widely used manufactured fibre is polyester, which is made from petroleum. The production of this is an energy-intensive process that requires a large number of fossil fuels and releases emissions that can worsen or even provoke respiratory disease. Next to that, the by-products of this production process are emitted into the wastewater of these factories. This is why many textile factories are considered to be hazardous waste generators by the Environmental Protection Agency (EPA) (Claudio, 2007).

Since the 1980s, consumer awareness towards this production process slowly started to become higher, and producers began to experiment with organic materials and natural dyes. They began to focus more on their corporate social responsibility. During this time, people started to pay more attention to expressions such as 'sustainable' and 'environmentally friendly' being mentioned in production processes (Hirscher, 2013). However, these sustainable fashion items are more expensive than the above-mentioned fast fashion items. This causes a lot of consumers to have to choose between sustainability and their wallet. In the end, it is the consumer that drives the fast fashion industry, and to get the fashion industry to become more sustainable, the consumer needs to become even more aware of the negative environmental and ethical impacts the production process can have.

Over the years, online shopping has increased drastically in the Netherlands. In 2018, almost eight out of ten people said they bought clothes, accessories, shoes or jewellery online, making the Netherlands one of the best-performing countries in Europe when it comes to selling fashion online (De Best, 2020). Especially online shopping for older people has gotten more popular. For people with the age of 65 or older, the share of online shoppers has increased from 25% to 45%. Of 45 to 64-year-olds this number increased from 64% to 83%. In the age group of 25 to 44-year-olds, it went from 83% to 94% (CBS,

2018). According to the OECD (2020), the Netherlands is ranked third place when it comes to having a broadband subscription in Europe. When it comes to the worldwide ranking of internet access, the Netherlands comes in second with 98.2% of households having this access (Import-Export Solutions, 2020). Right now, in the Netherlands, in 2020, revenue in the fashion segment amounts to €4.68 million. This revenue is expected to grow annually with 5.3%. This means that by 2024 there will be a market volume of €5.72 million (Statista, 2020). Experts have forecasted that by 2023 approximately 44% of fashion revenue will come from online shopping (De Best, 2020). Therefore, besides having a good and secure webshop to meet this growing demand, also the promoting of online fashion becomes more and more critical in the next upcoming years.

When it comes to shopping sustainable fashion, consumers need the information to shop the right products. Online webshops can jump in on this, by for example giving the option to filter only on sustainable products. Information on the products can also be made more explicit by presenting a page on the website with information on not only the materials they use but also with information on where it is made. This way, it is easier to find sustainable clothes online than in stores, where it is harder to gather such information. For instance, H&M has green 'Conscious' tags on their sustainable clothes in stores, but it does not say on these tags why it is presented as 'Conscious'. However, if you go to their website, they have a page called 'Conscious products explained' where you can find what they consider to be 'Conscious'.

Since this thesis covers the Netherlands, more information about the Dutch consumer is needed. The Dutch population that consists of 17.3 million people has a median age of 42.8 years, 28.3% is under 25 years old, 38.47% is between the age 25 and 54 years old and 33.51% is 55 years and older of age (CIA, 2020). The level of education in the Netherlands is quite high with 82% of adults between the age of 25 to 64 having secondary school and 35% of this age group went to a university (Import-Export Solutions, 2020). Research of Amsterdam University of Applied Sciences (2017) pointed out that an average Dutchman buys around 46 clothing items per year and owns approximately 173 clothing items, of which 30% remains unworn. They throw away 40 clothing items on average, of which only 16 is reused or recycled.

1.2 Problem Statement and Research Questions

All in all, consumers are starting to get more familiar with the negative impacts on fast fashion, and they are beginning to pay more attention to sustainable products. The fashion segment in the Netherlands is growing annually, as is online shopping. Webshops are making it easier to search for sustainable products, as explained above. However, sustainable fashion is more expensive than fast

fashion, and therefore many consumers still choose fast fashion over sustainability. This is why this research will dig deeper into finding out how these people make their decision and how they can be reached best through the internet to influence their shopping behaviour. Therefore, the research question is as follows:

“What is the most efficient way of promoting sustainable fashion online to influence the buying behaviour of fashion consumers in the Netherlands?”

The theoretical and empirical sub-questions that are formed to help answer the main research questions in this thesis are listed below.

Theoretical sub-questions:

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1.3 Scientific and Social Relevance

This research is scientifically relevant in providing a better insight into the possible relationship between online marketing for sustainable fashion with online shopping behaviour. There has been a lot of research into sustainable fashion in recent years. However, the buyer side remains under-researched, and that is why more understanding of consumer behaviour is needed to produce more attractive sustainable fashion and to jump in on consumers' needs and expectations (Niinimäki, 2010). This is why this research is also socially relevant. Ethical fashion businesses can use the outcome to gain more publicity to get more customers eventually.

1.4 Structure

This thesis consists of five chapters, each covering a different part of the research. Chapter 1 gives an introduction and background to the subject, followed by the main research question, theoretical sub-questions and empirical sub-questions. Chapter 2 is a literature study to help answer the theoretical sub-questions and to formulate hypotheses for the research part of this thesis. Next, chapter 3 will cover the research methodology. In this chapter, the chosen form of research will be discussed, followed by an explanation of how the data will be collected and analysed. Chapter 4 will consist of the outcomes of the collected data and will finish with a summary of the most important findings that can be drawn from this research. In the last chapter, chapter 5, key findings of the literature study and the research will be compared to each other, and an answer will be given to the central research question. Lastly, this chapter will also discuss the possible limitations to the research and provide future researchers and the fashion industry with recommendations.

Chapter 2. Literature Study

2.1 Sustainability

When referring to sustainability, it can have several meanings. According to the Development Assistance Committee (DAC) of the Organisation for Economic Co-operation and Development (OECD), sustainable development means “integrating the economic, social and environmental objectives of society, in order to maximize human well-being in the present without compromising the ability of future generations to meet their needs” (OECD, 2001). Besides this definition, different individuals can have different opinions on what they consider to be sustainable. Together, all of these opinions form what society considers to be sustainable. However, even though there are several meanings to sustainability, sustainability always takes consideration of the future into account (Loucks, 1997).

Besides the term sustainable, the name environmentally friendly is mentioned in the introduction. Environmentally friendly means that something is not harmful to the living environment. An environmentally friendly product is a product that is not damaging during the production process, but also not in the rest of the product’s lifecycle. This means no environmental pollution, no depletion of natural resources and no impact on the ecology (soil life, biodiversity, etc.) (ECO-Logisch, 2020).

In the introduction, little attention is given to ethics. Something may be good for the environment while still using child labour in the production process. There is a difference between environmentally friendly, sustainability and ethics. Environmentally friendly and sustainability have to do with the environment, when ethics has to do with distinguishing right from wrong (Resnik, 2015). In this thesis, ethics will also be taken into account.

Now that sustainability, in general, is discussed, a closer look at sustainability in the fashion industry will be taken. The fashion supply chain is sensitive to sustainability. This is because the production processes make use of chemical products and natural resources (De Brito, Carbone, & Blanquart, 2008). There are a lot of things that could contribute to increasing sustainability. For example, factories could work with detergents that do not need very high temperatures, consumers could buy clothes that have a longer usable life, and people could recycle or reuse their clothes. However, the most significant negative impacts on the environment rest with the consumer (Claudio, 2007). In the end, as mentioned in the introduction, it is the consumer that drives the fashion industry. Claudio (2007) stated that “consumer awareness about the fate of clothing through its life cycle may be the best hope for sustainability in the fashion industry”. Research by Johnstone and Lindh (2018) has shown that age and consumer awareness of sustainability are related to each other. It appears to be the younger generation, namely the millennials, that show the most interest in sustainability. This happens mostly through influencers on social media.

So, a product that is sustainable, environmentally friendly and ethical can be defined as a product that has a non-damaging product lifecycle and improves future living standards both environmentally and socially, while aiming to meet the needs of the present. In this research, all three terms (sustainability, environmentally friendly and ethics) will be used together under the term sustainability. Consumer awareness appears to be essential to obtain a more sustainable fashion industry. Since the research of Johnstone and Lindh (2018) has shown that the younger generations, especially the millennials, show the most interest in sustainability, it is likely that they are the ones who are most aware of it. Therefore, the first hypothesis is as follows:

Hypothesis 1: Younger generations of consumers are more aware of the negative environmental and social impacts of the fashion industry

2.2 Sustainable Consumer Products

The previous paragraph explained the term sustainability and what is considered to be the definition of this. Now, a deeper dive will be taken into what is considered to be a sustainable product. In the media, the word ‘sustainable’ is widely used, and this is why there exists confusion about products that are labelled as sustainable (Klinkenberg, 2010). So, what makes a sustainable product? According to Brady (2016), several attributes are complementary to sustainability. These attributes are shown in figure 1.

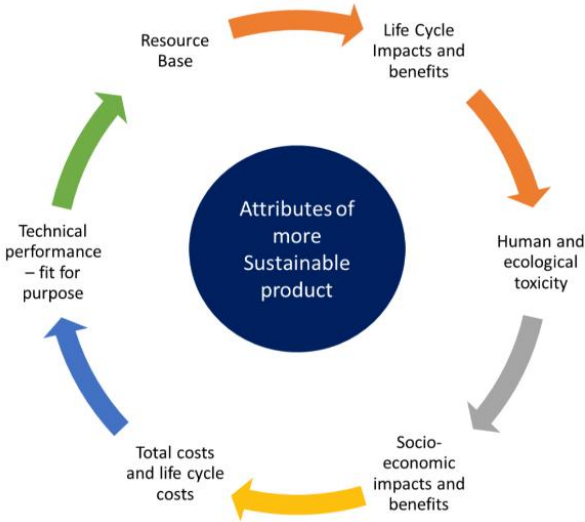


Figure 1. Sustainability Attributes of Products

It starts with materials that come from a resource base, which has a significant part in the sustainability profile of a product. It is essential to think about the management and availability of this resource to make sure that there is continual recovery, reuse or recycling involved (Brady, 2016). Next, we have life cycle impacts and benefits, which is the best indicator to get a better understanding of the effects on a global level, like climate change. Some consequences of emission or impact may never end; this is important to recognize when dealing with global warming effects (Azar & Sterner, 1996). The third attribute of the cycle involves human and ecological toxicity. Some products may expose certain substances to both consumers and the environment, and this needs to be managed correctly (Brady, 2016). The fourth attribute of the cycle represents the socio-economic impacts and benefits, and this is where ethics comes in. It includes everything concerning the treatment of the workers, allocation of revenues and profits, and the use of child labour. Next, there is the total cost of ownership. This is about the actual cost of owning the product, also taking into account waste disposal, product loss, worker health and safety, etc. (Brady, 2016). The last attribute to discuss is technical performance – fit for purpose. This also includes the circularity of the product, which involves encouraging reuse, recycling and remanufacturing, or even ultimate return to the earth when it concerns biological materials (Brady, 2016).

One of the reasons sustainability is unattractive for companies to jump in on, is the premium price they have to pay for materials and production (Pedersen & Andersen, 2015). This flows through in the price consumers have to pay. Research from DPG Media (2019) showed that 61% of Dutch consumers are willing to pay more for sustainable products and services.

Since this thesis is about the fashion industry, sustainable fashion products will be discussed next. Due to the rising production in the fashion industry, the demand for human-made fibres keeps increasing (Claudio, 2007). Over the years, the lifecycle of, for example, a T-shirt has become shorter. This is because the rate of purchase and disposal has increased (Claudio, 2007). In the introduction, it is mentioned that petroleum, which is needed to produce polyester, is damaging the environment through the use of fossil fuels and emissions. However, there are more ways to harm the environment, even with the use of water. Products made from cotton need many water resources in the countries where it is grown and processed. At first sight, this may not seem like a problem, but due to the population of the world that keeps increasing and water appropriation, water resources are becoming scarcer (Chapagain & Hoekstra, 2006). As you see, sustainability in the fashion industry is very complicated. The production of fashion is spread globally, and the manufacturing process is less transparent than, for example, for food production (Niinimäki, 2010). This makes it harder to evaluate if a clothing item is sustainable.

To summarize, a sustainable consumer product in this thesis will be defined as something that is made under ethical circumstances, has a long lifespan, and does not negatively impact the environment with the resources and materials that are used. As became clear from this research, consumers are in general willing to pay more for sustainability (DPG Media, 2019). Still, the fashion industry it is not always transparent if a clothing item is sustainable or what a company portrays as sustainable. This makes it harder for consumers to make a decision. These key findings lead to the following hypothesis:

Hypothesis 2: Consumers are willing to pay a higher price for sustainability

2.3 Consumer Buying Behaviour

Consumer behaviour reflects the acquisition, consumption and disposition of goods, services and ideas by decision-making units over time made by consumers (Jacoby, 1976). This is affected by the psychological core, the process of making decisions, the consumer's culture and consumer behaviour outcomes (Hoyer, Pieters, & MacInnis, 2016).

Consumers need a source of information or knowledge to base their decisions on. Motivation, ability, and opportunity; exposure, attention, perception, and comprehension; memory and knowledge; and attitudes are all covered in this source (Hoyer, Pieters, & MacInnis, 2016). This is all part of the psychological core, that is part of the internal consumer process of consumer behaviour, which will play a role in the decision-making process that will be discussed in the next paragraph.

The consumer's culture that is part of the external process of consumer behaviour is for a large part determining when we are making our decisions and how we process information (Briley, Wyer Jr, & Li, 2014). Typical or expected behaviours, norms and ideals that characterize a group of people are all part of the culture (Hoyer, Pieters, & MacInnis, 2016). A cultural system consists of three main elements: ecology, social structure and ideology. Ecology refers to the geographic place of the culture and its environment. The social structure tells us about how social life is maintained in a culture, which is often displayed in advertisements where stereotypical roles, for example housewives, are represented. The last aspect of culture is the ideology, which means that most people of the same culture carry the same world view, ethos, ideas and principles (Szmigin & Piacentini, 2018).

Within a culture, there are subcultures. Here, people share, for example, similar demographic characteristics or consumption interests. Besides cultures, there are also communities such as a brand community. Muniz and O'Guinn (2001) have defined brand communities as a non-geographically bound community that has social relationships through admiring the same brand.

There is a third way of influencing consumer behaviour that relates to the outcomes. This is where the psychological core, the decision-making process and the consumer's culture come together. This happens mostly through the use of symbolic use of products and the spreading of ideas, products or services through a market (Hoyer, Pieters, & MacInnis, 2016). For example, a person made a decision to go on vacation, and he decides to tell his friends about his decision and why he chose to go on this particular trip. This could influence the decisions of his friends on where to go to on their next vacation.

Consumer behaviour for online consumers is more complicated. Compared to offline shopping, there are higher financial, security and performance risks (Lee, 2009). This is because of three reasons: consumers have only seen a picture of the product, so they cannot examine it beforehand; consumers might have concerns about service after the purchase; and consumers might have trouble in understanding the languages used with online selling (Hong & Yi, 2012). However, in an online webshop, there could be more information about the origin of the product. As stated in the introduction, online shopping makes it easier for people to have access to information about the level of sustainability of the products. According to Huang and Yang (2010), motives to shop online could be utilitarian and hedonic. Utilitarian motives are mostly part of the traditional decision-making process. Looking at online shopping, motives could be time-saving, product information, price comparison, etc. However, hedonic motives are motives out of emotion. This could be the excitement or joy someone feels when buying a product. Within consumer behaviour, gender differences are of importance as well. Gender influences what kind of product males and females want to purchase online (Lim & Yazdanifard, 2014). Findings of Radojka and Filipović (2017) suggest that women are more price-sensitive than men are. Therefore, they own more loyalty cards and are more involved with loyalty award schemes. Males usually only have their eyes on the product, which could cause them to miss other cues, while females put more effort into searching the right product. Females consider the information search as an enjoyment stage to find the right product and are therefore more willing to spend extra time doing this (Park, Yoon, & Lee, 2009).

For businesses, it is crucial to know and understand the factors that can influence consumer behaviour. This way, brands can come up with a strategy to reach their target customers and they can make more efficient use of advertising, which could lead up to an increase in sales (Rani, 2014). Therefore, marketers need to continuously study consumers to find out who buys, uses and disposes of an offering (Hoyer, Pieters, & MacInnis, 2016). However, online buying behaviour is different compared to offline buying behaviour. Even though there might be more risks involved with the purchase, more information about the products' origin can be accessed. This makes it easier for consumers to find out to what extent a product is sustainable. Consumers who care about sustainability can, therefore, better access this information. Research has shown that there is an increase of 75% on sustainability-related

keywords on the internet (Velasquez, 2019). This indicates two things: more people are starting to care about sustainability and more people who already cared about sustainability searched online for sustainable products. However, as mentioned in this paragraph, gender differences seem to play an essential role in consumer behaviour as well. Research of Isenhour and Ardenfors (2009) showed that females are more likely to buy sustainable products than males. Males are more focused on the product they want to purchase, which could make them miss important information. Females, on the other hand, are willing to spend more time searching for possible sustainable alternatives. This leads up to the following hypothesis:

Hypothesis 3: Female consumers are more aware of sustainable products

2.4 Consumer Decision-Making Process

The level of involvement that consumers have when making their decision is a critical factor that influences the decision-making process. There are two levels: low and high. When someone decides under low involvement, the choice is not likely to be very important, for example, choosing a drink when you are thirsty. Most of the time, this is a decision based on routine. However, under high involvement, the choice is more important. These decisions can have an impact on aspects of our life, for example, choosing a university course, which is a more extensive decision. (Szmigin & Piacentini, 2018)

The decision-making process consists of five stages, as seen in figure 2; need recognition, information search, alternative evaluation, purchase, and post-purchase evaluation (Lawan & Zanna, 2013).

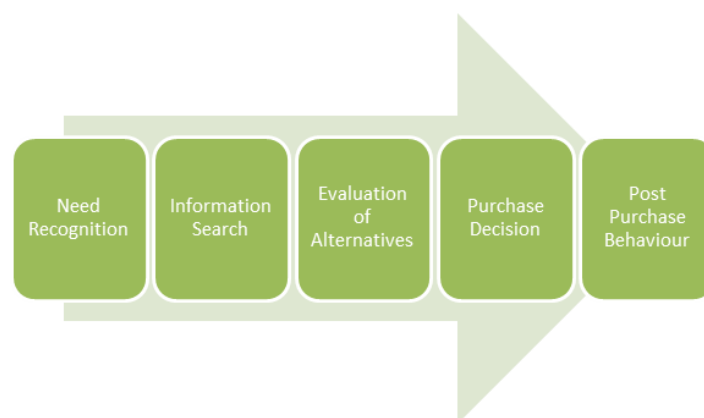


Figure 2. Consumer Decision-Making Process

At first, the consumer notices that there is a need or a want for something. This is the problem recognition step. This can be seen as the “result of an imbalance between actual and desired needs”

(Lamb, Hair, & McDaniel, 2011), and this triggers the process. This can be triggered by internal factors, such as hunger or thirst, as well as by external factors, such as buying a birthday present for a friend (Szmigin & Piacentini, 2018).

After recognizing that there is a need or a want, consumers start the process of looking for information to help aid their choice. This can be divided into an internal and external search. The internal search is the process of searching for information in your memory, whereas the external search is the process of collecting data from outside sources, for example, an advertisement (Hoyer, Pieters, & MacInnis, 2016).

Then, the evaluation of alternatives starts, where we are faced with choice alternatives. This is where we can place the outcomes of the information search into four categories: the evoked set, this includes all brands that a consumer is aware of; the consideration set, this includes brands of the evoked set that are in consideration to buy from; the inept set, this consists of all of the brands a consumer has come across during their search but would not consider buying from; and the inert set, which includes the brands that a consumer would never consider (Narayana & Markin, 1975).

Next is the purchase decision stage, which is where the purchase takes place. This decision may be disrupted by two factors: negative feedback of others and our motivation to accept the input (Kotler, Keller, Koshy, & Jha, 2009). Besides this, there could also be an unforeseen situation, such as losing your job, which can be disruptive.

The last stage of the decision-making process is the post-purchase evaluation. In this stage, consumers will compare their products with their previous expectation, which will lead to either satisfaction or dissatisfaction. If consumers are satisfied with their purchase, this might lead to brand loyalty. The critical part of brand loyalty is commitment. This is the case when a consumer is pledged or bound to that particular brand choice (Bloemer & Kasper, 1995). When this happens, the next time they need to make a decision, the information search and evaluation of alternative stages may be fast-tracked or skipped.

Besides all these stages of the decision-making process, demographics also play an essential role. Research has shown that the level of education and income are positively associated with environmental awareness and the willingness to pay for sustainable products (Strieder Philippsen, Soares Angeoletto, & Santana, 2017). However, the decision-process for online shoppers is slightly different. Websites can make use of interactive decision aids to help customers decide what to get. This could influence how consumers search for a product and make their purchase decision (Häubl & Trifts, 2000). Examples of this are a recommendation agent or a comparison matrix to help consumers with screening and comparing the set of alternatives (stage 3). Research of Häubl and Trifts (2000) has

found that this could positively influence the quality and efficiency of purchase decisions. This means that consumers can make better decisions with less effort.

This thesis is focused on the behaviour of consumers when they are faced with choices that have to do with issues concerning the environment and ethics. It aims to explain how consumer behaviour can be influenced during their decision-making process to try to change their purchase decision to something that is sustainable. In this paragraph, all five stages of the decision-making process have been discussed. However, online decision-making is different, since the evaluation of alternatives is made more accessible and results are that the consumer is more content with their purchase. Besides this, demographics seem to also be of importance when it comes to sustainability in the decision-making process. As stated in the last paragraph, the level of education and income both have a positive relationship on awareness of sustainability and the willingness to pay for sustainable products. Online shopping for sustainable products could have a positive effect on the satisfaction of the purchase. This could be because of the screening and comparing there could be done on the set of alternatives. As stated by Häubl and Trifts (2000), this positively influences the quality and efficiency of the decisions made with the purchase. Therefore, the last hypotheses are as follows:

Hypothesis 4: The level of education positively influences the awareness of sustainable products

Hypothesis 5: Income positively influences the willingness to pay of sustainable products

Hypothesis 6: Comparing sustainable fashion to non-sustainable fashion beforehand positively influences the satisfaction of a sustainable purchase

2.5 Key Findings

So, sustainability will be defined as something that has a non-damaging product lifecycle and improves future living standards both environmentally and socially, while aiming to meet the needs of the present. Consumer awareness of sustainability plays a big part in the sustainable fashion industry. The younger generation, namely the millennials, appear to have a greater awareness. It is not always clear to consumers if a product is sustainable. A sustainable consumer product in this thesis will be defined as a product that is made under ethical circumstances, has a long lifespan, and does not negatively impact the environment with the resources and materials that are used. Research has shown that consumers, in general, are willing to pay a higher price for sustainable products than a non-sustainable product. But, without knowing if a product is sustainable, it is harder for a consumer to make that decision. Therefore, consumers have to obtain more knowledge about the products. An efficient way of getting consumers to acquire more knowledge about the sustainability of a product is through online

shopping. This could influence the awareness of sustainable products. Another aspect that contributes to higher sustainability awareness is education about this subject. Looking at the willingness to pay of consumers for sustainable products, this could be influenced by the consumer awareness of sustainability and the level of income of a consumer. The decision-making process for online shopping is slightly different than for real-life shopping. Online shopping makes it easier to compare sustainable products with non-sustainable products, which positively influences the buying decision of a consumer towards sustainable products. This could increase the satisfaction of their purchase. All of the key findings of the literature study can be summarized using the following hypotheses:

Hypothesis 1: Younger generations of consumers are more aware of the negative environmental and social impacts of the fashion industry

Hypothesis 2: Consumers are willing to pay a higher price for sustainability

Hypothesis 3: Female consumers are more aware of sustainable products

Hypothesis 4: The level of education positively influences the awareness of sustainable products

Hypothesis 5: Income positively influences the willingness to pay of sustainable products

Hypothesis 6: Comparing sustainable fashion to non-sustainable fashion beforehand positively influences the satisfaction of a sustainable purchase

2.6 Conceptual Research Model

To get a better overview of the relationship between the different variables of these hypotheses, the conceptual model of this thesis can be found in figure 3. As shown in this conceptual model, the awareness of sustainable products is influenced by age, education and gender. This awareness then affects the decision-making process of a consumer. This process is controlled by being able to compare alternatives, online access to information on the sustainability of a product and the motivation for sustainability. The decision-making process plays a significant role in eventually buying or not buying sustainable products. Age and education also influence the income of the consumer, which affects the willingness to pay for sustainable products. This willingness to pay is also partially influenced by the awareness of sustainable products. It then impacts the purchase decision to buy sustainable products instead of non-sustainable products.

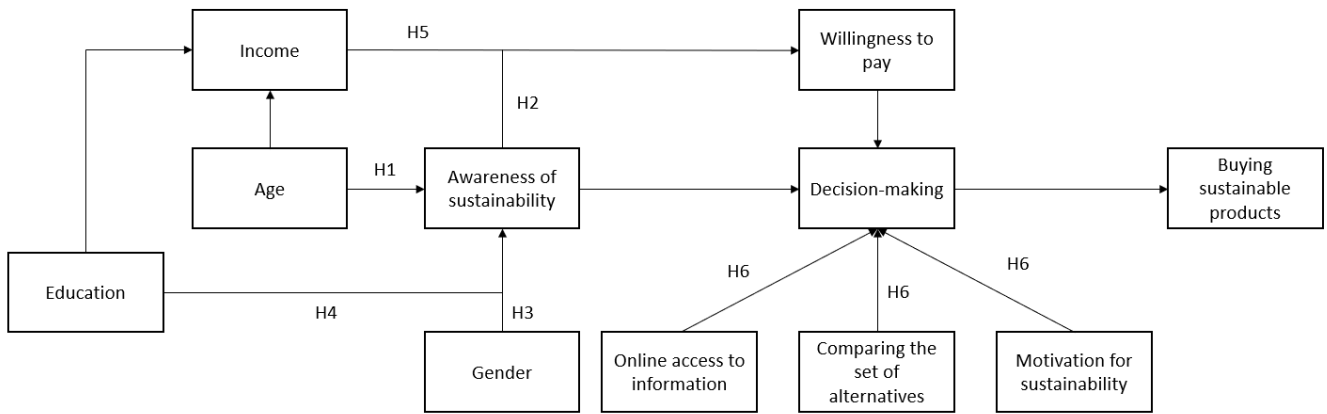


Figure 3. Conceptual Research Model

Chapter 3. Research Methodology

3.1 Qualitative and Quantitative Research

The choice between performing qualitative and quantitative research is an important one. Qualitative research tries to find out which things matter, to give a better insight and understanding. Quantitative research, on the other hand, tries to explain to what extent these things matter, and it also allows comparison of groups. (Malhorta & Birks, 2007)

The main reason to go with qualitative research is that there is the uncertainty of what the underlying patterns are of what is being researched. It is essential to know this first before quantitative research is performed. Examples of data collection methods in qualitative research are focus groups or depth-interviews. One of the advantages of conducting qualitative research is that an interview can capture subtleties of meaning and interpretation that numbers do not convey (Gray, Williamson, Karp, & Dalphin, 2007).

Quantitative research uses numbers to describe what exists. There are four types of quantitative research: descriptive; correlational to determine relationships; causal-comparative to find causality without manipulation of data; and experimental to find causality with manipulation of variables (Malhorta & Birks, 2007). Conventional methods of quantitative research are a survey or an observation without communication with the respondent, for example, by monitoring. One significant benefit of quantitative research is that the results can be translated into a computer where these results can be counted, stored, and manipulated (Gray, Williamson, Karp, & Dalphin, 2007).

In this thesis, desk research has already been performed in the literature study. This literature study helped to explain the theoretical concepts of this study. After this, quantitative research in the form of a survey is used as the field research method. Quantitative research is necessary to find out the relationships between the variables, as shown in the conceptual model. This helps with collecting data about the buying behaviour of consumers in the Netherlands regarding sustainable fashion, which is then translated into a statistical analysis.

3.2 Data Collection Method

The chosen data collection method was a survey. A survey gives an accurate sample to gather results from to make decisions eventually. This was the most convenient and fastest way to collect data for a large population for this thesis because of the limited time and a pandemic. This could be done in several ways, but there exist four main methods: telephone surveys; personal surveys; mail surveys; and electronic surveys. In this thesis, an electronic survey in the form of a web-based questionnaire

was used since this can be spread through the internet. However, since there was no contact possible whatsoever, this could originate a bias due to potential misunderstandings between the survey and the respondents. That is why five people were asked to take the survey and to give their opinion on the level of clarity of the questions. They had all indicated the survey to be understandable. The survey was made using Qualtrics and was spread through social media, like Facebook or LinkedIn and through personal connections. Random sampling was used.

3.3 Survey Design

The survey started with a short explanation. Then, a couple of demographic questions to figure out the gender, age, education level and income of the respondents were asked. Age was interrogated using a multiple-choice question, with every option being another generation. Income was queried using the distribution of the yearly income groups of CBS (2019). These questions were needed to identify the level of influence these demographics had on the respondents' awareness of sustainability and to find out to what extent this influenced their willingness to pay for sustainable products. After that, there was a list of statements regarding the level of awareness of sustainability, followed by a list of statements regarding their decision-making process and their willingness to pay. After that, questions and statements about (online) shopping were asked. It was essential that the statements entailed all of the expected relationships as described in the hypotheses, which were shown in the conceptual research model. These statements were based on the findings of the literature study and used a five-point Likert scale with "1" being "strongly disagree", "2" as "disagree", "3" as "neutral", "4" as "agree", and "5" as "strongly agree". The last question of the survey was about the monthly income of the respondents, where they could also choose the option "I do not want to tell". The reason to put this as the last question instead of together with the rest of the demographic questions, was so that people did not quit the survey early.

3.4 Demographic Details Respondents

The sample group was everyone who buys fashion in the Netherlands. This thesis is about the online promotion of fashion. Therefore, the geographic location of the respondents did not matter since they can be reached anywhere. The survey was done in Dutch, so it was easy for everyone in the Netherlands to fill it in. The sample was chosen with simple random sampling. To get a representative population group of Dutch fashion consumers, the goal was to collect at least 200 to 300 respondents.

As mentioned in paragraph 3.2, the survey was made in Qualtrics, and it was distributed through social media. The complete survey can be found in Appendix A. All respondents were randomly selected, and the survey was broadly distributed to minimize possible biases. The survey was conducted on 10 July and ended on 18 July, since the target number of respondents was reached. The total number of respondents was 302, but 43 respondents had not finished filling in the entire survey. Therefore, 259 responses will be used in SPSS to analyse the data.

The survey was filled in by a total of 173 females (66.8%) and 86 males (33.2%). There were no respondents that filled in the box "Other". This means that the distribution of females and males was approximately two-thirds and one-third. This uneven distribution will be further discussed in the limitations of this research. The largest group of respondents was with 33.2% the group between the age of 20 to 34 years. This might be due to the fact that even though the survey was spread widely, the network consisted of a lot of students.

There were no respondents whose highest education level was elementary school. The number of respondents that filled in HBO as their highest education is 40.9%, which makes HBO the most chosen education. The monthly income that was filled in by the respondents was widely spread with an income below €800 being the most chosen option with 21.2%. The respondents that filled in "I do not want to tell" in this question was 10.4%.

An overview of all frequencies of the demographic questions is given in Appendix B.

3.5 Analysis

As explained in the first paragraph of this chapter, this research is quantitative. Therefore, a statistical analysis was used on the results of the thesis. SPSS was used as the software to look at the collected data.

Descriptive quantitative research was used to describe the basic features of the collected data, this formed the basis of the quantitative research and was used to look at the level of awareness towards sustainability and the willingness to pay for sustainable fashion. After that, a one-way ANOVA was performed to test the first hypothesis that stated that "younger generations are more aware of the negative environmental and social impacts of the fashion industry". ANOVA was used since the variable is categorical and because ANOVA leads to fewer type 1 errors (false positive findings).

The second hypothesis was tested with a one-sample Chi-Square test. This test was used to figure out if a single categorical variable followed a hypothesized population distribution. This was what needed

to be tested for hypothesis 2 since it stated that “consumers are willing to pay a higher price for sustainable fashion”.

The third hypothesis was tested using an independent samples t-test. The reason to have chosen this test is that it compared the means of two groups on the same dependent variable. Here, the two groups were females and males, with the awareness of sustainable fashion as the dependent variable.

Hypothesis 4 was tested by performing a multiple regression. Multiple regression can be used to predict the value of a variable based on the values of other variables. Here, the levels of education were used to predict sustainable awareness, which is what needed to be tested for this hypothesis.

Hypothesis 5 was tested with the same method of hypothesis 4. Here, the levels of income were used to predict the willingness to pay for sustainable fashion.

The last hypothesis was tested using the one-sample Chi-Square test, in the same way hypothesis 2 was tested, but with different variables.

3.6 Researcher’s Bias

A researcher’s bias occurs when researchers try to influence the results to fit a suitable outcome, which could make this the research less dependable. Qualitative research has a bigger chance to be biased since this relies more on the direction a respondent is guided in by the researcher. Quantitative research is more objective, which makes it harder for researchers to influence the outcomes. However, there are still some biases that need to be avoided as much as possible. Therefore, the following precautions were taken.

To prevent possible selection bias, the participants were randomly selected, and the survey was widely distributed. Therefore, everyone in the population had a close to an equal chance of being selected. The respondents filled in their questionnaires without interaction with the researcher, which means that the respondents were not influenced or guided into a direction that would fit a suitable outcome. Since there was no contact possible whatsoever, this could originate a bias due to potential misunderstandings between the survey and the respondents. This was prevented by asking five people in advance of the distribution of the survey to take the survey and give their opinion on the level of clarity of the questions.

To prevent a possible recall bias, multiple statements about the subjects were asked. Sometimes researchers have to rely on the memories of respondents, which could cause a recall bias as some events are more likely to be remembered than others. Multiple statements that would spread out the

information needed from the respondents were used in order to make respondents think longer about the subject. This was also used to avoid possible response bias. Response bias occurs when someone gives answers they consider to be “correct” instead of their own opinion. The data results were processed without any change or omission to avoid omission bias.

Chapter 4. Field Research Outcome

4.1 Survey Reliability

A reliability check is needed to determine if the data is reliable and does not have biases. This checks if the performed test, in this case, a survey, measures what it should. Cronbach's alpha will be used to check if the performed test accurately measures the variable of interest, with the higher Cronbach's alpha, the better. In general, a Cronbach's alpha of 0.7 or higher is seen as acceptable. As seen in Table 1, Cronbach's Alpha is 0.769, which indicates a high level of internal consistency of this survey. Only the variables that will be used in the testing of the hypotheses are taken into account.

Table 1: Reliability statistics using Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
0.769	0.816	14

4.2 Survey Outcome Raw Data

Besides concluding the hypotheses, it is also essential to look at other critical factors of the research. Looking at the respondents, 66.80% was female. This could mean that the network consisted of mostly females. Still, it could also mean that females are more interested in sustainable fashion and are therefore more likely to fill in a questionnaire about this subject. Since most of the respondents were between the age of 20 and 64, the same could hold for this group.

Question 4 of the survey consisted of questions about the awareness of sustainable fashion. Three statements in particular had the highest degrees of agreement. These were all about the workers in factories. This could mean that people care more for the workers are their working conditions compared to caring for the environment.

Out of all respondents, 88.42% had answered to shop fashion online. This means that a significant majority of people buy online, which makes the promotion of sustainable fashion online important. The two most chosen reasons for people to shop online were because they can do it at any time and because online shopping makes it easier to search for specific products. This question also had the option to fill in another reason to shop online. Here, the most filled in answer was the checking for available sizes, a more prominent assortment and the fitting room being their own home instead of small and often dirty fitting rooms in a physical store.

Question 8 consisted of statements about sustainability and shopping. Here, the answer that stood out the most, with 82.63% of respondents that agreed, was that people would be more likely to buy sustainable fashion items from a company that is transparent about their production process compared to a company that only claims to be sustainable. Another answer that stood out was the statement about whether they would use a sustainability filter that would only show sustainable products. Here, 72.59% of the respondents agreed to this statement.

Question 9 consisted options of which respondents could choose from as reasons of why they would opt for sustainable fashion. The option that involved a contribution to a better future for the environment was selected by 77.99% of respondents. The option about the importance of the working conditions in the fashion industry was chosen by 76.06%. The option that involved contribution to a better future for the next generation(s) was chosen by 75.59%. This means that besides the environment and the labour in factories, the future of the next generation(s) is almost as important. There was also an option where they could fill in another answer if the options did not cover it all. Here, it became clear that people often consider a sustainable fashion item to have better quality.

The next question of the survey asked for reasons to not choose for sustainable fashion. There was only one answer that stood out here. The answer “because it is too expensive”, was selected the most with 74.52% of respondents who filled this in. This question also had the option to let respondents fill in another reason to not choose for sustainable fashion. Most of the answers in this box were about the unclarity of sustainable items; they often do not know what is meant by sustainable. Another reason is that people usually do not trust it when a company claims to be sustainable, because it has been proven before that some companies are not entirely sustainable, while they do claim to be.

4.3 Hypothesis Testing

4.3.1 Hypothesis 1

To test the first hypothesis, that states that younger generations of consumers are more aware of the negative and social impacts of the fashion industry, the sum score of all statements about this concept was taken to determine the level of sustainable awareness. In this case, it will be the higher the sum score, the higher the level of sustainable awareness. This sum score will then be used in a one-way ANOVA. The descriptives of the one-way ANOVA of this sample can be found in Appendix C, Table C1. As seen in Table 2, there was no statistically significant difference between groups as determined by the one-way ANOVA ($F(5, 253) = 1.818, p = 0.110$). This means that the younger generations are not more aware of the negative and social impacts of the fashion industry compared to the older generations. Therefore, the first hypothesis is rejected.

Table 2: one-way ANOVA of the sum score of sustainable awareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	249.120	5	49.824	1.818	0.110
Within Groups	6935.035	253	27.411		
Total	7184.154	258			

4.3.2 Hypothesis 2

The second hypothesis that states that consumers are willing to pay a higher price for sustainability will be tested by comparing the proportion between two groups. The first group consists of participants who answered 1 (strongly disagree) or 2 (disagree) and the second group consists of participants who answered 4 (agree) or 5 (strongly agree) for the statement “I am willing to pay more for sustainable fashion”. The participants ($N = 29$) that answered 3 (neutral) will not be taken into account, since they do not contribute to the test of this hypothesis. To test whether consumers are willing to pay a higher price for sustainability, a one-sample Chi-Square test will be performed. This is because it compares the expected values to the observed data. The expected values of a one-sample Chi-Square test are that all variables are equal. The one sample Chi-Square test showed that the two groups differed significantly ($\chi^2 (1) = 147.200, p < 0.001$). Group 2 is significantly larger than group 1, as can be seen in Appendix C, Table 2. This suggests that consumers are willing to pay a higher price for sustainability. Therefore, the second hypothesis is accepted.

Table 3: Test statistics of the Chi-Square test with willingness to pay

	Willingness To Pay
Chi-Square	147.200
Df	1
Asymp. Sig.	0.000

4.3.3 Hypothesis 3

The third hypothesis that states that female consumers are more aware of sustainable products will be tested by comparing the sum score of awareness of sustainable fashion between males and

females. Then, an independent samples t-test will be performed since gender is a binary variable. The group statistics are presented in Appendix C, Table C3. In Table 4, the Levene's Test for Equality of Variances shows that equal variances should not be assumed ($p = 0.021 < 0.05$). Looking at the independent samples t-test, where equal variances are not assumed, it shows that females scored significantly higher on awareness than males, $t(127.562) = -3.777, p < 0.001$. This means that female consumers are more aware of sustainable products. Therefore, the third hypothesis is accepted.

Table 4: Independent samples t-test of the sum score of sustainable awareness between males and females

	Levene's Test for Equality of Variances							95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. Error Difference	Lower	Upper
Equal variances assumed	5.397	0.021	-4.244	257	0.000	-2.862	0.674	-4.190	-1.534
Equal variances not assumed			-3.777	127.562	0.000	-2.862	0.758	-4.361	-1.363

4.3.4 Hypothesis 4

The fourth hypothesis states that the level of education positively influences the awareness of sustainable products. Education is not a continuous variable. Therefore, the demographic education is transformed into dummy variables so that multiple regression can be performed with the sum score of awareness as the dependent variable. This is to indicate possible causation. The descriptive statistics are presented in Appendix C, Table C4. As can be seen in Table 5 and 6, the variables did not statistically significantly predict awareness of sustainable fashion, $F(5, 253) = 0.422, p = 0.833, R^2 = 0.008$. This means that the level of education does not influence the awareness of sustainable products. Therefore, the fourth hypothesis is rejected.

Table 5: Model Summary of the multiple regression with dummy variables of education on the sum score of sustainable awareness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.091 ^a	0.008	-0.011	5.307

a. Predictors: (Constant), Post master, High school, Master, MBO, WO

Table 6: ANOVA of the multiple regression with dummy variables of education on the sum score of sustainable awareness^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.455	5	11.891	0.422	0.833 ^b
	Residual	7124.700	253	28.161		
	Total	7184.154	258			

a. Dependent Variable: Sum score of sustainable awareness

b. Predictors: (Constant), Postmaster, High school, Master, MBO, WO

4.3.5 Hypothesis 5

The fifth hypothesis states that income positively influences the willingness to pay for sustainable products. To test this hypothesis, a sum score of the statements about the concept of willingness to pay is made. This sum score includes statements of question 5, with the fourth statement “As long as fast fashion is cheaper; I will not buy sustainable fashion” being inverted. However, the fifth statement is excluded, since this does not contribute to the testing of this hypothesis. The categorical variable income is transformed into dummy variables, with the option “I do not want to tell” being left out. Next, a multiple regression will be performed to indicate possible causation. The descriptive statistics are presented in Appendix C, Table C5. It can be seen from Table 7 together with Table 8 that the variables did not statistically significantly predict the willingness to pay of sustainable fashion, $F(7, 224) = 1.820$, $p = 0.084$, $\eta^2 = 0.054$. This means that income does not influence the willingness to pay for sustainable products. Therefore, the fifth hypothesis is rejected.

Table 7: Model Summary of the multiple regression with dummy variables of income on the sum score of willingness to pay

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.232 ^a	0.054	0.024	3.08214

a. Predictors: (Constant), Below €16000, €8300-€16000, €800-€1700, €3300-€4200, €4200-€8300, €2500-€3300, €1700-€2500

Table 8: ANOVA of the multiple regression with dummy variables of income on the sum score of willingness to pay^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.051	7	17.293	1.820	0.084 ^b
	Residual	2127.910	224	9.500		
	Total	2248.961	231			

a. Dependent Variable: Sum score of willingness to pay

b. Predictors: (Constant), Below €16000, €8300-€16000, €800-€1700, €3300-€4200, €4200-€8300, €2500-€3300, €1700-€2500

4.3.6 Hypothesis 6

The sixth hypothesis that states that comparing sustainable fashion to non-sustainable fashion beforehand positively influences the satisfaction of a sustainable purchase, will be tested by comparing the proportion between two groups. The first group consists of participants who answered 1 (strongly disagree) or 2 (disagree) and the second group consists of participants who answered 4 (agree) or 5 (strongly agree) for the statement “I would be more satisfied with my purchase of a sustainable fashion item if I compared this to similar non-sustainable fashion items beforehand”. The participants ($N = 96$) that answered 3 (neutral) will not be taken into account, since they do not contribute to the test of this hypothesis. A one-sample Chi-Square test will be performed because it compares the expected values to the observed data. The expected values of a one-sample Chi-Square test are that all variables are equal. As shown in Table 9, the test showed that the two groups differed significantly ($\chi^2(1) = 42.264, p < 0.001$). Group 2 is significantly larger than group 1, as can be seen in Appendix C, Table C6. This suggests that consumers are more satisfied with their purchase of a sustainable fashion item if they compared this to similar non-sustainable fashion items beforehand. Therefore, hypothesis 6 is accepted.

Table 9: Test statistics of the Chi-Square test for comparing sustainable to non-sustainable fashion items beforehand

	Comparing Beforehand
Chi-Square	42.264
Df	1
Asymp. Sig.	0.000

4.4 Summary of Key Findings

Hypothesis 1, which involved the difference in generations, was rejected. Based on the survey, all of the generations seemed to be aware of sustainable fashion. The only demographic that seemed to play a role in the awareness of sustainable fashion was gender, as made clear from the results of hypothesis 3. Besides the outcome of women being more aware of sustainability than men, there was another thing that stood out. There were more women than men that filled in the survey, which could also mean that women would be more interested in sustainable fashion, fashion in general, or because women would be more likely to fill in a questionnaire in general. The relation of this to the central research question is that maybe it would be more efficient for companies to target women. However, only making sustainable fashion for women would not be the best outcome. Therefore, to reach the male customers, it would be beneficial if a company would focus more on the awareness of sustainable fashion for men. If men would be more aware of the negative and environmental impacts of the fashion industry, it could be that they would be more likely to show interest in sustainable fashion. The respondents of the survey indicated that they would use a sustainability filter that would show all the sustainable items on a particular website. This could be used as a way to make people more aware of sustainable fashion, since people are confronted with the choice to go for sustainability.

As became clear from the testing of hypothesis 2, Dutch consumers are, in general, willing to pay more for sustainable fashion compared to non-sustainable fashion. This is interesting because when they were asked about reasons not to buy sustainable fashion, almost all of the respondents answered the reason that they think it is too expensive. Therefore, a look will be taken at the conditions in which the respondents would be more likely to choose for sustainable fashion, so that the price of the sustainable fashion items would not matter that much anymore. The biggest reason the respondents would choose sustainable fashion was if a company is transparent about their production process. There seemed to be a lot of unclarity about whether a sustainable fashion item is really sustainable. This could

demotivate consumers into buying sustainable fashion since they do not know the reasons why a sustainable fashion item would be priced higher.

The respondents seemed to care a lot about the working conditions in the fashion industry, as well as about the future of the environment. However, the future of the next generation was also frequently chosen as a reason to buy sustainable fashion. This is an interesting outcome since the literature study did not cover this. A possible reason for people to not care about the environment could be that the negative environmental and social impacts of the fashion industry may not be visible for the next decades. However, they may care about the future of their children and their grandchildren and would want them to live in a pleasant environment.

As tested with hypothesis 5 and 6, education and income did not seem to matter for the awareness of sustainable fashion and the willingness to pay for sustainable fashion. What did matter for the decision to choose for sustainable fashion, according to the outcome of hypothesis 6, was the opportunity to compare a sustainable fashion item to a non-sustainable fashion item before the purchase. This could be because of a couple of reasons. First, out of the questionnaire, it became clear that people often consider sustainable fashion items as having better quality. So, when compared to a non-sustainable fashion item, they would think that the sustainable item would last a longer life or would be made out of better fabrics. Second, they would know what the positive difference in buying sustainable fashion items could be compared to non-sustainable fashion items. This reminds them of what they would contribute to if they would choose sustainable fashion. And third, this could be because people are confronted with their decision to maybe not go for the sustainable option, which could cause a guilt feeling if a non-sustainable fashion item is chosen.

Table 10: Summary of the results of all hypotheses

Hypothesis	Result
1. Younger generations of consumers are more aware of the negative environmental and social impacts of the fashion industry	Rejected
2. Consumers are willing to pay a higher price for sustainability	Accepted
3. Female consumers are more aware of sustainable products	Accepted
4. The level of education positively influences the awareness of sustainable products	Rejected
5. Income positively influences the willingness to pay of sustainable products	Rejected
6. Comparing sustainable fashion to non-sustainable fashion beforehand positively influences the satisfaction of a sustainable purchase	Accepted

Chapter 5. Conclusions & Recommendations

5.1 Key Findings

5.1.1 Key Findings Literature

The literature study showed that consumer awareness seems to be essential to be able to obtain a more sustainable fashion industry. Research of Johnstone and Lindh (2018) suggested that younger generations show the most interest in sustainability, and therefore are the most aware of it. Awareness is not the only thing that contributes to a more sustainable fashion industry. Sustainable fashion is generally speaking more expensive than fast fashion. Even though research has shown that consumers are willing to pay more for sustainable fashion, this is not always what happens in reality (DPG Media, 2019). Since the production process of fashion is complex, it is not always clear if a fashion item is completely sustainable or what a company portrays as a sustainable fashion item. This may confuse consumers and make it harder for them to decide to go for sustainable fashion instead of non-sustainable fashion. Besides this, gender seems to play a role in consumer behaviour as well. It became clear out of the literature study that females are more likely to buy sustainable products than males. They are willing to spend more time searching for possible sustainable alternatives, which could make them more aware of sustainability compared to males.

Nowadays, online shopping is becoming more popular. Research has shown that there is an increase of 75% on sustainability-related keywords on the internet (Velasquez, 2019). Looking at the buying behaviour of consumers, online buying behaviour is different compared to offline buying behaviour. Online shopping does not come without risks, but on the internet more information about the origins of the product can be accessed. This could reduce the beforementioned problem of unclarity about sustainability. Not only online buying behaviour is different compared to offline buying behaviour, but the same also applies to online decision-making. Online decision-making is different compared to offline decision-making because the evaluation of the set of alternatives is made more accessible. This causes consumers to be more satisfied with their purchase when they look back on it (Häubli & Trifts, 2000). Demographics seem to play an essential roll in decision-making as well. Research of Strieder Philippsen, Soares Angeoletto and Santana (2017) suggested that the level of education and income positively influences sustainable awareness and the willingness to pay for sustainable fashion.

5.1.2 Key Findings Field Research

The only demographic that seemed to play a role in the awareness of sustainable fashion was gender. This implies that maybe it would be more efficient for companies to target women. However, only making sustainable fashion for women would not be the best outcome. Therefore, to reach the male

customers, it would be beneficial if a company would focus more on the awareness of sustainable fashion for men. If men would be more aware of the negative and environmental impacts of the fashion industry, it could be that they would be more likely to show interest in sustainable fashion. The respondents of the survey indicated that they would use a sustainability filter that would show all the sustainable items on a particular website. This could be used as a way to make people, especially men, more aware of sustainable fashion since people are confronted with the choice to go for sustainability.

Dutch consumers are, in general, willing to pay more for sustainable fashion compared to non-sustainable fashion. This is interesting because when they were asked about reasons not to buy sustainable fashion, almost all of the respondents answered the reason that they think it is too expensive. The biggest reason for respondents to choose sustainable fashion was if a company is transparent about its production process. There seemed to be a lot of unclarity about whether a sustainable fashion item is really sustainable. This could demotivate consumers into buying sustainable fashion since they do not know the reasons why a sustainable fashion item would be priced higher. The future of the next generation was also frequently chosen as a reason to buy sustainable fashion. A possible reason for people to not care about the environment could be that the negative environmental and social impacts of the fashion industry may not be visible for the next decades. However, they may care about the future of their children and their grandchildren and would want them to live in a pleasant environment. What also became clear from the field research, was that most people indicated that they would use a sustainability filter that would only show sustainable products on a website. This would make the search for sustainable products easier.

The opportunity to compare a sustainable fashion item to a non-sustainable fashion item before the purchase seemed to be of importance for the satisfaction of the purchase. This could be because of a couple of reasons. First, out of the questionnaire, it became clear that people often consider sustainable fashion items as having better quality. Second, they would know what the positive difference in buying sustainable fashion items could be compared to non-sustainable fashion items. And third, this could be because people are confronted with their decision to maybe not go for the sustainable option, which could cause a guilt feeling if a non-sustainable fashion item is chosen.

5.2 Comparing Literature to Field Research

Hypothesis 1, 4 and 5 are all statements about the demographics of the respondents. Hypothesis 1 included the demographic age. Research of Johnstone and Lindh (2018) had shown that especially the millennials (18-24 years old) showed the most interest in sustainability. Therefore, the literature study stated that they must also be the ones to be the most aware of it. However, hypothesis 1 got rejected,

so this does not hold in this research. Hypothesis 4 included the demographic education. The literature study has shown that the level of education is positively associated with environmental awareness (Strieder Philippsen, Soares Angeoletto, & Santana, 2017). However, field research outcomes suggest that there is no relation between the two variables, so hypothesis 4 got rejected. Hypothesis 5, that stated that income would positively influence someone's willingness to pay, got rejected as well. However, the literature study had shown that the level of income is positively associated with the willingness to pay for sustainable products (Strieder Philippsen, Soares Angeoletto, & Santana, 2017). It can be concluded from the field research that the demographics age, education and income are not of importance when it comes to the awareness of sustainable fashion and the willingness to pay for sustainable fashion. This is in contradictory with the literature study of Chapter 2, that suggested the opposite.

Looking at hypothesis 2, the literature study showed that Dutch consumers are willing to pay more for sustainable products and services in general (DPG Media, 2019). Hypothesis 2 got accepted, so the results of the testing of the hypothesis were in accordance with the literature study. This means that it can be concluded that Dutch consumers are indeed willing to pay more for sustainable fashion. The same thing applies to the accepted hypothesis 3, which stated that female consumers are more aware of sustainable products. Amongst others, research of Isenhour and Ardenfors (2009) showed that females are more likely to buy sustainable products than males. When it comes to the awareness of sustainable products, field research has also shown that females are more aware compared to males. So, the field research is in line with the literature study; it became clear that female consumers are more aware of sustainable products compared to male consumers.

Hypothesis 6 stated that comparing sustainable fashion to non-sustainable fashion beforehand positively influences the satisfaction of a sustainable purchase. This hypothesis got accepted in the field research chapter. As reported by Häubl and Trifts (2000), comparing alternatives positively influences the quality and efficiency of the decisions made with the purchase. This is in accordance with the literature study of Chapter 2. Therefore, it can be concluded that comparing sustainable fashion to non-sustainable fashion indeed influences the satisfaction of the purchase.

Besides the outcomes of the hypotheses, other important findings came from the field research. As became clear from the literature study, consumers are in general willing to pay more for sustainability (DPG Media, 2019). Still, in the fashion industry, it is not always clear if a clothing item is sustainable or what a company portrays as sustainable. This makes it harder for consumers to make a decision. Sustainable fashion is often more expensive, and many of the respondents had said that one of the reasons to not choose for sustainable fashion was the price tag that came with it. Therefore, a look

was taken at the conditions in which the respondents would be more likely to choose for sustainable fashion, so that the price of the sustainable fashion items would not matter that much anymore. Out of the field research, it became clear that the future of the next generation was frequently chosen as a reason to opt for sustainable fashion. This was not covered in the literature study. The biggest reason, according to the field research, the respondents would choose sustainable fashion, was if a company is transparent about their production process. There seemed to be a lot of unclarity about whether a sustainable fashion item is actually sustainable. This could demotivate consumers into buying sustainable fashion since they do not know the reasons why a sustainable fashion item would be priced higher. As became clear from the literature study, sustainability in the fashion industry is very complicated. The production of fashion is spread globally, and the manufacturing process is less transparent than, for example, for food production (Niinimäki, 2010). This makes it harder to evaluate if a clothing item is sustainable. So, it became clear from both the literature study and the field research that people find it hard to determine whether or a fashion item is sustainable. So, there needs to be more clarity about what makes a product sustainable.

5.3 Central Research Question

The central research question, which was defined in Chapter 1, is as follows:

“What is the most efficient way of promoting sustainable fashion online to influence the buying behaviour of fashion consumers in the Netherlands?”

After conducting the survey and analysing the results of the field research, the central research question can be answered. The literature study of Chapter 2 suggested that gender, age and education influence the awareness of sustainable fashion. However, the field research outcome was that only gender had an impact on the awareness of sustainable fashion. It became clear that females are more aware of sustainable fashion compared to males. This could be because females are willing to spend more time searching for possible sustainable alternatives, while males are mostly focused only on the product they want to purchase.

The literature study suggested that income and willingness to pay are positively related to each other. Nevertheless, this was rejected. The research has shown that the general Dutch consumer is aware of sustainable fashion and is willing to pay more for this compared to non-sustainable fashion. This is interesting because when they were asked about reasons not to buy sustainable fashion, almost all of the respondents answered that they think it is too expensive. The future of the next generation was also frequently chosen as a reason to buy sustainable fashion. Still, the biggest reason for respondents

to choose sustainable fashion, was if a company is transparent about their production process. There seemed to be a lot of unclarity about whether a sustainable fashion item is actually sustainable. This could demotivate consumers into buying sustainable fashion, since they do not know the reasons why a sustainable fashion item would be priced higher. This is why it is essential that sustainable fashion is promoted efficiently.

Other things the literature study had covered were the buying behaviour and the decision-making process of consumers. It became clear that both are different online compared to offline. The opportunity to compare a sustainable fashion item to a non-sustainable fashion item before the purchase seemed to be of importance for the satisfaction of the purchase. This could be because of a couple of reasons. First, out of the questionnaire, it became clear that people often consider sustainable fashion items as having better quality. Second, they would know what the positive difference in buying sustainable fashion items could be compared to non-sustainable fashion items. And third, this could be because people are confronted with their decision to maybe not go for the sustainable option, which could cause a guilt feeling if a non-sustainable fashion item is chosen. What also became clear from the field research, was that most people indicated that they would use a sustainability filter that would only show sustainable products on a website. This would make the search for sustainable products easier.

To summarize, the most important findings of this study are that (1) comparing sustainable to non-sustainable fashion beforehand leads to higher satisfaction of the purchase, (2) people are more likely to buy sustainable fashion from a company that is transparent about their production process, and (3) people care about the future of the next generation(s). This is why an efficient way of promoting sustainable fashion online to influence the buying behaviour of fashion consumers in the Netherlands can be done in three ways. The promotion could be focused on showing comparisons of sustainable and non-sustainable fashion items; this would lead to a higher satisfaction after the purchase is made and could, therefore, make consumers want to buy more sustainable products in the future. Another way of promoting could be by being completely honest about all the ins and outs of the production process and the labour in the factories. The two methods mentioned could also be combined into a promotion that includes not only the comparisons of the looks and quality of the fashion items but also the comparisons of the whole production process and origins of the products used. The third way of promoting sustainable fashion efficiently could be to anticipate on the pollution footprint we leave for the next generation by continuing to buy sustainable fashion. Therefore, consumers can start to feel guilt towards their (future) children or grandchildren.

5.4 Recommendations

5.4.1 Recommendations to the Fashion Industry

This study has shown that, in general, the Dutch consumer is aware of sustainable fashion and is willing to pay a higher price for this compared to non-sustainable fashion. As mentioned in this thesis, this is not reflected in their buying behaviour. Therefore, it is essential for businesses to know and to understand the factors that can influence consumer behaviour. This could then be used to come up with a strategy to reach their target customers by making more efficient use of advertising.

This thesis has made clear that the comparison of sustainable fashion to non-sustainable fashion is essential to influence buying behaviour. Therefore, businesses should put in effort into the message of sustainable fashion and the effects of the fast fashion industry. They can do so by including not only the comparisons of the looks and quality of the fashion items but also the comparisons of the whole production process and origins of the products used in their promotions. Another thing they can do is to anticipate on the pollution footprint we leave for the next generation by continuing to buy sustainable fashion. Therefore, consumers can start to feel guilt towards their (future) children or grandchildren.

So, only putting a sustainable label on a fashion does not do the trick. Consumers want to compare to know what their purchase contributes to, and they want to know what happens if they do not choose for the sustainable option. Therefore, recommendations to the fashion industry would be to start comparing the sustainable alternative to the non-sustainable option for the whole production process and origins of the products used in their promotion. Another recommendation is to anticipate on the consumers' guilt by explaining what would happen to the next generation if they do not start living sustainably. Another thing companies could do to make it easier for consumers to shop sustainable products is to create a sustainability filter on their website. This could be used as a way to make people more aware of sustainable fashion since people are confronted with the choice to go for sustainability.

5.4.2 Recommendations to Future Researchers

A recommendation for future research would be to make use of a bigger sample size as this will improve the reliability and validity of the study. This would make a difference for the outcomes since some groups were overrepresented. Therefore, these groups exerted more influence on the findings of the field research. To have a more accurate outcome that represents the Dutch consumer better, more participants of different genders, age, education and income are needed. Out of the field research, it also became clear that the future of the next generation was frequently chosen as a reason to opt for sustainable fashion. This was not covered in the literature study, and it is therefore

recommended to investigate this further. Another idea for improvement would be to have more statements and/or questions, and thus more metrics, to be able to better cover sustainable awareness and the willingness to pay for sustainable awareness. This thesis has made use of quantitative research; however, qualitative research could also be implied. Qualitative research could be used to identify the underlying patterns of what is being researched. Recommended would be to make use of interviews in which both genders of each generation are being questioned. This is recommended because education and income did not seem to play a part in this research, therefore, it could be interesting to investigate gender in different generations further. One of the advantages of an interview is that this could capture specific meaning and interpretation of answers that the numbers of quantitative research cannot cover. The level of sustainable awareness, for example, could be better defined using qualitative research since then it could become clear what aspects of the fashion industry someone regards as worse than others. The study could also be improved by researching online shopping even more to understand better what more could influence buying behaviour on the internet.

5.5 Research Limitations

This research has several limitations, the first being the sample size of the conducted survey. This research was spread in a personal network through social media, so this does not reflect the Netherlands as a whole. The Dutch population consists of approximately 17.5 million people, with an almost even distribution of men and women. The survey had only 259 responses, of which almost two-third is a woman. This is, therefore, not in line with the Dutch population.

Looking at the survey and comparing it with the literature study, consumers do not always act as they say. Therefore, the survey might give the answers of what consumers feel they should do, while it may not be what they would have chosen in reality. The literature study of this thesis could also be more extensive. Consumer behaviour, buying behaviour and the decision-making process are all comprehensive, researched topics, so more findings that could lead to other vital hypotheses could be made. As mentioned earlier, one of the outcomes of the field research was that one of the reasons to choose for sustainable fashion, was because people cared about the future generation(s). If this was covered in the literature study, this could lead to a more extensive answer to the research question.

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Appendix

Appendix A. Survey

Beste respondententent,

Mijn naam is Richelle Booij en deze enquête is voor mijn bachelor thesis in Economie en Bedrijfseconomie aan de Erasmus Universiteit Rotterdam. Mag ik u vragen deel te nemen aan mijn onderzoek?

Mijn onderzoek gaat over duurzame mode en wat de meest efficiënte manier van het promoten hiervan zou kunnen zijn richting de Nederlandse consument.

Duurzame mode wordt hier gedefinieerd als mode die geen schadelijke levenscyclus heeft (dus zowel voor als na de productie). Daarnaast verbetert het toekomstige leefstandaarden op zowel milieu als sociaal gebied (werkomstandigheden, lonen, etc.), terwijl het de behoeftes van het heden tegemoetkomt.

Fast fashion wordt hier gedefinieerd als naam voor alle snel en goedkoop geproduceerde mode-items die gekopieerd zijn van de catwalk om zo snel mogelijk in de winkel te kunnen liggen, zonder rekening te houden met het sociale aspect en het milieu in de productie.

Deze enquête bestaat uit vragen en stellingen over duurzame mode. Het zal ongeveer 5 minuten van uw tijd in beslag nemen. Uw antwoorden zullen enkel voor dit onderzoek gebruikt worden en uw gegevens worden anoniem verwerkt. De vragenlijst dient naar waarheid te worden ingevuld en u dient bij de stellingen het antwoord aan te kruisen dat voor u het meest van toepassing is. Er bestaan geen goede of foute antwoorden.

Mocht u vragen hebben over dit onderzoek, twijfel dan niet om contact met mij op te nemen via e-mail: 481297rb@student.eur.nl

Bij voorbaat dank voor uw deelname en uw tijd!

Met vriendelijke groet,

Richelle Booij

Het eerste gedeelte van deze enquête bestaat uit demografische vragen. Uw antwoorden worden alleen gebruikt voor onderzoeksdoeleinden en zullen vertrouwelijk worden behandeld.

1. Wat is uw geslacht?

- Man
- Vrouw
- Anders

2. Wat is uw leeftijd?

- Jonger dan 20
- 20-34
- 35-49
- 50-64
- 65-80
- Ouder dan 80

3. Wat is uw hoogst genoten opleiding? Als u een student bent, de opleiding die u momenteel volgt.

- Basisschool
- Middelbare school
- MBO
- HBO
- WO
- Master
- Post-master

4. Het volgende gedeelte van de enquête bestaat uit verschillende stellingen over het bewustzijn van duurzame mode. U dient het antwoord aan te kruisen dat voor u het meest van toepassing is. Er bestaan geen goede of foute antwoorden. Uw antwoorden worden alleen gebruikt voor onderzoeksdoeleinden en zullen vertrouwelijk worden behandeld.

1. Ik vind duurzaamheid belangrijk.
2. Ik vind het belangrijk dat de mode-industrie duurzamer wordt.
3. Ik ben bezorgd over de milieueffecten die de mode-industrie met zich meebrengt.

4. Ik ben bezorgd over de sociale effecten (slechte werkomstandigheden, onderbetaalde arbeiders, etc.) in de mode-industrie.
5. Ik weet wat de *fast fashion* industrie inhoudt.
6. Het productieproces van mode zou het milieu niet mogen schaden.
7. Arbeiders in de mode-industrie moeten eerlijk worden betaald.
8. Arbeiders in de mode-industrie moeten veilige werkomstandigheden hebben.
9. Kinderarbeid in de mode-industrie zou niet toegestaan mogen zijn.

5. Nu volgen er een aantal stellingen over uw betalingsbereidheid voor duurzame mode. U dient het antwoord aan te kruisen dat voor u het meest van toepassing is. Er bestaan geen goede of foute antwoorden. Uw antwoorden worden alleen gebruikt voor onderzoeksdoeleinden en zullen vertrouwelijk worden behandeld.

1. Duurzame mode zou duurder moeten zijn dan *fast fashion*.
2. Ik ben bereid meer te betalen voor duurzame mode.
3. Ik ben van plan duurzame mode te kopen in de toekomst.
4. Zolang *fast fashion* goedkoper is, koop ik geen duurzame mode.
5. Ik vind dat duurzame mode gestimuleerd zou moeten worden vanuit de overheid, bijvoorbeeld met subsidie voor duurzame mode of een hogere belasting op *fast fashion*.

6. Shopt u wel eens online?

- Ja.
- Nee. (Ga door naar vraag 8)

7. De reden(en) dat ik zou kiezen voor online shoppen is/zijn omdat (meerdere antwoorden mogelijk):

1. Ik het overall kan doen.
2. Ik het op elk tijdstip kan doen.
3. Het thuisbezorgd kan worden.
4. Prijzen makkelijk vergeleken kunnen worden.
5. Zoeken naar duurzame mode makkelijker is.
6. Zoeken naar specifieke producten makkelijker is.
7. Producten makkelijker met elkaar te vergelijken zijn.
8. Ik kan filteren op korting.
9. Ik word aangespoord door influencers op sociale media.
10. Anders, namelijk: ...

8. Het volgende gedeelte van de enquête zal bestaan uit verschillende stellingen over shoppen en duurzaamheid. U dient het antwoord aan te kruisen dat voor u het meest van toepassing is. Er bestaan geen goede of foute antwoorden. Uw antwoorden worden alleen gebruikt voor onderzoeksdoeleinden en zullen vertrouwelijk worden behandeld.

1. Tijdens het online shoppen let ik op duurzaamheid.
2. Tijdens het shoppen in een fysieke winkel let ik op duurzaamheid.
3. Als een bedrijf zegt duurzaam te zijn, wil ik meer weten over wat dit bedrijf doet aan duurzaamheid (productieproces, materiaal, arbeiders, etc.).
4. Ik zou eerder duurzame mode kopen van een bedrijf dat transparant is over hun productieproces.
5. Ik zou eerder duurzame mode kopen dan niet-duurzame mode.
6. Ik zou eerder een duurzaam mode-item kopen wanneer het een keurmerk van duurzaamheid bevat.
7. Ik zou meer tevreden zijn met mijn aankoop van een duurzaam mode-item wanneer ik het van tevoren heb vergeleken met soortgelijke niet-duurzame mode-items.
8. Als een website een filter zou hebben voor het tonen van alleen duurzame producten, zou ik dit gebruiken.

9. De reden(en) dat ik zou kiezen voor duurzame mode is/zijn omdat (meerdere antwoorden mogelijk):

- Ik bij wil dragen aan een betere toekomst voor het milieu.
- Ik bij wil dragen aan een betere toekomst voor de volgende generatie.
- Ik schade aan het milieu niet op mijn geweten wil hebben (schuldgevoel).
- Ik geef om de arbeiders in de mode-industrie.
- Ik goede werkomstandigheden in de mode-industrie belangrijk vind.
- De influencers die ik volg op sociale media dit ook doen.
- Het een trend is.
- Anders, namelijk: ...

10. De reden(en) dat ik niet zou kiezen voor duurzame mode is/zijn omdat (meerdere antwoorden mogelijk):

- Ik het te duur vind.
- Ik niet geef om het milieu.
- Ik niet geloof dat het milieu hierdoor verslechterd.

- Ik niet geef om de arbeiders in de mode-industrie.
- Ik werkomstandigheden in de mode-industrie niet belangrijk vind.
- De influencers die ik volg op sociale media dit ook niet doen.
- Anders, namelijk: ...

11. Wat is uw maandelijkse inkomen?

- Onder €800
- €800-€1700
- €1700-€2500
- €2500-€3300
- €3300-€4200
- €4200-€8300
- €8300-€16.000
- Boven €16.000
- Wil ik niet vertellen

Bedankt voor het deelnemen aan dit onderzoek. Uw antwoorden worden alleen gebruikt voor onderzoeksdoeleinden en zullen vertrouwelijk worden behandeld. Mocht u geïnteresseerd zijn in de belangrijkste uitkomsten van mijn thesis, laat dan uw e-mail hier achter: ...

Appendix B. Demographics

Table B1: Gender proportion of the sample

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	86	33.2	33.2	33.2
Female	173	66.8	66.8	100.0
Total	259	100.0	100.0	

Table B2: Age proportion of the sample

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Younger than 20	15	5.8	5.8	5.8
20-34	86	33.2	33.2	39.0
35-49	65	25.1	25.1	64.1
50-64	65	25.1	25.1	89.2
65-80	22	8.5	8.5	97.7
Older than 80	6	2.3	2.3	100.0
Total	259	100.0	100.0	

Table B3: Education proportion of the sample

Education	Frequency	Percent	Valid Percent	Cumulative Percent
High School	11	4.2	4.2	4.2
MBO	36	13.9	13.9	18.1
HBO	106	40.9	40.9	59.1
WO	57	22.0	22.0	81.1
Master	32	12.4	12.4	93.4
Post master	17	6.6	6.6	100.0
Total	259	100.0	100.0	

Table B4: Income proportion of the sample

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below €800	55	21.2	21.2	21.2
€800-€1700	27	10.4	10.4	31.7
€1700-€2500	40	15.4	15.4	47.1
€2500-€3300	37	14.3	14.3	61.4
€3300-€4200	33	12.7	12.7	74.1
€4200-€8300	35	13.5	13.5	87.6
€8300-€16,000	3	1.2	1.2	88.8
Above €16,000	2	0.8	0.8	89.6
I do not want to tell	27	10.4	10.4	100.0
Total	259	100.0	100.0	

Appendix C. Statistical Tests of the Hypotheses

Table C1: Descriptives of the sum score of sustainable awareness per generation for hypothesis 1

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Younger than 20	15	38.53	3.980	1.028	36.33	40.74	28	44
20-34	86	38.83	5.634	0.608	37.62	40.03	9	45
35-49	65	40.77	3.353	0.416	39.94	41.60	31	45
50-64	65	39.72	6.889	0.854	38.02	41.43	9	45
65-80	22	41.73	3.210	0.684	40.30	43.15	32	45
Older dan 80	6	40.00	2.898	1.183	36.96	43.04	35	42
Total	259	39.80	5.277	0.328	39.15	40.44	9	45

Table C2: One sample Chi-Square test of willingness to pay for hypothesis 2

	Observed N	Expected N	Residual
Group 1	23	115,0	-92,0
Group 2	207	115,0	92,0
Total	230		

Table C3: Group statistics for the independent samples t-test of hypothesis 3

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	86	37.88	6.303	0.680
Female	173	40.75	4.405	0.335

Table C4: Descriptive statistics multiple regression for hypothesis 4

Variables	Mean	Std. Deviation	N
Sum score sustainable awareness	39.80	5.277	259
High school	0.0425	0.20205	259
MBO	0.1390	0.34661	259
HBO	0.4093	0.49265	259
WO	0.2201	0.41510	259
Master	0.1236	0.32971	259
Post master	0.0656	0.24813	259

Table C5: Descriptive statistics multiple regression for hypothesis 5

Variables	Mean	Std. Deviation	N
Sum score willingness to pay	14.7371	3.12022	232
Below €800	0.2371	0.42620	232
€800-€1700	0.1164	0.32137	232
€1700-€2500	0.1724	0.37856	232
€2500-€3300	0.1595	0.36692	232
€3300-€4200	0.1422	0.35005	232
€4200-€8300	0.1509	0.35869	232
€8300-€16,000	0.0129	0.11322	232
Above €16,000	0.0086	0.09265	232

Table C6: One sample Chi-Square test for comparing sustainable to non-sustainable fashion items beforehand between two groups

Group	Observed N	Expected N	Residual
1	40	81.5	-41.5
2	123	81.5	41.5
Total	163		