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Bachelor Thesis Marketing Strategy

**“The easy victory of fashion marketing over
common sense”**

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The views stated in this thesis are those of the author and not necessarily those of the supervisor, second assessor, Erasmus School of Economics or Erasmus University Rotterdam.

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Executive summary

This paper looks at the barriers of ethical fashion purchasing by generation X and generation Z. More barriers were found for ethical fashion purchasing than for ethical purchasing in general. The barriers found for ethical fashion purchasing do not all overlap with the found barriers of ethical purchasing in general. The barriers lack of interest, lack of information and ease overlap between both categories. Other found barriers only apply to either ethical fashion purchasing or ethical purchasing in general. This paper found two new suggested barriers of ethical fashion purchasing, namely ease and clothes not being appealing. The analysis of the differences between generations shows that there are some barriers of ethical fashion purchasing that overlap between the generations, namely lack of knowledge, lack of interest and lack of information. Other barriers differ per generation. When asking participants what would stimulate them to purchase more ethically, the overlapping answers are more awareness, more information, more availability and making the clothes cheaper. Thereby, there are also some things that differ per generation. Another thing both generations agree on, is that during purchases it should be possible to see if something is ethical or not in the form of a trademark or label.

KEYWORDS: ethical fashion, ethical purchasing, barriers, generation X, generation Z

1. Introduction

1.1 Research background

Fashion has become important for many people all over the world. As can be read in the Oxford Advanced American Dictionary (Oxford, 2020), fashion is “a popular style of clothes, hair, etc. at a particular time or place; the state of being popular”. It is a way people behave, just as much as a way people dress. Perhaps the most important part in fashion is clothing or apparel, which include clothes but also footwear, jewellery, accessories and other stuff you can wear. Thousands of years ago, clothing used to be just practical and a coverage for the body to conserve body heat. Nowadays, it means so much more to people. Fowles (1974) says, we wear clothes for protection in the first place, but second for reasons of modesty. The world does not view apparel just as basic necessity anymore, it is now a way to express yourself too. This also led to a different view of buying apparel. People do not only look at the practical side anymore, but also at style and if it is the trend at that moment. Because popularity is very important nowadays, it is necessary for numerous people to keep updating their wardrobe, which means that apparel has gotten a shorter product life cycle than it used to have (Byun & Sternquist, 2008). This causes an important issue on price, because when updating your wardrobe regularly, it is preferable

for most people that the apparel they buy is cheap. Because of the increasing demand of cheap clothes and the fast-changing trends, the apparel industry has shifted a lot to *fast fashion* (Byun & Sternquist, 2008). Byun and Sternquist (2008) defined fast fashion as “a marketing approach to respond to the latest fashion trends by frequently updating products with a short renewal cycle and turning the inventory at a rapid rate”. Along this process, there is also a downside to fast fashion. To make it as cheap as the consumer wants, the production costs need to be very low (Bhardwai & Fairhurst, 2010), what can be achieved through low labour costs (Bruce & Daly, 2006). One way to keep these costs low, is by outsourcing the production to developing countries where the salaries are already low by default and the working conditions are unregulated. Frequently, the people in those countries who make the clothes are not just adults, but also young children, often at the expense of their education (Admassie, 2003). This is not the only incriminating downside of the fast fashion industry. Workers are often exposed to dangerous working conditions and the usage of chemicals are bad for the environment (Li, et al., 2019). Although most people know about these conditions, the demand for fast fashion does not decline. The fast fashion chains in Europe even grew faster than the retail fashion industry in its entirety (Haug & Busch, 2016). Based on purchasing behaviours, it looks like most people weigh the fact of having cheap, trendy clothes more heavily than the actual facts behind the production process: they choose fast fashion over ethical fashion.

1.2 Research objective

This research explains the reasons behind the purchase intention of ethical fashion and what the barriers are for not purchasing it. There has been a significant amount of research done about some barriers of ethical purchasing, which shows that there are certain attributes that may withhold consumers to purchase ethical products. Some researchers state that consumers often do not take ethical issues in consideration at all when purchasing (Carrigan & Attalla, 2001; Cornish, 2013). Others mention that there are consumers who think about ethical issues, but some attributes are more important to them, such as price (Weatherell, Tregear, & Allinson, 2003; Gleim, Smith, Andrews, & Cronin, 2013; Pickett-Baker & Ozaki, 2008). Also, it seems that consumers lack the knowledge to make a well-considered decision (Johnstone & Tan, 2015; Bray, Johns, & Kilburn, 2010). These and many other suggested attributes prove that consumers purchasing behaviour is not driven by ethical considerations enough. This topic has rarely been linked to ethical fashion specifically. Previous literature shows only a few barriers that may influence the purchasing of ethical fashion. Specific barriers that are suggested, are price and the lack of knowledge (Shen, Richards, & Liu, 2013). As previous research on ethical fashion has only provided a narrow view on the barriers to purchase, this research will look deeper at the barriers of purchasing ethical fashion, so that knowledge about this topic can be broadened. It will also compare barriers that are already suggested to be true for ethical purchasing in general, with those of ethical fashion purchasing to understand if consumption of ethical fashion is similar to how other ethical products are consumed. The aim of this research is to understand what influences consumers most to

purchase fast fashion over ethical fashion and thus how their behaviour is shaped. This research concentrates on Dutch consumers. It is proven that the perception of ethical and unethical behaviour differs per generation (Boyd, 2010) and so all generations cannot be aggregated. When looking at generations specifically, it will give a good impression of the differences between them and this will be an important aspect of this research too. Therefore, the research question will be:

“What are the barriers to purchasing ethical fashion of Generation X and Generation Z in the Netherlands?”

The lack of incentive of consumers to change their purchasing behaviour regarding fashion into being more ethical, will be studied here. To do this, the first thing this research needs to look at is the difference in ethical purchasing barriers between ethical fashion purchasing and ethical purchasing in general. This will show how much ethical fashion purchasing differs, or not, from ethical purchasing in general. Therefore, the first empirical sub-question that arises, is:

1. Are ethical fashion purchasing barriers similar or different to general ethical purchasing barriers?

Ethical issues are viewed differently between different age groups (Kim & Choi, 2003). Therefore, consumers' attitudes towards ethical fashion which are integrated in their behaviour, may also differ, what possibly leads to different purchasing behaviours in the end. To prove if this is the case and conclude that certain generations need to be targeted differently in order to change their behaviour, the second empirical sub-question arises, which is:

2. Is there a difference in how ethical fashion is perceived per generation?

The answers to these two sub-questions, will describe how consumers make their purchasing decision regarding fashion, both fast and ethical. It will give an idea of what withholds consumers to buy ethically and if there is a difference in these barriers between generations. This study tries to identify whether further research is necessary and if so, in what direction.

Before answering these two empirical sub-questions, knowledge about the topic needs to be broadened. Therefore, the following theoretical sub-questions will be answered first in the literature review chapter:

1. What is ethical purchasing and what are the main barriers?
2. What is ethical fashion and what are the main barriers?
3. What are the personal characteristics and attitudes towards ethical values of generation X and Z?
4. How do Dutch consumers behave regarding ethical purchasing?

1.3 Research contributions

1.3.1 Contribution to society

Certainly some people do not buy or wear fast fashion, or get it secondhanded, and look for sustainable apparel, but that is only a small part of all people and thus it remains an undeveloped market (Mintel, 2009). This topic is becoming more and more important nowadays and people are slowly becoming more aware of the circumstances and consequences of the clothing production (Pookulangara & Shephard, 2013). However, it does not apply for everyone. This may be because of the way clothing is currently seen and marketed, namely as key pieces but just temporarily, with the result that people keep buying cheap fashion. It is important that this research looks at what the main possible barriers are, which really drive people's behaviour towards ethical fashion purchasing. Because only when it is known what drives people to buy fast fashion over ethical fashion, it can be used to change this process, what eventually will benefit the people (both consumers and workers) as well as the environment.

1.3.2 Contribution to academia

Previous literature has already suggested multiple purchasing barriers of ethical products in general, as well as for ethical fashion products. This research will look at these barriers once more. One research in the Netherlands by Goossensen (2019) did look at barriers, but the participants were already sustainable consumers of second-hand fashion. This paper will therefore look at all consumers, which is not been done for the Netherlands before. Thereby, it will also compare two generations with each other, namely generation X and Z. The barriers of both generations will be compared, which is, to the author's knowledge, not been done before either in the Netherlands or in other countries.

1.3.3 Contribution to companies

The research findings contribute to the teaching and learning process of what is important to consumers when purchasing ethical fashion. It will give an overview of ethical fashion purchasing findings so far and it may help find answers to what extend further research is necessary in order to understand this process even more. Once this process and the outcomes are thoroughly understood, it will contribute to the economic field. For sales and marketing people, it will be interesting to see how this purchasing behaviour works and what consumers really want out of their purchases. It can help companies and marketers in their strategies regarding the marketing of ethical fashion, which is a booming sector (Mintel, 2009). As Hawkins, Mothersbauch and Best (2007) mentioned in their book, "all marketing decisions are based on assumptions and knowledge of consumer behaviour". This will eventually help companies sell ethical fashion better than they do now.

1.4 Research structure

This research looks at consumers' purchasing behaviour and specifically the reasons behind this behaviour. The data that will be used to answer both sub-questions, will be collected through interviews and thus this will be a qualitative research. Qualitative research is about extracting meaning and

understanding (Boyle, 2017), which will be necessary for studying behaviour. Interviews will give the best answers to this. This research aims to understand the opinions of people and how they feel about ethical fashion purchasing in order to create an overview of the ethical purchasing behaviour. People can express themselves better when answering questions in an interview than when choosing from certain answering options that come with surveys, because it is possible that their answer is not even in the set of options (Malhotra & Nunan, 2019).

1.5 Research limitations

The research does face some limitations, such as the sensitivity of this topic. Lots of consumers do not like to talk openly about this topic and thus do not reveal their true attitudes towards ethical issues (Auger & Devinney, 2007). Focus groups would even make this worse, because participants may want to be part of the group. Even though this does not apply for interviews, talking about sensitive topics may still cause a degree of discomfort for participants (Elmir, Schmied, Jackson, & Wilkes, 2011).

The number of participants may not be enough to represent the whole population. Thereby, because of the current physical contact restrictions, it is hard to find various participants. All participants are the researcher's friends or family, which probably does not make it a representative sample of the population.

1.6 Research content

The first step in this paper is reviewing the literature. This is been done by answering the four theoretical sub-questions mentioned earlier. In this literature review chapter, all the barriers of ethical purchasing already suggested by other researchers are mentioned, which provides the base for possible barriers that are mentioned in this paper. This is done for ethical purchasing in general as well as for ethical fashion purchasing. The characteristics of the analysed generations are also mentioned in this paper, as well as some characteristics of the Dutch population to give it some more depth. It also discusses the propositions and shows the conceptual model of this research, which illustrates how this research will look like. The chapter methodology discusses how the research is done and how the data is acquired and analysed. After this the results are discussed. This is done in the following order. First, the ethical purchasing behaviour in general is analysed, together with the found barriers and the aspects that will stimulate the participants to purchase more ethically. Second, the same is done for ethical fashion purchasing and then the barriers of both categories are compared. This is followed by the comparison of ethical behaviour between the generation X and Z. Ethical behaviour, barriers of ethical fashion purchasing and what stimulates them to purchase more ethically are analysed and compared. Because this research looks at Dutch consumers, a little information of the participants is compared to findings of Dutch sustainable consumers, to see if there is a difference. Hereafter, the conclusion follows. In the conclusion, the results are linked back to the sub-questions and corresponding propositions and an

answer to the central research question is given. This follows with a discussion, where the limitations and recommendations are mentioned, together with a reflection on the work done.

2. Literature review

The research looks at how the consumers' purchase intentions are influenced, especially in the case when they prefer fast fashion over ethical fashion. It is important to inform about several elements before starting with the research itself. This will be done through answering the four theoretical sub-questions mentioned earlier.

2.1 Ethical purchasing

The first theoretical sub-question asks what ethical purchasing is and what the main barriers are. First, it is necessary to understand what ethical purchasing is. Meulenberg (2003) defines ethical, or sustainable, consumption as consumption that is influenced by the consumer's societal responsibility, as well as by their individual wants and needs. As Cornish (2013) says, "ethical consumers have been classified as those who hold positive attitudes and intentions towards ethical concerns such as environmentalism, animal issues and human rights infringements, and purchase related ethical products". Ethical consumers actively evaluate environmental and social aspects of products instead of accepting what is offered (Crane, 2016). These ethical consumers cannot be segmented by demographics alone, because ethical awareness has become widespread (Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, 2003). Gupta and Ogden (2006) argue that segmentation based on a combination of demographic, psychographic and individual characteristics will be more accurate.

2.1.1 Attitude-behaviour gap and the causing barriers

As mentioned, people are becoming more aware of the consequences of clothing production (Pookulangara & Shephard, 2013). This does not always necessarily lead to changes in behaviour. Ethical products only justify less than 1% of the total market share for most categories (The Co-operative Bank, 2010). The interest in sustainability has increased and consumers' attitudes towards it are positive, but the purchase intentions of consumers are not consistent with these attitudes (Jung, Choi, & Oh, 2020). Shaw, McMaster and Newholm (2016) suggest that "caring about does not necessarily lead to care-giving". Futerra (2005) found that only 10% of the consumers which state they would purchase ethical products, actually purchase. So, in the vast majority of cases ethical intentions are not representative for ethical behaviour and no definite explanation for this phenomenon has been found yet (Kollmuss & Agyeman, 2002). This phenomenon is known as the attitude-behaviour gap (or intention-behaviour gap), which has been a topic of interest for a while. Weigel (1983) identifies an attitude as "an enduring set of beliefs about an object that predisposes people to behave in a particular way towards the object". Attitudes are one of the major factors that guide human behaviour (Bredahl, 2001). Auger

and Devinney (2007) argue that consumers are not as ethically minded as researchers believe. They found that part of the examined attitude-behaviour gap comes from the inherent weaknesses in survey designs, which may overstate the importance of the ethical issues. Thereby, they argue that consumers do not reveal their true attitudes towards ethical issues because of the sensitivity of this topic. However, this will only explain one part of the gap and it is a weakness in the results, not so much a barrier for purchasing. Most consumers' attitudes and purchase intention towards ethical products are positive, but it appears that certain attributes weigh heavier and this withholds consumers to purchase ethical products in the end. A substantial amount of research has already been done about these attributes, and the most important barriers suggested for ethical purchasing are ethical consumption not being a priority (Carrigan & Attalla, 2001; Cornish, 2013), which leads to a low sustainability involvement (Vermeir & Verbeke, 2006; Tabassi, Esmaeilzadeh, & Sambasivan, 2012; Hollebeek, Jaeger, Brodie, & Balemi, 2007), perceived availability (Vermeir & Verbeke, 2006; Gleim, Smith, Andrews, & Cronin, 2013; Uusitalo & Oksanen, 2004), price (Weatherell, Tregear, & Allinson, 2003; Gleim, Smith, Andrews, & Cronin, 2013; Pickett-Baker & Ozaki, 2008; Bray, Johns, & Kilburn, 2010; Pelsmacker, Driesen, & Rayp, 2005; Uusitalo & Oksanen, 2004), the lack of information (Shaw, Shui, Hogg, Wilson, & Hassan, 2006; Durif, Boivin, Rajaobelina, & François-Lecompte, 2011), which automatically leads to a lack of knowledge (Bray, Johns, & Kilburn, 2010; Pelsmacker & Janssens, 2007; Vermeir & Verbeke, 2006), need for reassurance (Johnstone & Tan, 2015), quality (Weatherell, Tregear, & Allinson, 2003; Cornish, 2013), lack of believe in power of individuals (Balderjahn, 1988; Bray, Johns, & Kilburn, 2010) and the persuasion that the extra premium does not reach the end beneficiary (Shaw & Shiu, 2003). Below, all these barriers will be discussed in detail.

Barriers to Purchase

2.1.2 Priority

Carrigan and Attalla (2001) looked at the attitude-behaviour gap and concluded that most consumers pay little attention to ethical considerations in their purchase behaviour. Cornish (2013), who studied the different motivations behind the purchasing of ethical products, also came to the conclusion that consumers often do not find ethical credentials a priority in their purchasing process. De Pelsmacker and Janssens (2007) mention that the most important obstacle for fair trade organizations is to fight consumers' indifference towards ethical products.

2.1.3 Sustainability involvement

When ethical issues are no priority in purchasing, the involvement is also automatically low. Because no priority is not the only cause for low involvement, they can be regarded as two separate barriers. Vermeir and Verbeke (2006) found that involvement with sustainability has a significant positive effect on consumers' attitudes towards purchasing ethical products, resulting in them increasing their effort to search for the products. Tabassi, Esmaeilzadeh and Sambasivan (2012) found a positive relationship between purchase intention and product image, i.e. the level of involvement. Thereby, consumers that

have high product involvement, place less importance on price (Hollebeek, Jaeger, Brodie, & Balemi, 2007).

2.1.4 Perceived availability

Vermeir and Verbeke (2006) looked at the attitude-behaviour gap regarding sustainable food products. They concluded that one of the reasons for this gap could be the low perceived availability of sustainable products. Even though consumers have a positive attitude, the perceived availability can act as a barrier in the purchasing process. This coincides with the results of Gleim, Smith, Andrews and Cronin (2013) and Uusitalo and Oksanen (2004). When stressing the availability of sustainable products, consumers are stimulated to buy these products (Vermeir & Verbeke, 2006). One study mentions that the wider the availability of ethical products in stores, the more executable the options seemed alongside mainstream alternatives (Burke, Eckert, & Davis, 2014).

2.1.5 Price

Price is an attribute that consumers find very important when purchasing (Weatherell, Tregear, & Allinson, 2003; Gleim, Smith, Andrews, & Cronin, 2013; Pickett-Baker & Ozaki, 2008). Often, participants of Bray, Johns and Kilburn's (2010) study even mentioned they care more about financial than ethical values. This is in line with the results of an Belgian study about fair-trade coffee done by De Pelsmacker, Driesen and Rayp (2005). They showed that the appreciation for fair-trade attributes is not strong enough for consumers to be willing to pay a premium. According to participants of Johnstone and Tan's (2015) study, being environmentally friendly requires money, time and effort. They mention that 'it is too hard to be green' because of these attributes. You need to be prepared to make sacrifices if you want to be green. Thus, high prices of ethical products are one of the main obstacles of ethical purchasing (Uusitalo & Oksanen, 2004).

2.1.6 Lack of information

Engel, Kollat and Blackwell (1968) came up with a five-stage model that explains the decision-making process of consumers. To this day, it is still seen as the traditional model of consumer behaviour. The five stages are (1) need for recognition, (2) information search, (3) alternative evaluation, (4) purchase and (5) the outcome. This model proves that the search for information is one of the most important things when purchasing, so when the quantity of information is insufficient, the decision-making will be made a lot harder. Responsible consumers are most concerned about the lack of information and it is one of the main impediments to embracing more responsible consumption habits (Durif, Boivin, Rajaobelina, & François-Lecompte, 2011). Thus, information is probably one of the most important attributes that drive consumers to purchase ethically and the lack of it will probably restrict the demand for ethical products (Shaw, Shui, Hogg, Wilson, & Hassan, 2006).

2.1.7 Lack of knowledge

Logically, when there is a lack of information, it will automatically lead to a lack of knowledge about ethical issues among consumers. However, a lack of knowledge is not only caused by a lack of information, it may have different causes. Therefore, lack of knowledge will be regarded as a separate possible barrier. Most people do not have enough knowledge to act environmentally responsible. This is in line with the statements made by the participants of the Bray, Johns and Kilburn (2010) study. De Pelsmacker and Janssens (2007) state that improving knowledge about ethical issues and products will directly and indirectly lead to more buying. Even when consumers are willing to pay more and can afford ethical products, there is not enough information for them to be certain that the extra expense is worth it (Vermeir & Verbeke, 2006).

2.1.8 Need for reassurance

Johnstone and Tan's (2015) participants also state that consumers need reassurance that the environmental friendly products are legitimate, because the product information is often found confusing. Only if consumers are fully informed, they can make effective purchase decisions (Sproles, Geistfeld, & Badenhop, 1978). One important sign of recognition that can support reassuring consumers, is the fair trade mark placed on ethical products (Szmigin, Carrigan, & O'Loughlin, 2007).

2.1.9 Other attributes

Another important attribute when purchasing is quality (Weatherell, Tregear, & Allinson, 2003). Quality is often non-negotiable, even for ethically-minded consumers, and may result in not consuming the products in the end (Cornish, 2013). Other attributes that influence the purchase of ethical products are the lack of believe in the power of individuals (Balderjahn, 1988; Bray, Johns, & Kilburn, 2010), as well as the persuasion that the extra premium does not reach the end beneficiary (Shaw & Shiu, 2003).

2.1.10 Conclusion of ethical purchasing barriers

Everyone knows about ethical consumption and numerous consumers have positive attitudes towards it, but eventually only some perform the corresponding behaviour. This phenomenon is called the attitude-behaviour gap of ethical purchasing. This gap is caused by different barriers that withhold consumers to follow their ethical intentions. Incorrect results may come from inherent weaknesses in survey designs and consumers not being totally honest because of the sensitivity of this topic. This is a weakness in results and not a barrier. Through many papers, the following barriers of ethical purchasing are suggested. The first one is ethical issues not being a priority for consumers and therefore they pay little attention to it. This leads to a low level of involvement, which could also be a barrier for ethical purchasing. Low perceived availability of ethical products may be another barrier for consumers, as well as price. Lots of consumers find financial values more important than ethical values. Researchers mention a lack of information that automatically leads to a lack of knowledge as two other possible barriers of ethical purchasing. Some other suggested barriers are the need of reassurance that the

environmentally friendly products are legitimate, quality, the lack of believe in the power of individuals and the persuasion that the extra premium does not reach the end beneficiary. Knowing which attributes probably withhold consumers to purchase ethically, will give you a better insight in consumers' ethical purchasing behaviour. However, most of these barriers are studied when looking at ethical purchasing of food, mainly fair trade coffee. Therefore, the aim of this paper is to build further understanding if these barriers also influence ethical fashion and explore if there are possibly more barriers when it comes to the fashion category.

2.2 Ethical fashion

The second theoretical sub-question concerns the meaning of ethical fashion and what the barriers are for purchasing. Joergens (2006) defines ethical fashion as fashionable apparel products from which the production process does not harm the environment and is fair to workers, regarding wage and working conditions. In general, most definitions of ethical fashion name environmental harm and unfair working conditions as negative impacts of the fashion industry (Haug & Busch, 2016). Ethical fashion specifically, is a topic on which far less research has been done. Tsëelon (2011) states that the sales of ethical clothing did increase because of the growing awareness of consumers, but despite this the ethical fashion market is still undeveloped. All relevant articles do mention that consumers are aware of ethical fashion, but just as with ethical purchasing in general, there is an attitude-behaviour gap in ethical fashion purchasing. Attributes named earlier, which probably withhold consumers to purchase ethical products in general, may also apply for the purchase of ethical fashion, since this is an ethical product. However, this has not been explored to a large extent. However, some research about purchase barriers has been done and it suggests that the following attributes withhold consumers to purchase ethical fashion: personal values (Joergens, 2006; Manchiraju & Sadachar, 2014), perceived availability (Crane, 2016; Shaw, Shui, Hogg, Wilson, & Hassan, 2006; Sudbury & Böltner, 2011; Carrington, Neville, & Whitwell, 2014), price (Shen, Richards, & Liu, 2013; Joergens, 2006; Sudbury & Böltner, 2011; Shen, Wang, Lo, & Shum, 2012; Iwanow, McEachern, & Jeffrey, 2005), the lack of information (Crane, 2016) what automatically leads to a lack of knowledge (Shen, Richards, & Liu, 2013; Shen, Wang, Lo, & Shum, 2012), the need for reassurance (Joergens, 2006) and quality (Joergens, 2006; Iwanow, McEachern, & Jeffrey, 2005; Niinimäki, 2010).

Barriers to Purchase

2.2.1 Personal values

Joergens (2006) found that when it comes to fashion, ethical issues have almost no effect on purchase behaviour and that personal needs are the primary motivation. Alongside, Manchiraju and Sadacher (2014) found a significant negative relationship between self-enhancement personal values and behavioural intention towards ethical fashion purchasing. Thereby, consumers often do not recognise the ethical consequences of their purchases (McDevitt, Giapponi, & Tromley, 2007). Numerous papers named in this study, acknowledge the fact that consumers weigh personal values and needs more heavily

than the ethical side of fashion. This is equivalent to the priority barrier mentioned for ethical purchasing in general, because weighing personal values more heavily equates to ethical issues not being a priority.

2.2.2 Perceived availability

Perceived availability is suggested to be a barrier for ethical fashion too. Unethically manufactured, low-cost and low-quality clothes are more available than ethically manufactured clothes (Crane, 2016). A study from Carey and Cervellon (2014) concludes that perceived availability of this type of fashion differs per nation. Shaw, Shui, Hogg, Wilson and Hassan (2006) state that even ethically committed consumers justified purchasing brands that are known for their sweatshop labour, because of the availability and the lack of choice from ethical retailers. Sudbury and Böltner (2011) also mention a lack of ethical fashion in mainstream markets as a barrier for ethical fashion purchasing. Ethical consumers must shop outside mainstream markets and thus look for new stores, to change their habits and perform desired behaviours (Carrington, Neville, & Whitwell, 2014).

2.2.3 Price

Something that is mentioned in the paper of Shen, Richards and Liu (2013), is that consumers find price more important than ethical issues, even though they are interested in ethical purchasing. This is in agreement with Joergens (2006) findings, which state the choice of ethical fashion depends, inter alia, on the offered price similar to non-ethical brands. Sudbury and Böltner (2011) agree with this and mention that the gap between positive attitudes towards ethical fashion and the actual consumption of it, is mainly due to price. Shen, Wang, Lo and Shum (2012) mention there is an inconsistency between levels of support, by looking at the future purchase behaviour towards ethically responsible fashion of consumers, and their willingness to pay a premium. Price has a greater influence on apparel purchasing behaviour than ethical concerns regarding the supplier (Iwanow, McEachern, & Jeffrey, 2005).

2.2.4 Lack of information

Also for ethical fashion decision-making, the five-stage model of Engel, Kollat and Blackwell (1968) applies. Again, when there is not enough information available it will be harder to reach a purchase decision. Consumers need a certain type of information about ethical garments, which is often unavailable (Crane, 2016). Sudbury and Böltner (2011) mention that there is a lack of ethical fashion in the media which may prevent spreading the information. An increase in the importance of ethical dimensions in decision-making can come from tragic events, such as the collapsed manufacturing building in Bangladesh in 2013 (Shen, Richards, & Liu, 2013). This motivates customers to be more aware when they buy products. Bray, Johns and Kilburn (2010) state that consumers seem most receptive to change in their behaviour when a news story forced them to think about certain ethical issues. However, they found out that positive information from e.g. news stories, generate less interest and seemed less likely to affect purchase behaviour. Herr, Kardes and Kim (1991) confirm this with the finding that negative information is more informative than positive information.

2.2.5 Lack of knowledge

Lack of information automatically results in a lack of knowledge of the consumer, but again this is not the only cause and therefore these barriers are regarded as two separate barriers. Shen, Richards and Liu (2013) mention in their research that consumers are aware of the ethical issues regarding fashion, but they do not have the sufficient knowledge about this topic, what makes it harder to act on it. According to Shen, Wang, Lo and Shum (2012), lack of knowledge of ethical fashion practices withholds consumers from changing their concerns into actual behaviour. Paulins and Hillery (2009) state that knowledge about eco-fashion helps individuals be responsible and contribute to society. When ethical fashion is broadly mentioned, the awareness in the buying process increases (Bray, Johns, & Kilburn, 2010). This may turn into a positive thing and can be helpful in raising awareness and knowledge to people about the topic. Something that may be important, is the combination of the lack of knowledge, mentioned by Shen, Richards and Liu (2013), and the lack of awareness-raising by the market and media, mentioned by Sudbury and Böltner (2011). These two attributes combined may be the reason why consumers are not stimulated to change their incentive behaviour and keep choosing their own values over their positive attitudes towards ethical fashion.

2.2.6 Need for reassurance

Participants of Joergens' (2006) study mention a disbelief in authenticity in the brands' statements, which shows that consumers do not fully trust brands and thus need some kind of reassurance that their actions are legitimate. As mentioned for ethical purchasing in general, labels could help give consumers this reassurance. However, consumers often do not understand and therefore misinterpret these labels (D'Souza, Taghian, Lamb, & Peretiatko, 2007).

2.2.7 Quality

The choice by participants of Joergens' (2006) study also depends on the offered quality of apparel. Quality being one influence of purchasing apparel, eco-friendly or not, is validated by Iwanow, McEachern and Jeffrey (2005) and Niinimäki (2010).

2.2.8 Conclusion of ethical fashion barriers

As mentioned, research suggests that the attitude-behaviour gap also holds true for ethical fashion. Barriers to purchase ethical fashion are suggested to be personal values, perceived availability, price, lack of information, lack of knowledge, the need for reassurance and quality. All barriers overlap with the ones from ethical purchasing in general, some only have a different naming. However, multiple barriers from the attitude-behaviour gap of ethical products in general mentioned earlier, have not been explored to understand if they hold true for ethical fashion too. For example, attributes such as the level of involvement, the lack of believe in the power of individuals and the questionable end destiny of the extra premium. Because there has been done far less research about barriers of ethical fashion purchasing than for ethical purchasing in general, there also may be other barriers that are still unexplored.

2.3 Generations

The third theoretical sub-question asks what the personal characteristics and attitudes towards ethical values are of generations X and Z. Anich and White (2009) found that age is a key variable that influences a consumer's purchase intention of ethical products. Different age groups need to be targeted differently. For young people it is important that the ethical attitudes are consistently rewarding and for the older people it may be necessary to overcome their 'ethical fatigue' by appealing to their need for autonomy. Alongside, Boyd (2010) suggests that there are differences in perception of ethical and unethical behaviours between generations. Kupperschmidt (2000) defines a generations as an identifiable group that shares specific events. Thereby, this group of people is born in a certain time interval (Rindfleisch, 1994). This research will focus on two generations, generation X and generation Z. Therefore, the participants' year of birth is the criterion and must be aligned with the time period of the two groups. Generation X mostly consists of the parents of generation Z. This is an interesting aspect, because even though both generations may live or did live in the same house, their perception of ethical issues and purchasing is significantly different. Verschoor (2013) states that willingness to 'let the ends justify the means' has a strong negative correlation with age. This may lead to younger people thinking less about the consequences of the circumstances of the clothing production, because in the end they have clothes they desire. The comparison of ethical fashion purchasing barriers between two generations has not been done so far in previous literature, but ethical sensitivity does increase with consumers' age (Hines & Ames, 2000). Therefore, this research will also concentrate on the differences between generations of ethical fashion barriers.

2.3.1 Generation X

Generation X, also known as the Thirteenth generation, includes all the people born between 1960 and 1979 (Klopota, Aleksić, & Vinković, 2020). In their research, Klopota, Aleksić and Vinković (2020) named characteristics of multiple generations. Important characteristics for this research where generation X is known for, is their self-centered view, practicality, being materialistic and having a sense of relativity. They find attributes like product quality, price, word-of-mouth and environmental issues important (Strauss & Howe, 1991; Appelbaum, Serena, & Shapiro, 2004). Generation X members are low in materialism and in addition, there is a negative correlation between materialism and consumer ethics. From this can be concluded that this generation is high in consumer ethical values. However, this generation has become used to immediate gratification (Martin, 2002). Thereby, generation X prefers messages that stress the image of fashion to messages about comfort, value and quality of the products (Guedes, 2011).

2.3.2 Generation Z

Generation Z includes all the people born between 1995 and 2010 (Klopota, Aleksić, & Vinković, 2020). They have a different behaviour compared to earlier generations (Schlossberg, 2016). Klopota, Aleksić and Vinković (2020) also named characteristics of this generation. The most important ones for

this research are having no sense of commitment, questioning the need for it all, lack of thinking, such as consequential thinking, and the thereby need to divide attention. Ernst & Young (2015) sees generation Z as consumers that have experienced a lot in their lifetimes. They are more self-aware and they see their role in the world as more important, because they understand their responsibilities and want to improve in the larger ecosystem. Generation Z is more green, sustainability-oriented and they take companies and brands into consideration that enhance their experiences and feelings (Dabija, Bejan, & Dinu, 2019). Schlossberg (2016) claims that price is not an equally dominant factor for generation Z as for the other generations. Thereby, generation Z has higher expectations, no brand loyalty and cares more about the experience. Razum, Bajs and Zekic (2017) mention in their study about sustainable consumption patterns of generation Z in the fashion industry, that young consumers are becoming more and more aware of harmful environmental effects of the fashion industry, the problems of child labour, overcrowded factories, but also quality of produced garments. These results align the findings of Helmersson and Svensson (2016), which state that generation Z highly cares for ethics.

2.3.3 Conclusion of generations X and Z

Age has an influence on the ethical purchase intention. Therefore, it would be interesting for this study to look at the differences between generations. Generations X and Z are analysed. Important characteristics of generation X for this research are their self-centered view, practicality, being materialistic and having a sense of relativity. They find attributes like product quality, price, word-of-mouth and environmental issues important. They are low in materialism and in addition, there is a negative correlation between materialism and consumer ethics. The characteristics of generation Z are having no sense of commitment, questioning the need for it all, lack of thinking, such as consequential thinking, and the thereby need to divide attention. They are more self-aware and they see their role in the world as more important, because they understand their responsibilities and want to improve in the larger ecosystem. The younger generation is becoming more aware of the negative aspects in the production process of fashion. Both generations still show an attitude-behaviour gap when it comes to ethical purchasing.

2.4 Dutch consumers

This research is being done in the Netherlands and looks at the way Dutch people behave regarding ethical fashion choices. Therefore, it may be important to discuss some influencing factors concerning the Dutch people. This will add an additional layer of depth to the understanding of barriers and will be representative of other similar cultures.

2.4.1 Statistics

Statista Research Department conducted a survey among Dutch consumers about ethical consumption. Results showed that 6% of participants perceive themselves as sustainable consumers, which take the environment and ethical/societal considerations into account when making a purchase. 32% of

participants state that this somewhat applies to them (StatistaResearchDepartment, 2020). The willingness to pay extra for sustainable products in the Netherlands did increase (StatistaResearchDepartment, 2020): from only 30% in 2014 to 38% in 2019. They also looked at the willingness to pay extra for products that were produced under fair labour circumstances. Only 9% of the survey participants stated that they were very open to the idea and 32% was somewhat open to paying more for products produced under fair labour circumstances (StatistaResearchDepartment, 2020). They also looked at sustainable clothing specifically. This revealed that a little over 5% of the survey participants stated that they take into consideration whether the clothes they buy are produced using sustainable components (StatistaResearchDepartment, 2020). What can be concluded from these findings, is that sustainable consumption in the Netherlands is far from the default purchasing process.

2.4.2 Comparisons to Europe

Liobikinė, Mandravickaitė and Bernatoniė (2016) performed a research about green purchasing behaviour in the EU and how to understand it using the theory of planned behaviour. They found that the level of subjective norms significantly determined the green purchasing behaviour. Azjen (1991) describes that a subjective norm “refers to the perceived social pressure to perform or not perform the behaviour”. He mentions that the higher the level of subjective norm, the stronger a consumer’s intention is to perform the behaviour. The study concludes that the Netherlands has the lowest level of subjective norms compared to the rest of Europe. It means that Dutch people feel less morally responsible for others by buying sustainable products and that positive social image is less important to them. They also found that the interaction of knowledge and confidence in green products had a positive effect on green purchasing behaviour in the Netherlands. However, this influence was equal to the rest of Europe and at a lower level than the influence of subjective norms.

2.4.3 Motivations and barriers of sustainable clothing consumers

A research was conducted among sustainable clothing consumers in the Netherlands, whether consumers want to change the current fashion system. Goossensen (2019) interviewed consumers at the IJhallen, which is the biggest flea market in Europe, and asked them about their motivations and barriers regarding the purchase of sustainable fashion. They mentioned the following motivations: cheap and unique items, giving items a second life, higher quality, sustainable aspects and the atmosphere of the market. As barriers they mentioned: availability of second hand clothes as well as newly produced sustainable clothes, the price of newly produced sustainable clothes, the difficulty level of identifying if something is sustainable and the lack of information about the topic. This largely corresponds to the barriers of ethical fashion purchasing mentioned earlier. However, this study looked at second-hand sustainable fashion. In contrast, this research will look at sustainable fashion more broadly, including looking at newly made garments and the accompanying working conditions. Also, this paper will look at all Dutch consumers rather than sustainable clothing consumers.

2.4.4 Conclusion of Dutch consumers

As mentioned, what can be concluded from these studies is that sustainable consumption in the Netherlands is far from the default purchasing process. There are strong differences in levels of self-consideration for being a sustainable consumer in the Netherlands. However, the willingness to pay extra for sustainable products in the Netherlands did increase over time. Dutch consumers have the lowest level of subjective norms compared to the rest of Europe. Also, the interaction of knowledge and confidence in green products has a positive effect on green purchasing behaviour in the Netherlands. Dutch sustainable clothing consumers of second-hand sustainable clothes mention the following motivations: cheap and unique items, giving items a second life, higher quality, sustainable aspects and the atmosphere of the market. They mention the following purchasing barriers: availability of second hand clothes as well as newly produced sustainable clothes, the price of newly produced sustainable clothes, the difficulty level of identifying if something is sustainable and the lack of information about the topic. The Goossens (2019) study concerns existing sustainable clothing consumers of second-hand clothing. This research will look at all consumers and not necessarily just sustainable fashion, but ethical fashion more broadly.

2.5 Summary of literature review

The conclusion that can be drawn from this literature review, is that substantial research has been done about ethical purchasing. When looking at ethical purchasing, an attitude-behaviour gap exists. Numerous consumers have a positive attitude towards ethical purchasing, but only 10% of these consumers eventually do purchase (Futerra, 2005). Multiple barriers of ethical purchasing which cause this gap, are mentioned in this chapter, for both ethical products in general as well as ethical fashion. The barriers of ethical purchasing in general are ethical issues not being the priority (Carrigan & Attalla, 2001; Cornish, 2013) what leads to a low sustainability involvement (Vermeir & Verbeke, 2006; Tabassi, Esmaeilzadeh, & Sambasivan, 2012; Hollebeek, Jaeger, Brodie, & Balemi, 2007), low perceived availability (Vermeir & Verbeke, 2006; Gleim, Smith, Andrews, & Cronin, 2013; Uusitalo & Oksanen, 2004), price (Weatherell, Tregear, & Allinson, 2003; Gleim, Smith, Andrews, & Cronin, 2013; Pickett-Baker & Ozaki, 2008; Bray, Johns, & Kilburn, 2010; Pelsmacker, Driesen, & Rayp, 2005; Uusitalo & Oksanen, 2004), lack of information (Shaw, Shui, Hogg, Wilson, & Hassan, 2006; Durif, Boivin, Rajaobelina, & François-Lecompte, 2011) what leads to a lack of knowledge (Bray, Johns, & Kilburn, 2010; Pelsmacker & Janssens, 2007; Vermeir & Verbeke, 2006), the need for reassurance that the environmental friendly products are legitimate (Johnstone & Tan, 2015), quality (Weatherell, Tregear, & Allinson, 2003; Cornish, 2013), lack of believe in the power of individuals (Balderjahn, 1988; Bray, Johns, & Kilburn, 2010) and the persuasion that the extra premium does not reach the end beneficiary (Shaw & Shiu, 2003). Some barriers from the attitude-behaviour gap of ethical products in general mentioned earlier, are not yet to be true for ethical fashion. Barriers that are proven to be true for ethical fashion are the personal values (Joergens, 2006; Manchiraju & Sadachar, 2014), low

perceived availability (Crane, 2016; Shaw, Shui, Hogg, Wilson, & Hassan, 2006; Sudbury & Böltner, 2011; Carrington, Neville, & Whitwell, 2014), price (Shen, Richards, & Liu, 2013; Joergens, 2006; Sudbury & Böltner, 2011; Shen, Wang, Lo, & Shum, 2012; Iwanow, McEachern, & Jeffrey, 2005), lack of information (Crane, 2016) what automatically leads to a lack of knowledge (Shen, Richards, & Liu, 2013; Shen, Wang, Lo, & Shum, 2012), the need for reassurance (Joergens, 2006) and quality (Joergens, 2006; Iwanow, McEachern, & Jeffrey, 2005; Niinimäki, 2010). The barriers of ethical purchasing in general that are not yet proven to be true for ethical fashion are the level of involvement, the lack of believe in the power of individuals and the questionable end destiny of the extra premium. These barriers combine with other possible barriers that haven't been explored yet. All barriers mentioned in this literature review chapter are clearly presented in Table 1 in Appendix A. Age also influences the perception of ethical purchasing (Anich & White, 2009), however this has not been captured in previous research relating to ethical fashion purchases. This study focuses specifically on generation X and Z. Generation X finds attributes like quality, price, word-of-mouth and environmental issues important (Strauss & Howe, 1991; Appelbaum, Serena, & Shapiro, 2004). The characteristics of generation Z are having no sense of commitment, questioning the need for it all, lack of thinking, such as consequential thinking, and the thereby need to divide attention (Klopotan, Aleksić, & Vinković, 2020). Because this study will be done in the Netherlands, a little more understanding of Dutch consumers regarding ethically purchasing is necessary. Research shows that sustainable consumption is far from the default purchasing process of Dutch consumers. There are strong differences in levels of self-consideration for being a sustainable consumer in the Netherlands. However, the willingness to pay extra for sustainable products in the Netherlands did increase. Dutch sustainable clothing consumers of second-hand fashion mention the following barriers: availability of second hand clothes as well as newly produced sustainable clothes, the price of newly produced sustainable clothes, the difficulty level of identifying if something is sustainable and the lack of information about the topic (Goossensen, 2019).

However, that study only covers existing sustainable consumers. This paper will look at all Dutch consumers. Thereby, it will look at sustainable fashion more broadly, also including the working circumstances. Additionally, what is not been done in previous studies and what will be covered here, is the comparison of these barriers between generations.

2.6 Propositions

The first empirical sub-question is: are ethical fashion purchasing barriers similar or different to general ethical purchasing barriers? When comparing literature, it shows that some barriers that withhold consumers to purchase ethically are the same for fashion and general purchasing. There are some barriers that are true for ethical purchasing in general, which are not yet proven to be true for ethical fashion purchasing. What strikes is that all yet proven barriers of ethical fashion purchasing, also hold true for ethical purchasing in general and so;

Proposition 1: Dutch consumers will have similar barriers to purchase ethical fashion as they do towards general ethical products.

The second empirical sub-question is: is there a difference in how ethical fashion is perceived per generation? Even though in most cases generation X are the parents of generation Z and most live or did live in one household, literature showed different characteristics of the generations, such as the differences in what is important for them. Age is a key variable that influences a consumer's purchase intention of ethical products (Anich & White, 2009) and therefore;

Proposition 2: Consumers from generation X will value ethical fashion higher than consumers from generation Z and thus will have a more positive attitude towards it.

2.7 Conceptual model – Intended Research Analysis

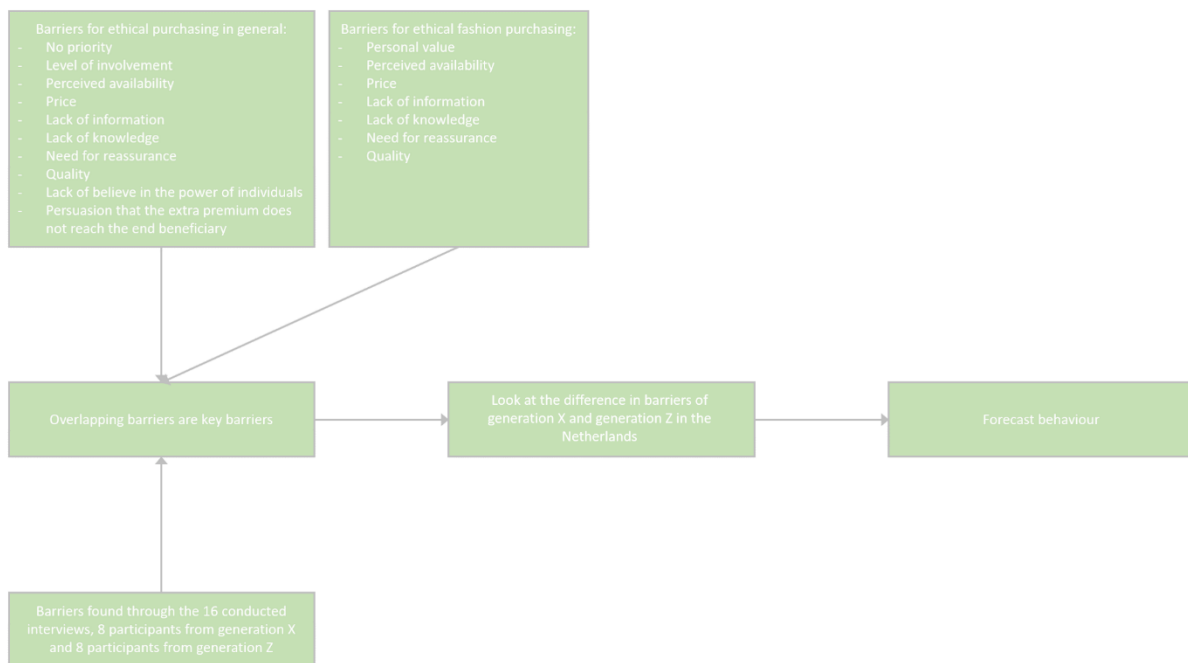


Figure 1. Conceptual model of this paper.

The model above depicts what this research will look like. The barriers of ethical fashion purchasing that will be found through interviews, will be compared to the already proven barriers that are found in reviewed literature. It may be that new barriers are discovered for ethical fashion purchasing. This step will accept or refute the first proposition and will show the key barriers. Then, the attributes will be analysed per generation and this will be followed with a comparison between generation X and Z, which leads to accepting or refuting the second proposition. Once both propositions are accepted or refuted, a forecast of consumers' ethical fashion purchasing behaviour can be made. This will provide a recommendation mainly to companies, but also to future researchers.

3. Methodology

There are three types of research, namely exploratory, descriptive and causal research. Exploratory research is qualitative research and looks at the first impressions or possibly important attributes. It discovers ideas (Boyle, 2017). Descriptive research is quantitative research and looks at the relationship between phenomena. It tests hypotheses or specific research questions (Boyle, 2017). Causal research looks at cause-and-effect relationships. What kind of research you do depends on what the goal of your research is and thus the research question.

3.1 Type of research choice

This research explores why consumers are less likely to buy ethical fashion. Therefore, exploratory research, which is qualitative, will be the best option. This is an inductive, interpretive approach to research (Boyle, 2017) and it looks at which things matter. This type of research is useful for measuring behaviour, which will be done here. Boyle (2017) states that qualitative research is about “extracting meaning and understanding from non-numerical data”. This is mainly done by focus groups and in-depth interviews, but can also be done by visual data such as photos and videos and online and digital material (Boyle, 2017). The data collection approach is often unstructured and the results are subjective (Boyle, 2017). For this research, semi-structured in-depth interviews were conducted. Some examples of questions are:

“Do you buy ethical products in general? If so, what and why? If not, why not?”

“Do you buy ethical fashion? If so, why? If not, why not?”

“Do you think that your generation worries about unethical aspects and the consequences of their purchases? Is this different to other generations?”

All questions of the interview can be found in Appendix B. The interviews are done in private, so that the sensitivity of this topic will play a smaller role. The interviews are recorded, transcribed and placed in Appendix C, this can be seen as the raw data. Because this research has been done in the Netherlands, the language of the interviews is Dutch. The transcripts are translated to English.

Focus groups would have been a poorer option, because this does not represent the views of a population (Vogt, King, & King, 2004). Also, visual data and online and digital material will not work, because this research studies the behaviour of consumers and therefore, these attributes will not add value.

3.2 Research sample

Gathering participants for the interviews is a little harder, because of the recent physical contact restrictions. Participants were family or friends of the author. Therefore, *convenience sampling* was used and the sample of participants may not represent the full population. The data is collected from May 31st until June 7th of 2020. The interviews were either on a face-to-face basis if this was possible, or online

through video chat. Both methods further allowed the researcher to observe body language and facial expressions. They were asked five demographic questions first (see Appendix B). This was done to give an impression of who the participants are. A summary of all demographics per person can be found in Table 2 in Appendix D.

As mentioned, this interview is done in the Netherlands. Therefore, Dutch consumers are asked to participate in this research. However, some consumers do live in the Netherlands, but have a different country of origin (see Table 2 in Appendix D). This will not damage the data, because they have been here for more than thirty years and therefore their purchasing behaviour will not differ significantly because of their roots. Thereby, a Dutch nationality is not a necessity for this research. The participants do live widely throughout the Netherlands to ensure a broader regional sample.

This paper will look at the difference between generation X and Z and therefore, participants were segmented based on their year of birth. The participants from generation X were all between the 41 and 48 years old. The participants from generation Z were all between the 17 and 24 years old. In total 16 interviews were conducted, of which 8 were conducted from consumers that are part of generation X and 8 from consumers that are part of generation Z (see Table 2 in Appendix D).

The idea was to choose the participants based on their gender to represent the ratio of the population. However, this was harder than expected and therefore a sampling error exists. Women are more occupied by fashion in general (Ties, 2019) and therefore it justifies that women are slightly overrepresented. In Table 3 below, the sample and population characteristics of this demographic per generation are compared.

Table 3. Sample and population characteristics of gender per generation.

	Sample % generation X	Population % generation X	Sample % generation Z	Population % generation Z
Man	37.50%	51.04%	37.50%	50.00%
Woman	62.50%	48.96%	62.50%	50.00%

Note: the population data is from 2020 and retrieved from www.cbs.nl.

After the demographic questions, the interview was focused on extracting the opinions of the participants. They were asked about their purchasing behaviour either ethical or unethical, how ethical their behaviour is in general and about personal barriers of ethical purchasing. After this, they were asked through multiple questions, to compare themselves to their generation and to compare their generation with other generations. This was all done in 19 separate, open questions and follow-up

questions, if required. These follow-up questions were partly for preventing an *acquiescence bias*, a tendency of participants to agree with the statements of the interviewer (Hurd, 1999). Almost no questions were formed like statements, and the few dichotomous questions are followed by follow-up questions to let participants explain their answer. Because the answers of the participants were leading the pace and sequence of questions, the interviews were not all conducted in the exact same order. Therefore, the interviews were semi-structured. However, at the end of the interview, it was made sure that all questions were asked and answered, so no data was missing. The duration of the interviews was around 12 minutes each.

Because of the earlier mentioned sensitivity of the topic, it may be possible to create a *social desirability bias*. A social desirability bias consist of participants answering the questions with the perception of what is “correct” or socially acceptable in the back of their head and this leads to biased answers (Fisher, 1993). Fisher (1993) finds that something that reduces this bias, is indirect questioning, what can be done by asking about how a third party feels. Therefore, this study also asked questions to let people reflect on their generation and country and not only on themselves.

3.3 Data acquisition

3.3.1 Type of data analysis

The analysis of qualitative data is a “dynamic, intuitive and creative process of inductive reasoning, thinking and theorizing” (Basit, 2003). In order to make sense of the textual data, coding can be used (Basit, 2003). This paper also codes the collected data. Coding is “the analytical process through which data is fractured, conceptualized and integrated to form theory” (Strauss & Corbin, 1998). Two different coding techniques were discussed by Stemler (2001), namely emergent coding and a priori coding. With a priori coding, the categories are established beforehand (Stemler, 2001). This paper has done research to prior suggested barriers of ethical purchasing. However, these do not count as barriers used to segment the data retrieved from the interviews, but rather as comparison during the discussion of the results. The aim of this paper is to hopefully find new attributes that are not discussed yet.

3.3.2 Data analysing process

All the coding is done by hand instead of with a program. This paper is coded with the help of emerging coding. Emerging coding provides codes that are drawn from the data through preliminary examination (Stemler, 2001). One of these emergent coding techniques is open coding. Open coding is the first stage in creating codes (Strauss & Corbin, 1998). During this stage the interview is read through and answers are summarized in a few words. This is followed by axial coding, where “categories are related to their subcategories to form more precise and complete explanations about phenomena” (Strauss & Corbin, 1998). The third stage is selective coding, where “categories are organized around a central explanatory concept” (Strauss & Corbin, 1998). An example of how the coding took place follows. The first question was what people find important when buying clothes. One answer was: “That it won’t tear very easily”.

The open code for this answer is “not tearing easily” and the axial code is “quality”. This is also the selective code as this aligns with the core value. In this paper, the selective code and axial code is the same for all the answers, because specifying even more will not be possible and if so, data will get lost. All the open and axial codes per question can be found in Tables 4 to 21 in Appendix E. The open and axial codes for the barriers that withhold consumers to purchase ethical products in general and ethical fashion, are summarized and given in table 22 below to make it more convenient. Data was processed without any interference, manipulation or omission.

Table 22. Open and axial codes of barriers that withhold consumers to buy ethical products in general (left) and ethical fashion (right).

Ethical purchasing barriers		Ethical fashion barriers	
Open code	Axial code	Open code	Axial code
Never pay attention Don't think about it	Lack of interest	Never pay attention Don't think about it	Lack of interest
Ease Don't want to take everything into account	Ease	Don't want to do research	Ease
Expensive	Price	Not in shops Don't know where to get	Perceived availability
Don't know where to buy No information	Lack of information	Don't know where to buy No information Not enough information Need a trade mark	Lack of information
		Don't know if it is ethical	Lack of knowledge
		Doesn't appeal to me Don't like them	Not appealing

3.3.3 Limitations of data acquisition and analysing

One limitation of the received data in this paper is the number of participants. The sample size only counts 16 participants, which is relatively low. However, it is an exploratory paper and it tries to identify new barriers and if there may be a difference per generation. Afterwards, it will suggest whether there is a need to further research the potential difference in perceptions of ethical fashion per generation. It will not give a fixed answer, but rather a suggestion to companies and future researchers.

When looking at reliability of the coding, Weber (1990) mentions that it needs to be consistent, which could be tested by different people coding the answers in the same way. This process is not possible for this paper, because there is only one author and not enough time to let other people code it as well, in order to test the reliability. However, codes were discussed with other independent persons to get a multiple sided view of the meaning of the interview results to somehow reduce this limitation where possible. To decrease this bias, future research should be conducted by multiple researchers.

Because of the current physical contact restrictions, it is hard to find various participants. All participants are friends or family of the researcher, which probably does not make it a representative sample of the population. However, participants do live across the Netherlands and are not based in one particular city. Thus, it secures different regional representation.

3.3.4 Researcher bias prevention

During this study, certain researcher biases may occur. One of them may be a *confirmation bias*, which implies that researchers can interpret information in a way that favours their current beliefs (Nelson & McKenzie, 2009). Because the answers are relatively short, it will not be possible to form the answers to favourable answers. Therefore, it may be concluded that confirmation bias is probably highly unlikely in this paper.

Another bias that may occur, is the *question-order bias*. To prevent this, first the more general questions about the participants behaviour and actions were asked to be able to reflect on their (own) behaviour. After this, more specific question regarding the topic were asked. This method helps minimize the bias (Sarniak, 2015).

Something else that may bias the results are different interpretations of the term 'ethical fashion'. Therefore, one of the first questions is what people think of when they hear ethical fashion. This question helps to see what the general interpretation of participants is of this term. After this question, the definition of ethical fashion used in this paper, is given and participants were asked if they understood this and to use this definition when answering the following questions, so that all participants have the same interpretation when answering the questions.

4. Research findings

This research looks at the barriers that withhold Dutch consumers of generations X and generation Z, to buy ethical fashion and the difference in barriers between these two generations. The findings answer the research question, which is: what are the barriers to purchasing ethical fashion of Generation X and Generation Z? This will be done by answering the two empirical sub-questions mentioned in the introduction. First, the ethical purchasing in general is analysed by discussing participants ethical purchasing in general. This will be followed by the ethical purchasing barriers and the things that would

stimulate participants to buy ethically. After this, ethical fashion purchasing will be reviewed by analysing the behaviour regarding ethical fashion purchasing, followed by the barriers. Once the barriers of both categories are discussed, they will be compared to each other to form an answer to the first empirical sub-question. To answer the second empirical sub-question, this paper will look at the results of the participants from both generations. First, the perception of ethical fashion of both generations will be analysed, followed by the overlapping and non-overlapping barriers. After that, the different and corresponding aspects that will help the generations purchase more ethically are analysed. From this the answer can be formed. Because this research is done in the Netherlands, the characteristics of the participants are also discussed and compared to literature found about Dutch consumers.

4.1 Ethical purchasing barriers in general

The first empirical sub-question is: are ethical fashion purchasing barriers similar or different to general ethical purchasing barriers? The participants' behaviour regarding ethical purchasing in general is evaluated and the barriers that came up in the interviews are discussed and compared to the previously mentioned suggested barriers. This was done to create a benchmark for the Dutch consumers to compare the ethical fashion barriers with. It is necessary to use these results instead of just the results found in the literature, because it shows if this group of participants represents the literature as well or if they are outliers.

4.1.1 Ethical purchasing in general

Only 6% of the participants state not to participate in recycling or some other form of sustainability. Most others separate waste, like paper, glass and plastic. Around 38% of the participants also try to give their products a second life, for example by donating clothes or bringing products to a second-hand shop. Only 6% of the participant stated to buy second-hand products. Other mentioned forms of sustainability were green energy (13%) and composting biological waste (6%).

Only half of the participants stated to buy ethical products in general. The products that these participants buy, is mostly food, such as biological, vegetarian and vegan products. This accounts for 56% of the participants that state to buy ethical products in general. Also mentioned, are reusable bags, bought by 19% of the participants who buy ethical products. All participants that buy ethical products mention that their motivation for buying ethical products is based on the desire to save the environment. One female participant also stated:

“It feels good to know you help the environment and the people.”

In literature this is called the *warm-glow giving effect*. This means that people derive utility from the act of giving (Andreoni, 1989) and this behaviour is thus known as warm-glow giving (Yildirim, 2013). People like to feel good about their purchases. Around 11% of the participants that buy ethical products in general, stated specifically that they purchase ethical products because of the subsequent feeling it gives them. The rest of these participants only mention they do it to help the environment and not

specifically because they get a good feeling when purchasing it. However, this may be the underlying idea.

The other half of participants stated to not buy ethical products in general and had multiple reasons not to, which will be discussed as barriers below.

Barriers to purchase

4.1.2 Lack of information

For this paper, a difference is determined between what lack of information is and what lack of knowledge is, since these are two separate barriers. Lack of information includes statements like “I don’t know where to buy it”, because there is no explicit lack of knowledge of what is ethical and what not, but there is simply no information concerning where to get it. This problem is caused by stores not giving enough information. Lack of knowledge includes statements like “I don’t know what is ethical or not” and “I am not aware of it”, because this shows that the participant has no knowledge of ethical products at all.

One of the barriers for buying ethical products mentioned by participants, is lack of information. Around 29% of participants that do not buy ethical products in general, state they either don’t know where to buy it or they have almost no information. As mentioned, according to Engel, Kollat and Blackwell (1968), the search for information is one of the most important things when purchasing. When the quantity of information is insufficient, the decision-making will be made a lot harder. Shaw, Shui, Hogg, Wilson and Hassan (2006) also found in their study that the lack of information will probably restrict the demand for ethical products. This paper supports that lack of information is a barrier for ethical purchasing in general.

4.1.3 Lack of interest

The barrier most mentioned by participants for not buying ethically, is lack of interest. This is mentioned by 43% of the participants that do not buy ethical products. One female participant stated:

“I never think about it. If I see something I like, I buy it and I do not think about how it is produced.”

This participant also stated she does not recycle products and puts less effort than average in informing herself about ethical aspects. She mentions that she is just not occupied with it and not aware of what is happening during the production process. What would help her to think about ethical aspects more is advertisement, possibly raising her awareness and consciousness.

The other participants who mentioned lack of interest, also mentioned they only separate waste and also put less effort than average in informing themselves about ethical aspects. For one of them, more advertisement would work. Another participant mentions the following:

“The worldview needs to change.”

This male participant states that during purchases, nothing would stimulate him to think about ethical aspects more. When reflecting on his own behaviour as a consumer and on his generation he states:

“I don’t think when they are in the Footlocker to buy Nikes, they think about what child made it. As long as I keep buying Nikes, I think the fair view towards workers won’t change. As long as everyone contributes to this, it won’t change.”

The barrier lack of interest agrees with Carrigan and Attalla’s (2001) findings that most consumers pay little attention to ethical considerations in their purchasing behaviour. Around 14% of the participants stated they don’t feel the necessity to have most ethical products, they do just fine without. This can be seen as ethical products not being a priority, mentioned by Cornish (2013). The found barrier lack of interest, aligns with the barrier ethical products not being a priority and therefore does this paper suggest lack of interest as being a barrier for ethical purchasing in general.

4.1.4 Ease

The previous barrier can be combined with ease, which was also mentioned by 29% of the participants that do not buy ethical products:

“When I am in the store, I don’t want to do much research.”

One male participants says he does not recycle or some other form of sustainability and spends nothing on ethical products. Another female participant that does not buy ethical products, states:

“I do not participate in that, because then I have to leave something because it is bad for the environment when I do like it. I don’t do that. You only make it hard for yourself.”

Participants do not want to put too much effort and so their involvement is low. This barrier is already discussed in the literature by Vermeir and Verbeke (2006) and Tabassi, Esmaeilzadeh and Sambasivan (2012) and aligns with the found barrier ease. This paper supports that there are people who do not care about it much and that ease is also a barrier to purchasing ethical products in general.

4.1.5 Price

The last barrier that is mentioned by 14% of the participants that do not buy ethical products, is price. Around 6% of the participants state they think about price when purchasing something. One male participant stated:

“Mostly, it is more expensive.”

This person also states he does not spend any money on ethical products. Previous mentioned participants, do earn below modal, which may be a possible reason for them to think about it this way. When asking participants what they find important when buying clothes, 44% of the participants state

that they find price important. However, these participants differ in income and include either participants that earn below modal and participants that earn above modal. Therefore, it can not be concluded that income plays a role.

When comparing the Netherlands with other countries regarding consciousness about ethical products, wealth is also mentioned multiple times. 25% of the participants think that Dutch people are more conscious about ethical aspects than less rich countries. When asking if Dutch people are more conscious, one male participant states the following:

“Compared to the rest of the world I think so, but compared to the Western countries not necessarily. Compared to the general world citizen I do, because the general world citizen does not have the money to buy these products. Dutch people should be willing to pay for it.”

Price being a suggested barrier for ethical purchasing is widely known and also mentioned by multiple researchers, such as Weatherell, Tregear and Allinson (2003), Gleim, Smith, Andrews and Cronin (2013) and Pickett-Baker and Ozaki (2008). This paper also support price to be one of the barriers of ethical purchasing in general.

Stimulating ethical purchasing behaviour

Everyone believed that their behaviour could be changed in different aspects. Though, 13% of the participants believed nothing could stimulate them to change their behaviour during the purchasing process itself. The rest of the participants were clearly stated about what needs to change and what would stimulate them to purchase more ethically.

4.1.6 More attention

More attention is one thing that is mentioned by 38% of the participants. One female participant stated:

“If awareness would be raised, it would stimulate me to think about ethical aspects more.”

One of the ways mentioned to raise more attention is by the news. This agrees with findings of Sudbury and Böltner (2011), which show that there is a lack of ethical fashion in the media which may prevent spreading the information about it more.

4.1.7 More advertising

Another helpful thing mentioned by participants, that slightly accords to this is more advertising, which was mentioned by 31% of the participants. The answers can be summarized best by this statement:

“More advertisement, so that I will be more conscious about it.”

However, 13% of the participants state that media probably will not work. The reason for it, is best summed up with this quote:

“In the past you had Wecycle at Nickelodeon, but am I doing it now? No. You know what I mean? It apparently won’t work. Advertising on TV, who still watches TV? Advertising on social media? You just scroll past it.”

Therefore, the way attention needs to be raised is controversial among the participants.

4.1.8 More information

What was also mentioned often by participants to stimulate them to think about ethical aspects more, is more information provision. This was mentioned by 38% of the participants. It contributes to the barrier lack of information mentioned by participants and discussed above. Something that is mentioned often to stimulate participants during the purchasing process specifically, is being able to see if something is ethical or not. This was mentioned by 56% of the participants. This answer is often supported with stores having to provide a label or a trade mark. Some examples of statements of participants are:

“Not having to put effort in gaining knowledge. Like the mark ‘BIO’ on products gives you instantly a type of certainty and that also needs to be done with other information that gives a direct certainty.”

“I think a trade mark would help, because people will be more conscious about it. For example the eggs, different types from biological to not biological are offered in the supermarket and I always choose the biological ones that I recognise because of the trade mark.”

“That may be possible, so you physically see it when you’re there. Like signs in your face. Or small labels that give the ethical information. Oh, by the way, I sometimes see it, like “I am made of ...% sustainable products” or something, then I feel good.”

This aligns with the findings of Szmigin, Carrigan and O’Loughlin (2007) that a fair trade mark placed on ethical products would help with reassurance. Stores giving more insight in the production process, which is mentioned by 13% of the participants, is also regarded as helpful. Knowing the effects of your purchasing behaviour and gaining more knowledge about the production process also helps the way people think about ethical aspects.

4.1.9 Summary of ethical purchasing in general

Half of the participants state to buy ethical products, such as biological, vegetarian or vegan food and reusable bags. The main reason is helping the environment, which can also possibly be seen as the warm-glow giving effect mentioned before. The found barriers of purchasing ethical products all correspond to the ones in literature and are: a lack of interest (in literature: ethical aspects not being a priority), which is often accompanied by a lack of information, ease (in literature: low sustainability involvement) and price. When looking at the price aspect, there are contradicting views. Some state that Dutch people are more conscious about ethical aspects and they can afford it more than less rich countries. However, there are also participants that state that price is still important to them. Only a small part of the

participants state to not recycle or take part in some other form of sustainability. Most mentioned forms by participants who do, are separating waste and giving products a second life. Things that may stimulate participants to think about ethical purchasing, are more advertising, more attention by media and news and more information provision. However, it is also mentioned that advertising probably would not work. Something that would help the participants during purchases, is being able to see if something is ethical or not, which can be done with a label or trade mark.

4.2 Ethical fashion purchasing barriers

In order to answer the first empirical sub-question, participants' ethical fashion purchasing behaviour also needs to be evaluated and the barriers need to be discussed. Purchasing of ethical fashion has been far less a topic of research. Although, every paper mentions that ethical fashion is something that consumers are aware of, an attitude-behaviour gap exists.

4.2.1 Ethical fashion purchasing

Before giving people the definition of ethical fashion, they were asked what their view on ethical fashion was. Around 31% of the participants stated to have no knowledge of what ethical fashion means. The rest mentioned various aspects of ethical fashion, such as sustainability, no child labour, good working conditions and fair wages. After this, the definition of ethical fashion as used in this paper, was given so all participants had the same view of what ethical fashion is. 69% of the participants think consumers play a role in making the fashion industry more ethical and most name the supply and demand theory as reason for it, which shows there is an overall good view of how the economy works. Only 25% of the participants purchase ethical fashion and they are motivated by the environment (50%), warm-glow giving (25%) and no use of child labour (25%). The rest of the participants state multiple barriers that withhold them to purchase ethical fashion, which will be discussed below.

Barriers to purchase

4.2.2 Lack of interest

The barrier mentioned most, is lack of interest. It is mentioned by 42% of the participants that do not buy ethical fashion. The statements can be summarized by:

“To be honest, I don't really think about it or look where it is from.”

Other studies, such as Joergens' (2006), found that when it comes to fashion, ethical issues have almost no effect on purchase behaviour and that personal needs are the primary motivation.

Around 63% of the participants think they put less effort than average in informing themselves about ethical aspects. When asking participants why they do not buy ethical fashion but do buy other ethical products, the lack of interest is also a barrier that is mentioned. One male participant states:

“With clothes I just do not pay attention to it.”

One female participant states:

“I never think about it. If I see something I like, I buy it and I do not think about how it is produced. I do eat vegetarian or vegan often, but I am not really conscious about it.”

This shows that for the category of fashion, people seem to care less about ethical aspects, which is interesting. The barrier personal values mentioned in the literature review by Joergens (2006) and Manchiraju and Sadachar (2014), aligns with the found barrier lack of interest. This paper also supports lack of interest being a barrier for ethical fashion purchasing.

4.2.3 Ease

Ease is also mentioned as a barrier to ethical fashion purchasing by 8% of these participants. One female participant states:

“Imagine you really need clothes, then you restrict your choices and what if you cannot find anything, but then you see something you really like but it’s unethical so you cannot buy it. I don’t do that.”

Ease is also mentioned by participants who do not purchase ethical fashion but do purchase other ethical products. One female participant mentions she finds other ethical products easy in use and therefore buys them, but for clothing this argument does not apply.

Around 38% of the participants state that their consumption and purchasing has become a routine, further supporting that ease is mentioned as a barrier for ethical fashion purchasing.

However, 44% of the participants state that consumers play a role in making the fashion industry more ethical because of supply and demand. This shows that people are aware of their influence, but simply are not willing to do any effort. Around 75% of the participants think that other generations think about ethical aspects more and worries about the consequences more. When asking if they think this is different in other generations, one male participant states:

“Yes, I hope so! I hope that younger generations do worry about it and will do something about it. That they still have hope.”

Another male participant states:

“I think the older you get, the more you think about it.”

This shows that people think that others will care about it more, which is a form of ease.

Ease is a barrier that is not suggested in previous literature. When looking at ethical purchasing in general, ease aligns with a low sustainability involvement. However, this barrier was also not mentioned in previous literature for ethical fashion purchasing. Therefore, in this paper the barrier ease is suggested as a new barrier for ethical fashion purchasing.

4.2.4 Lack of information

Another mentioned barrier is lack of information. This is mentioned by 33% of the participants that state to not buy ethical fashion. Again, this includes statements about not knowing where to get it. This also aligns with previous suggested barriers of ethical fashion purchasing. Providing more information is mentioned by 26% of the participants to stimulate them to think about ethical aspects more. One female participant states:

“It should be brought into the world more. Now you almost never hear of it.”

Lack of information is also mentioned by 40% of the participants that buy ethical products in general but not ethical fashion. One male participant states:

“With clothes I do not pay attention to it, because the information is just not there.”

Lack of information being a barrier for ethical fashion purchasing, is suggested by Crane (2016) and Sudbury and Böltner (2011). Goossensen (2019) also mentioned lack of information as a barrier for Dutch sustainable consumers. This paper also supports this being a barrier for ethical fashion purchasing.

4.2.5 Lack of knowledge

A lack of information leads to a lack of knowledge, which was also mentioned as a barrier by 25% of the participants that do not buy ethical fashion. One female participant states:

“I don’t know where I can find a good trade mark, because I don’t know when something is ethical fashion.”

Lack of knowledge is also mentioned by 20% of the participants that do not buy ethical fashion but do buy other ethical products. One reason for this is:

“Because if I would buy ethical products, it would be without knowing and this is much more regular than buying ethical fashion without knowing.”

This barrier is also suggested by previous discussed papers. According to Shen, Richards and Liu (2013) for example, consumers are aware of ethical issues regarding fashion, but they do not have sufficient knowledge about this topic, which makes it harder to act. Goossensen (2019) mentioned the difficulty level of identifying if something is sustainable as a barrier for Dutch sustainable consumers too. This paper also supports lack of knowledge as being a barrier for ethical fashion purchasing.

4.2.6 Perceived availability

The previous statement can give a hint to the barrier low perceived availability, which is mentioned by 17% of the participants that state to not buy ethical fashion. One female participant states:

“When there are two equal shirts in store and one is ethical, and I can see that it is, then I will buy the ethical one.”

Around 20% of the participants that do buy ethical products but not ethical fashion, mention low perceived availability as a reason for this. One female participants states:

“I would not know where to get ethical fashion and other ethical products are available in the supermarket.”

The first part revolves around lack of information, but the second part shows the low perceived availability of ethical fashion in comparison to ethical products in general. Another female participant also mentions the availability needs to be better for her to purchase ethical fashion and states:

“They need to offer more, but that is not the case right now. When you look at H&M, their ethical offer is minimal.”

This thought is shared by other people, because another female participant states:

“I think it needs to be available in the regular stores. If the fashion stores, like Adidas or Zara or something, have a sustainable department then I will probably buy it more. It is a lack of availability.”

As mentioned before, labels or trademarks could help people see if something is ethical or not and if this is done properly, it could possibly lead to a higher perceived availability. One male participants states:

“Maybe, if there would be a note in the clothes. (...) If there would be written Fair Trade in the label for example, then I would consider to choose that shirt over the same one that does not have this trade mark.”

Previous literature has also mentioned low perceived availability as a possible barrier, for example in the papers of Crane (2016) and Sudbury and Böltner (2011). Again, Goossensen (2019) also mentioned availability of second hand clothes as well as newly produced sustainable clothes as a barrier for Dutch sustainable consumers. This paper supports low perceived availability to be another suggested barrier for ethical fashion purchasing.

4.2.7 Not appealing

Clothes not being appealing is the last barrier for not buying ethical fashion. This is mentioned by 17% of the participants that do not buy ethical fashion. An example of what a female participant states:

“I don’t really like these clothes. I also think, what I can remember, they need to work with colours more, because mostly the colours are very boring.”

This barrier also came to light by 40% of the participants when asking why they buy ethical products in general but not ethical fashion. An example:

“The clothes don’t appeal to me.”

When asking participants what needs to change so that they will purchase ethical fashion more, 5% mentioned that the style needed to change, 6% mentioned that the clothes should be made more appealing and another 6% mentioned that ethical fashion should follow the trend more.

It is important to mention that this barrier is hardly mentioned by participants that state there is a low perceived availability. Therefore, it shows that they are aware of what clothes are ethical, but they simply do not find it appealing. One female participant states:

“Coincidentally, I looked at it a few weeks ago, by the way. (...) They need to make the clothes more appealing.”

Another female participant states:

“If it does not appeal to me, I don’t buy it. If it’s ethical and I like it, then I’ll buy it, but I am not very involved in it. So if it would follow the trend, I would buy it.”

It should be highlighted that this particular barrier came up multiple times when answering different questions. Although this is not a barrier that can be compared to the barriers of ethical purchasing in general, it may still be an important finding, because it is not mentioned in previous literature. Therefore, this paper suggests clothes not being appealing as a new barrier for ethical fashion purchasing.

4.2.8 Summary of ethical fashion purchasing

When asked about the definition of ethical fashion, participants mention sustainability, no child labour, good working conditions and fair wage as aspects of ethical fashion. But most of the times only one of these aspects is mentioned. The found barriers of ethical fashion purchasing that are also mentioned in the previous discussed literature are a lack of interest (in literature: personal values are more important), a lack of information, a lack of knowledge and low perceived availability. There are two new barriers of ethical fashion purchasing that came to light in this paper, namely ease and ethical clothes not being appealing. Both new barriers are mentioned multiple times in different question frames and therefore can be regarded as reliable new suggested barriers.

4.3 Comparison of barriers

The first empirical sub-question is: are ethical fashion purchasing barriers similar or different to general ethical purchasing barriers? To give an answer, barriers of both categories need to be evaluated and compared. Table 23 below shows the found barriers including the percentage of participants that mentioned this barrier for not purchasing either ethical products in general or ethical fashion.

Table 23. Found barriers that withhold consumers to buy ethically and percentages of given barriers.

Ethical purchasing barriers	%	Ethical fashion barriers	%
Lack of interest	43%	Lack of interest	42%
Ease	29%	Ease	8%
Price	14%	Perceived availability	17%
Lack of information	29%	Lack of information	33%
		Lack of knowledge	25%
		Not appealing	17%

Note: the percentages stand for how many times this barrier is named by participants that do not buy ethical products in general (left) or ethical fashion (right).

4.3.1 Barriers of ethical purchasing in general

The barriers that withhold participants to purchase ethical products in general are lack of interest, lack of information, ease and price. The barriers lack of information and price are also mentioned in the same naming in the previous discussed literature. The barrier lack of interest is also discussed in previous literature, but in a slightly different naming, namely ethical aspects not being a priority. When there is no interest in these aspects, the priority of it is automatically low. The barrier ease is also discussed in previous literature, namely as low sustainability involvement. To conclude, no new suggested barriers of ethical purchasing in general are found.

4.3.2 Barriers of ethical fashion purchasing

The barriers that withhold participants to purchase ethical fashion are a lack of interest, ease, low perceived availability, lack of information, lack of knowledge and ethical clothes not being appealing. Lack of information, lack of knowledge and low perceived availability are barriers that are already discussed in previous literature in the same naming. Lack of interest aligns with the previous discussed barrier personal values. Ease and ethical clothes not being appealing are two new possible barriers of ethical fashion purchasing found in this paper. They have not been discussed in the previous literature.

4.3.3 Comparison of the found barriers

The barriers from this study that are similar in both categories are lack of interest, lack of information and ease. Lack of interest and lack of information are also mentioned in the literature as barriers of ethical fashion and ethical products in general. Ease is a new suggested barrier for ethical fashion purchasing that came up in the results of this paper. However, it was already mentioned in literature as a barrier for ethical purchasing in general.

Surprisingly, price is mentioned as a barrier for ethical purchasing in general, but not for ethical fashion. Even though, one participant stated that making ethical clothes cheaper would stimulate them to think about ethical purchasing more, this is not enough confirmation for it to be a suggested barrier for ethical fashion purchasing.

More barriers were found for ethical fashion purchasing, probably because less people purchase this than ethical products in general. The barriers of ethical fashion purchasing that were found in this paper, but do not align with the found barriers of ethical purchasing in general are a lack of knowledge, low perceived availability and ethical clothes not being appealing. The barriers lack of knowledge and low perceived availability did not come up in this study as barriers of ethical purchasing in general. However, they were suggested by other previously named researchers as possible barriers of ethical purchasing in general and thus it may be that both barriers are similar in both categories again. The only new possible barrier for ethical fashion purchasing that does not align with the barriers of ethical purchasing in general, is clothes not being appealing.

The low perceived availability of clothes is mentioned often. However, most people do find other ethical products in stores. This is interesting, because it shows what goes on in people's mind specifically when it comes to fashion. People state to not find ethical fashion easily, but when it comes to other ethical products they often even buy it when available. This can be important for marketeers, because it shows that higher perceived availability correlates with actual purchases when it comes to ethical products. This is something that other product categories solved and this may also become the case for ethical fashion in specific.

4.4 Generations

The second empirical sub-question is: is there a difference in how ethical fashion is perceived per generation? To answer this question, the behaviour of Dutch consumers towards ethical fashion and the additional barriers should be evaluated. Table 24 in Appendix F shows the percentage of participants per generation that named the found barriers of ethical fashion purchasing.

4.4.1 Perception

When looking at the perception of ethical fashion of the participants, different answers were given. As mentioned before, 31% of the participants had no knowledge of what ethical fashion is. However, 80% of these participants with no knowledge of the topic, were participants from generation X. This shows that generation X is less aware of it. Still 69% of the participants had somewhat of an idea when it comes to ethical fashion. Sustainability is one of the few named aspects of ethical fashion, named by 19% of the participants. However, this was only named by generation X. Sometimes this was combined with other aspects, such as no child labour (13%), good working conditions (25%) and fair wage (13%). Generation Z has an image about ethical fashion, that did not include sustainability. However, they all named just one corresponding term and they were mostly not aware that ethical fashion includes multiple

aspects. The most named aspect by generation Z is no child labour, which was mentioned by 38% of the participants from generation Z. This is in line with the findings of Razum, Bajcs and Zekic (2017), which show that generation Z is becoming more aware of the problems concerning child labour. Other aspects that were named by generation Z are good working conditions (25%) and fair wage (25%).

25% of the participants buy ethical fashion, of which 75% are from generation Z. Generation Z either buys both ethical fashion and other ethical products (38%) or none. 50% of the participants from generation X buys ethical products in general, but no ethical fashion and only 13% buys both.

Whereas 38% of the participants from generation X talk about ethical products, they only mention specific products, mostly biological, vegetarian or vegan food products. The other 62% of the participants from generation X do not talk about ethical consumption at all. One of the reasons is they feel like it is not their role to talk about it (40%). One male participant states:

“I don’t think I should be telling people to buy it or ask if they find it important. Everyone has their own reasons to think or not think about it.”

Half of the participants from generation Z talk about ethical consumption. 50% of the them mention specific products, but they also mention the production process when discussing this topic, such as people in the value chain (50%) and the environment (25%). This shows that the way both generations discuss this topic is different. The other half of the participants from generation Z do not talk about it. The main reason is they do not find it interesting enough to talk about. This is mentioned by 75% of the participants from generation Z that state not to talk about it, as compared to 60% of the participants from generation X that state not to talk about it. This corresponds to what Hines and Ames (2000) found, namely that ethical sensitivity increases with age.

When participants reflected on their own generation, all participants from generation X mentioned that they think younger generations care about it more. 63% of the participants from generation Z mentioned that they think their generation is just not interested in thinking about the consequences, which is in line with the findings of Verschoor (2013) and Klopota, Aleksić and Vinković (2020). They also mention that other generations care about it more (63%) or that everyone cares (37%). Both generations think the other generations do think more about ethical purchasing.

Barriers

4.4.2 Overlapping barriers

Now that the perception and behaviour of both generations is discussed, this paper can look at the difference in barriers.

A few reasons for participants from generation X to not buy ethical fashion are the same for participants from generation Z. Lack of knowledge is mentioned by 29% of the participants from generation X and by 20% of the participants from generation Z. This aligns with the findings of Goossens (2019) which

state that Dutch sustainable consumers find it difficult to identify if something is sustainable. Lack of interest is mentioned by 43% of the participants from generation X and by 40% of the participants from generation Z. Lack of information is mentioned by 14% of the participants from generation X and by 40% of the participants from generation Z. The barriers lack of knowledge and lack of interest have approximately the same influence on both generations. However, lack of information plays a much bigger role for generation Z than it does for generation X. This may be because of what Klopotan, Aleksić and Vinković (2020) mentioned about generation Z having the need to divide attention. When this is the case, more information provision will help them give attention to it easier.

4.4.3 Barriers of generation X

There are also barriers that were only mentioned by participants from generation X. One of them is that ethical clothes are not appealing, which is mentioned before as a new suggested barrier. This is named by 29% of the participants from generation X. Participants from generation X finding the clothes not appealing as reason for not purchasing ethical fashion, can be confirmed by Guedes (2011), who found that generation X prefers messages that stress the image of fashion. Therefore, if the ethical clothes are less fashionable, generation X will be less likely to buy it. Apparently, the image is very important to them. They mention changing the style and let clothes follow the trend as aspects that might lead them to buy more ethical fashion. Another barrier which was only mentioned by participants from generation X is the low perceived availability of ethical clothes. This is mentioned by 29% of the participants from generation X. This is different to participants mentioning they do not know where to buy it, which is a lack of information. When participants mention they don't see it in the stores, it means they look for it or are aware of it, but do not succeed in finding it, which causes the view of a low perceived availability. When saying you don't know where to get it, you do not specifically mention that you look for it in the stores, you just do not know if they have it or not. Participants from generation Z do not name low perceived availability as a barrier, they only mention that they do not know where to buy it. This means they probably did not put any effort in it (yet).

4.4.4 Barriers of generation Z

There is also a barrier that is named by participants from generation Z only, namely ease, which is mentioned before as a new suggested barrier. 20% of the participants from generation Z name ease as a barrier for ethical fashion purchasing. Klopotan, Aleksić and Vinković (2020) mention the lack of consequential thinking of generation Z, which can align with them naming the barrier ease. The fact that generation Z names ease and generation X names low perceived availability, can conclude that generation X puts more effort into the ethical fashion purchasing process. However, this is only in the process and does not lead to corresponding behaviour according to the results of this paper, because it appears that participants from generation X mainly do not buy ethical fashion and 38% of the participants from generation Z do.

Stimulating behaviour

4.4.5 Differences in stimulating behaviour between generations

Participants from generation Z had controversial opinions on what would stimulate them to buy more ethical products. 38% of these participants mentioned more advertising in the form of media attention and news, but 25% also mentioned that media will not effectively work. Almost all participants of both generations agreed with the fact that it should be able to see if something is ethical or not during purchases, often supported with stores having to provide a label or a trade mark. When asked if there will be anything that will help them think about ethical aspects more during purchases, one female participant states:

“That may be possible, so you physically see it when you’re there. Like signs in your face. Or small labels that give the ethical information. O, by the way, I sometimes see that, like “I am made of ...% sustainable products” or something, then I feel good.”

When asking participants what needs to change so they will purchase more ethical fashion both generations name more awareness, more information, more availability and making the clothes cheaper as things that would help them purchase ethical fashion more. Goossensen’s (2019) results align with the last named aspect, because that paper names the price of newly produced sustainable clothes as a barrier for Dutch sustainable consumers. The things that participants from generation X mentioned, that were not mentioned by participants from generation Z, are change style and a law for trade mark. Generation X holds the government more responsible than generation Z does. Two male participants from generation X state:

“I think there needs to be a standard law from the government that it is obligated to indicate, like a trade mark, how ethical a product is.”

“What also could help is that unethical products could be taxed higher, so a difference in tax.”

When reflecting on their own generation, another male participant states:

“I think my generation finds it important and that it needs to become important, but the responsibility is for the government and the companies themselves, not for the consumer. I think the younger generations, if they think about it, think that is the responsibility of the consumers and not the government or companies.”

Generation Z also mentioned one thing, which is not mentioned by generation X, namely *naming and shaming*. One female participant states:

“The knowledge and information about it has to be more imposed to me. In publicity, “naming and shaming”, if that would happen more so that I will inherit it, then I will act according to it. But now I need to actively look for it myself, it does not happen.”

One male participant states:

“I really need to see that the stores who sell clothes are really bad, because then I will stop buying.”

This shows that both generations state different things need to change so they will purchase more ethical fashion.

4.4.6 Summary of generations

The behaviour of Dutch consumers towards ethical fashion is evaluated. Generation X has less knowledge in general of what ethical fashion is and does almost not buy it, but they do buy ethical products in general. When they have somewhat of an idea of what it is, they mention sustainability as the main aspect. Generation Z buys either ethical fashion and products in general or none. One of the reasons participants from generation X do not talk about ethical products, is because they do not feel like it is their place to talk about it. The main reason for participants from generation Z is that the topic is not interesting enough. The same number of participants from both generations think the other generations care about it more. The overlapping barriers of ethical fashion purchasing of both generations are lack of knowledge, lack of interest and lack of information. Participants from generation X name ethical clothes not being appealing and low perceived availability as complementary barriers and participants from generation Z name ease as a complementary barrier. Participants from generation Z have contradicting thoughts about what would stimulate them to purchase more ethically. Some say that more advertisement in the form of media or news would work, others say that media will not work. The things that would help participants from generation X as well as from generation Z, to purchase more ethical fashion are more awareness, more information, more availability and making the clothes cheaper. Changing the style and a possible law for trade mark are only named by participants from generation X and naming and shaming is only named by participants from generation Z. Both generations agree with the fact that during purchases, it should be possible to see if something is ethical or not in the form of a trade mark or label.

4.5 Dutch consumers

Because this paper looks at Dutch consumers, the found barriers of ethical fashion purchasing will also be compared to the barriers of Dutch sustainable consumers found by Goossensen (2019), to give it some more depth. The overlapping barriers are perceived availability, lack of information and lack of knowledge. Goossensen (2019) used a different naming for lack of knowledge, namely the difficulty level of identifying if something is sustainable. The found barriers in this study that do not align with the findings of Goossensen (2019) are: lack of interest, ease and the clothes not being appealing. Since there has been done minimal research about the barriers of Dutch consumers, this paper suggest these latter barriers as new found barriers of Dutch consumers.

There is only one found overlapping motivation for ethical fashion purchasing, namely sustainable aspects. Apart from that, Goossensen (2019) found other motivations for ethical fashion purchasing than those that were found in this paper.

4.6 Summary of key findings

4.6.1 Comparison of barriers

The main reason for Dutch participants to buy ethical products in general is helping the environment, which can be partly because of the warm-glow giving effect that comes with it. The found barriers of purchasing ethical products all correspond to the ones in literature and are a lack of interest (in literature: ethical aspects not being a priority), a lack of information, ease (in literature: low sustainability involvement) and price. What could stimulate the participants to think about ethical aspects more, is more advertising, more information provision and more attention. These things would help in general. When looking at what would help during purchases, most participants named a something like a trade mark or label to see if it is ethical or not.

When asking the participants about what ethical fashion is, they mention sustainability, no child labour, good working conditions and fair wage as aspects of ethical fashion. The in this paper found barriers of ethical fashion purchasing that are also mentioned in the previous discussed literature are a lack of interest (in literature: personal values are more important), a lack of information, a lack of knowledge and low perceived availability. There are two new barriers of ethical fashion purchasing that came to light in this paper, namely ease and ethical clothes not being appealing. Both new barriers are mentioned multiple times in different question frames and therefore can be seen as reliable new suggested barriers.

The overlapping barriers are lack of interest, lack of information and ease. Ease is a new suggested barrier for ethical fashion purchasing, but is already mentioned in previous literature as a barrier for ethical purchasing in general. The barriers of ethical fashion purchasing that were found in this paper, but do not align with the in this paper found barriers of ethical purchasing in general are a lack of knowledge, low perceived availability and ethical clothes not being appealing. The barriers lack of knowledge and low perceived availability did not come up in this study as barriers of ethical purchasing in general. However, they were suggested by other researchers as possible barriers of ethical purchasing in general and thus it may be that both barriers are similar in both categories again. The only new possible barrier for ethical fashion purchasing that does not align with the barriers of ethical purchasing in general, is clothes not being appealing. People state to not find ethical fashion easily, but when it comes to other ethical products they often even buy it when they find it. This can be important for marketers, because it shows that higher perceived availability goes along with actual purchases when it comes to ethical products in general. This is something that other categories have been able to overcome and this may also become the case for ethical fashion in specific.

4.6.2 Comparison between generations

Lots of participants from generation X buy ethical products in general, but they mainly do not buy ethical fashion. Participants from generation Z either buy ethical fashion and other ethical products or none. Generation X has less knowledge in general of what ethical fashion is and does almost not buy it, but they do buy ethical products in general. When they have somewhat of an idea of what it is, they mention sustainability as the main aspect. One of the reasons participants from generation X do not talk about ethical products, is because they do not feel like it is their place to talk about it. The main reason for participants from generation Z is that the topic is not interesting enough. What stands out is that both generations think the other generation thinks about the consequences of their unethical purchasing behaviour more than they do. The overlapping barriers of ethical fashion purchasing of both generations are lack of knowledge, lack of interest and lack of information. Participants from generation X name ethical clothes not being appealing and low perceived availability as complementary barriers and participants from generation Z name ease as a complementary barrier. Generation X mentions changing the style and a possible law for trade mark as things that would help them purchase ethical fashion more and naming and shaming is only mentioned by generation Z. The things that would help participants from generation X as well as from generation Z, to purchase more ethical fashion are more awareness, more information, more availability and making the clothes cheaper. Generation Z has contradicting meanings. Some say that more advertisement in the form of media or news would work, others say that media will not work. Both generations came up with the idea of a trade mark or label to give more information about whether a product is ethical or not.

5. Conclusions and recommendations

5.1 Key findings literature

5.1.1 Purchasing barriers

Looking back at the literature review, it gave some good insights on what is already found in previous literature. The well-known attitude-behaviour gap of ethical purchasing is a phenomenon that comes back in a lot of papers. This gap is caused by different barriers that withhold consumers to follow their ethical intentions. Something that was also mentioned in previous literature, is that incorrect results may come from inherent weaknesses in survey designs and consumers not being totally honest because of the sensitivity of this topic (Auger & Devinney, 2007). However, there are several barriers found for ethical purchasing in general, which can explain the attitude-behaviour gap. The suggested barriers found in literature are ethical issues not being a priority (Carrigan & Attalla, 2001; Cornish, 2013), level of involvement (Vermeir & Verbeke, 2006; Tabassi, Esmailzadeh, & Sambasivan, 2012; Hollebeek, Jaeger, Brodie, & Balemi, 2007), perceived availability (Vermeir & Verbeke, 2006; Gleim, Smith, Andrews, & Cronin, 2013; Uusitalo & Oksanen, 2004), price (Weatherell, Tregear, & Allinson, 2003;

Gleim, Smith, Andrews, & Cronin, 2013; Pickett-Baker & Ozaki, 2008; Bray, Johns, & Kilburn, 2010; Pelsmacker, Driesen, & Rayp, 2005; Uusitalo & Oksanen, 2004), lack of information (Shaw, Shui, Hogg, Wilson, & Hassan, 2006; Durif, Boivin, Rajaobelina, & François-Lecompte, 2011), lack of knowledge (Bray, Johns, & Kilburn, 2010; Pelsmacker & Janssens, 2007; Vermeir & Verbeke, 2006), need for reassurance that the environmental friendly products are legitimate (Johnstone & Tan, 2015), quality (Weatherell, Tregear, & Allinson, 2003; Cornish, 2013), lack of believe in the power of individuals (Balderjahn, 1988; Bray, Johns, & Kilburn, 2010) and the persuasion that the extra premium does not reach the end beneficiary (Shaw & Shiu, 2003). Previous research suggests that the attitude-behaviour gap also holds true for ethical fashion purchasing, as this is an ethical product. The suggested barriers found in literature are personal values (Joergens, 2006; Manchiraju & Sadachar, 2014), perceived availability (Crane, 2016; Shaw, Shui, Hogg, Wilson, & Hassan, 2006; Sudbury & Böltner, 2011; Carrington, Neville, & Whitwell, 2014), price (Shen, Richards, & Liu, 2013; Joergens, 2006; Sudbury & Böltner, 2011; Shen, Wang, Lo, & Shum, 2012; Iwanow, McEachern, & Jeffrey, 2005), lack of information (Crane, 2016), lack of knowledge (Shen, Richards, & Liu, 2013; Shen, Wang, Lo, & Shum, 2012), the need for reassurance (Joergens, 2006) and quality (Joergens, 2006; Iwanow, McEachern, & Jeffrey, 2005; Niinimäki, 2010). All the barriers found for ethical fashion purchasing overlap with the barriers found for ethical purchasing in general. However, multiple barriers from the attitude-behaviour gap of ethical products in general mentioned earlier, have not been explored to understand if they hold true for ethical fashion too, because there has been done less research about ethical fashion purchasing barriers.

5.1.2 Generations

As mentioned, age has an influence on ethical purchasing intention (Anich & White, 2009). Literature about personal characteristics and the attitudes towards ethical values of generation X and generation Z is analysed. Generation X finds attributes like product quality, price, word-of-mouth and environmental issues important (Strauss & Howe, 1991; Appelbaum, Serena, & Shapiro, 2004). They also prefer messages that stress the image of fashion (Guedes, 2011). Generation Z has the following characteristics: having no sense of commitment, questioning the need for it all, lack of thinking, such as consequential thinking, and the thereby need to divide attention (Klopotan, Aleksić, & Vinković, 2020). They understand their responsibilities (Ernst&Young, 2015) and are becoming more aware of the negative aspects in the production process of fashion (Razum, Bajcs, & Zekic, 2017).

5.1.3 Dutch consumers

Because this research is about Dutch consumers, their behaviour is also analysed to give this paper some more depth. It showed that the interaction of knowledge and confidence in green products have a positive effect on green purchasing behaviour in the Netherlands (Liobikienė, Mandravickaitė, & Bernatoniene, 2016). Dutch sustainable clothing consumers of second-hand sustainable clothes mention the following motivations: cheap and unique items, giving items a second life, higher quality, sustainable aspects and

the atmosphere of the market. They mention the following purchasing barriers: availability of second hand clothes as well as newly produced sustainable clothes, the price of newly produced sustainable clothes, the difficulty level of identifying if something is sustainable and the lack of information about the topic (Goossensen, 2019). However, these results came from a study amongst already sustainable consumers of second-hand clothing and thus does not necessarily represent the whole Dutch population.

5.2 Key findings empirical research

5.2.1 Purchasing barriers

Half of the participants state to buy ethical products and the main reason for this is the environment, which can also possibly be seen as warm-glow giving. The found barriers of purchasing ethical products are a lack of interest, a lack of information, ease and price. What could stimulate the participants to think about ethical aspects more, is more advertising, more information provision, more attention and being able to see if something is ethical through a label or trade mark. When asking participants about ethical fashion, they mention sustainability, no child labour, good working conditions and fair wage as aspects of ethical fashion. When asking about ethical fashion, different aspects were mentioned, such as sustainability, no child labour, good working conditions and fair wages. The found barriers of ethical fashion purchasing are lack of interest, lack of information, lack of knowledge, perceived availability, ease and ethical clothes not being appealing.

The overlapping barriers that are found in this paper are lack of interest, lack of information and ease. Ease is a new suggested barrier for ethical fashion purchasing, but is already mentioned in previous literature as a barrier for ethical purchasing in general. Price is a found barrier of ethical purchasing in general, but does not overlap with the barriers of ethical fashion purchasing. The barriers of ethical fashion purchasing that were found in this paper, but do not align with the in this paper found barriers of ethical purchasing in general are a lack of knowledge, low perceived availability and ethical clothes not being appealing. The barriers lack of knowledge and low perceived availability did not come up in this study as barriers of ethical purchasing in general, but other researchers mentioned them as possible barriers of ethical purchasing in general. The only new possible barrier for ethical fashion purchasing that does not align with the barriers of ethical purchasing in general, is clothes not being appealing.

5.2.2 Generations

Participants from generation X have less knowledge about ethical fashion and when they do think about it, they mention sustainability as the main aspect. They almost never purchase ethical fashion even though they often purchase other ethical products. Participants from generation Z mention different aspects of ethical fashion and they either buy ethical fashion and other ethical products or none. Participants from generation X mention that they feel it is not their place to talk about ethical aspects with others, while participants from generation Z find it not interesting enough to talk about. The overlapping barriers of ethical fashion purchasing of both generations are lack of knowledge, lack of

interest and lack of information. Participants from generation X name ethical clothes not being appealing and low perceived availability as complementary barriers and participants from generation Z name ease as a complementary barrier. The things that would help participants from generation X as well as from generation Z, to purchase more ethical fashion are more awareness, more information, more availability and making the clothes cheaper. Changing the style and a possible law for trade mark are only named by participants from generation X and naming and shaming is only named by participants from generation Z. Both generations agree with the fact that during purchases, it should be possible to see if something is ethical or not in the form of a trade mark or label.

Comparing to literature

5.2.3 Comparing purchasing barriers to literature findings

All barriers of ethical purchasing in general overlap with the ones in literature, only some have a different naming. When looking at the barriers of ethical fashion purchasing, not all overlap with the ones found in literature. The in this paper found barriers of ethical fashion purchasing that are also mentioned in the previous discussed literature are a lack of interest, a lack of information, a lack of knowledge and low perceived availability. There are two new barriers of ethical fashion purchasing that came to light in this paper, namely ease and ethical clothes not being appealing. Both new barriers are mentioned multiple times in different question frames and therefore can be seen as reliable new suggested barriers.

5.2.4 Comparing generations to literature findings

When discussing the term ethical fashion, most participants from generation Z mentioned no child labour as an aspect, which aligns with the literature. Another thing that aligns with the literature is that ethical sensitivity increases with age, which was shown in the results as participants from generation Z talk about it less than participants from generation X. Generation Z states to think their generation does not think about the consequences, which can also be confirmed by previous literature. One of the overlapping barriers of participants from generation X and Z, is lack of knowledge. This also can be found in literature as one barrier for Dutch consumers. One mentioned barrier by generation X only, is ethical clothes not being appealing, which aligns with generation X preferring a message that stresses the image of fashion. One mentioned barrier by generation Z only, is ease. This may align with the lack of consequential thinking of generation Z. It shows that some aspects do correspond to previous literature.

5.2.5 Dutch consumers

The results were also compared to the motivations and barriers in literature for Dutch sustainable consumers. The overlapping barriers are perceived availability, lack of information and lack of knowledge. The found barriers in this study that do not align are lack of interest, ease and the clothes not being appealing. Since there has been done minimal research about the barriers of Dutch consumers,

this paper suggest these latter barriers as new found barriers of Dutch consumers in specific. When asking participants what needs to change so they will purchase more ethical fashion, one of the things they name is making the clothes cheaper, which align with the findings in literature that price is a barrier for Dutch sustainable consumers.

5.3 Conclusion

The central research question is:

“What are the barriers to purchasing ethical fashion of Generation X and Generation Z in the Netherlands?”

This research question can be answered, by answering the empirical sub-question. The first empirical sub-question is: are ethical fashion purchasing barriers similar or different to general ethical purchasing barriers? When analysing literature about this subject, the following proposition was made:

Proposition 1: Dutch consumers will have similar barriers to purchase ethical fashion as they do towards general ethical products.

When looking at the key findings of this paper, there are multiple barriers found. The overlapping barriers of ethical purchasing in general and ethical fashion purchasing, are lack of interest, lack of information and ease, with ease being a new suggested barrier for ethical fashion purchasing found in this paper. However, there is one barrier for ethical purchasing in general, that is not explicitly mentioned as a barrier for ethical fashion purchasing, namely price. Making ethical clothes cheaper, however, is mentioned by participants as one thing that would stimulate them to purchase more ethically, but this is not enough to state that price is a found barrier for ethical fashion purchasing. Thereby, there are multiple found barriers of ethical fashion purchasing, which were not found to hold true for ethical purchasing in general in this paper too. These were the barriers lack of knowledge, perceived availability and ethical clothes not being appealing. Lack of knowledge and perceived availability were mentioned in previous literature as barriers of ethical purchasing in general too, but they do not align with the findings in this paper for ethical purchasing in general. Clothes not being appealing is a new suggested barrier found in this paper and again this does not align with the barriers of ethical purchasing in general, which is also not possible. These results show that this paper found multiple differences for Dutch consumers in barriers of ethical purchasing in general and ethical fashion purchasing. Thus, the first proposition will be refuted and therefore it is assumed that Dutch consumers do not have similar barriers to purchase ethical fashion as they do towards ethical general ethical products.

The second empirical sub-question is: is there a difference in how ethical fashion is perceived per generation? When analysing literature about this subject, the following proposition was made:

Proposition 2: Consumers from generation X will value ethical fashion higher than consumers from generation Z and thus will have a more positive attitude towards it.

When looking at the key findings of the generations and the comparison between the generations, contradicting findings arose. First, it showed that participants from generation X have less knowledge about ethical fashion than participants from generation Z. Participants from generation Z purchase ethical fashion more than participants from generation X. The barriers that hold true for both generations are lack of knowledge, lack of interest and lack of information, however the last one weighs more heavily for generation Z. Participants from generation X name ethical clothes not being appealing and low perceived availability as complementary barriers and participants from generation Z name ease as a complementary barrier. One reason that is mentioned by both generations for not talking about ethical aspects, is because the topic is not interesting enough. However, this again weighs more heavily for generation Z. The things that would help participants from generation X as well as from generation Z, to purchase more ethical fashion are more awareness, more information, more availability and making the clothes cheaper. Changing the style and a possible law for trade mark are only named by participants from generation X and naming and shaming is only named by participants from generation Z. As mentioned the results are somehow contradicting, in the way that participants from generation X value ethical aspects higher, but participants from generation Z have a more positive attitude towards ethical fashion. Thus the second proposition will be partly refuted and therefore it is assumed that Dutch participants from generation X value ethical fashion higher than participants from generation Z, but have a less positive attitude towards it.

The central research question asks what the barriers are for ethical fashion purchasing from generation X and generation Z in the Netherlands and can be answered as: The barriers of ethical fashion purchasing from generation X and generation Z in the Netherlands are lack of interest, perceived availability, lack of information, lack of knowledge, ease and ethical clothes not being appealing. The barriers lack of interest, lack of information and lack of knowledge overlap between both generations. The barriers perceived availability and clothes not being appealing only apply for generation X and the barrier ease only applies for generation Z.

5.4 Limitations

5.4.1 Limitations of sample

This research has some limitations. The first limitation is the sample size. This study used 16 participants to base the results on, however, this is not enough for a representative sample of the Dutch population. Also, the ratio man/woman was not representative for the Dutch population. Therefore, when repeating this study or somewhat the same study, it would be better to use a bigger sample size and make sure the gender ratio is also representative.

Another limitation that causes non-representativeness is the current physical contact restrictions. Because of this, it was harder to find various participants, because all used participants are friends or family of the researcher. This may also cause a non-representative sample of the Dutch population.

5.4.2 Limitations of results

Not only the sample had limitations, but the results too. One thing is the sensitivity of this topic. What is mentioned earlier, is that this may cause incorrect results. Lots of consumers do not like to openly talk about these topics and possibly will not reveal their true attitudes towards ethical issues.

Another limitations of this research is regarding the coding. To make sure the coding is good, it needs to be consistent and this can be tested by different people coding the answers in the same way. However, this paper is made by only one person and therefore it is not possible to make sure that this way of coding would have been used by multiple researchers.

5.5 Recommendations

5.5.1 Recommendations to market

This paper shows that the ethical fashion market does not coincide with the ethical market in general. It also shows that there are more barriers that withhold consumers to purchase ethical fashion than barriers that withhold consumers to purchase other ethical products, which results in the fact that other markets have overcome certain problems that the fashion market did not (yet). The suggested barriers of ethical fashion purchasing that were found in this paper that do not align with the found barriers of ethical purchasing in general are lack of knowledge, perceived availability and ethical clothes not being appealing. Participants mention they do not have the sufficient knowledge of what ethical fashion is. This can be changed by the market, by giving more information about what is ethical and what is not. The stated low perceived availability can also be changed by the market. This can be done by radically letting the consumers know which particular garment is ethical. Most participants mention a label or trade mark to let them know if something is ethical or not, possibly together with bigger signs or a separate department for ethical clothes. This will increase the chances that consumers would purchase it. What was also mentioned, is ethical clothes not being appealing. Instead of only making an ethical version of the basics, markets can choose to also sell more diverse, trendy ethical clothes, so consumers are more attracted to it and willing to purchase it.

5.5.2 Recommendations to future researchers

For future researchers, this paper would again be a good starting point just like this paper used different other papers as a starting point. However, future researchers could use more participants and also make sure their sample size is more representative. Another thing that future researchers could take into account is the coding. This is best done by several researchers to make sure the coding is consistent. When looking at this study, another suggestion for future researchers is to specify things more. This research has shown some differences in barriers and between generations, but when performing following research, it might be interesting to look at the reason for these differences and also concentrating the interviews on why these differences exist. This is something that could still be learned.

5.6 Reflecting own work

Whenever I did a research, it was always quantitative, so this research taught me everything that came with doing a qualitative research. I learned how to conduct interviews, which I have never done before. It also taught me to work with plenty data and find connections between answers by spitting every sentence, instead of doing some regressions which will give the answer. Another thing that I learned, is coding answers given by participants into a final selection of codes. The knowledge I gained by doing this research will definitely stay with me and will be used in the future as a Master student, inter alia.

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7. Appendix A – Literature review

Table 1. Barriers that withhold consumers to buy ethically.

Ethical consumption	Ethical fashion
Ethical issues not being the priority	Personal values
Level of involvement	
Perceived availability	Perceived availability
Price	Price
Lack of information	Lack of information
Lack of knowledge	Lack of knowledge
Need for reassurance	Need for reassurance
Quality	Quality
Lack of believe in the power of individuals	
Persuasion that the extra premium does not reach the end beneficiary	

8. Appendix B – Interview format

1. What is your gender?
2. How old are you?
3. What is your country of origin?
4. What do you do in daily life? Student/working full time/part time?
5. Do you earn modal, above modal or below modal?
6. What is important to you when buying clothes?
7. Where do you think of when I say ethical fashion?
8. Do you buy ethical products in general? Why (not)?
9. Do you buy ethical fashion? Why (not)?
10. Why do you buy ethical products in general but not ethical fashion (if this is the case)?
11. Do you ever think about your consumption in general or has it become a routine?
12. Do you recycle or some other form of sustainability? If so, what?
13. How much do you think you spend on ethical products in percentages?
14. Do you put more or less effort than average to inform yourself about ethical aspects of your consumption behaviour? If so, what?
15. What needs to change so you will purchase more ethical fashion?
16. Do you discuss ethical consumption with others? Are you trying to talk people into it?
17. Do you think that you as a consumer play a role in making the fashion industry more ethical?
18. Do you think that you put more effort in ethical purchases compared to the rest of your generation?

19. What do you think that your generation thinks about ethical aspects? Is this different to other generations?
20. Do you think that your generation worries about unethical aspects and the consequences of their purchases? More or less than other generations?
21. Are Dutch people more conscious about ethical problems compared to the rest of the world? Do they care more about this than other communities?
22. What things would help or stimulate you to think about ethical aspects more, as well as in general and during a purchase?
23. Will this interview influence your purchase behaviour and the way you think about it? Does this include ethical fashion?

9. Appendix C – Interviews transcribed

Interview 1

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: What is your age?

Participant: 45.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in your daily life? Do you work?

Participant: Yes.

Interviewer: Full time or part time?

Participant: Part time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Modal.

Interviewer: Okay. Now I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: That I like it, actually.

Interviewer: Only this or are there more things that are important to you?

Participant: It should be comfortable, look nice and other than that I don't really think about it.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: I don't really see it in the shops and you forget about it quickly.

Interviewer: But I mean the term, what explanation of the term do you think of?

Participant: I would really not know.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from

which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: No, I don't think so.

Interviewer: Why not?

Participant: Because I don't see it in the shops and it doesn't appeal to me.

Interviewer: But you do buy biological meat right?

Participant: Yes, I buy that sort of things. But clothing...

Interviewer: No I also meant ethical products in general.

Participant: Oh, yes I do buy biological meat and vegetables.

Interviewer: And other products?

Participant: Not that I'm aware of.

Interviewer: And why do you buy these products?

Participants: Because it feels good to know that you help the environment and the people.

Interviewer: Okay and do you buy ethical fashion?

Participant: No, also not that I'm aware of.

Interviewer: Why not?

Participant: Because I don't see it in the stores.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: With groceries I sometimes think about it, but only then.

Interviewer: What do you think about then?

Participant: If the meat and vegetables are biological. If it is offered, I sometimes buy it.

Interviewer: Do you recycle or some other form of sustainability?

Participant: I hand in old devices, I separate plastic and glass. I put old clothes in containers for charity.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: 20%.

Interviewer: 20?

Participant: Yes, maybe with the food.

Interviewer: Okay.

Participant: Maybe 10%? I really don't know.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects of your consumption behaviour?

Participant: I don't put effort in it.

Interviewer: Okay, so less than average?

Participant: Yes.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: There should be more advertisement about it in the stores, on the radio or something.

Interviewer: Okay and do you discuss ethical consumption with others?

Participant: Sometimes.

Interviewer: Do you try talking people into it? Who does that conversation go?

Participant: No. Sometimes when something is on sale, I mention it to friends like “O, these biological potatoes, they are nice”. More because of the taste and that it is better for animals and the environment.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Sorry?

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: No.

Interviewer: Who does play a role in this?

Participant: I have no idea.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No. My generation is not used to it. It is too far away from us.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think because they are not used to it, they don't value it as much as younger generations.

Interviewer: So this is different in other generations?

Participant: Yes, I think younger generations are more involved with this topic and value it much more.

Interviewer: But do you think your generation worries about unethical aspects and the consequences of their purchases?

Participant: Well, no, I think only a small part.

Interviewer: Will this be different in other generations?

Participant: Yes, for the same reason.

Interviewer: Okay. Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: I think we put more effort in in than Spain or Italy, when talking about Europe.

Interviewer: Why?

Participant: Because the clothes are also made there and the people are less rich there. They live of tourism. I think we think about it more.

Interviewer: And compared to the rest of the world?

Participant: I really don't know.

Interviewer: Okay. What things would help or stimulate you to think about ethical aspects more?

Participant: If there is more attention, more advertisement. It should be showed more.

Interviewer: This is especially in general and what about during purchases?

Participant: I don't know. If it does not appeal to me, I don't buy it. If it's ethical or not. If it's ethical and I like it, then I'll buy it, but I am not very involved in it.

Interviewer: Okay so if it follows the trend, you will buy it?

Participant: Yes, then maybe I will.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: Yes, maybe it will. Maybe I will pay attention when I go shopping.

Interviewer: Okay thank you for participating.

Interview 2

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: I am 41 years old.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Do you work part time or full time?

Participant: I work full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Modal I think.

Interviewer: In 2017 modal was €34.000.

Participant: Then above.

Interviewer: Okay, now I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: That it looks good together. I like sale, actually. What else? I just don't want to pay too much.

Interviewer: Where do you think of when I say ethical fashion?

Participant: I don't know.

Interviewer: I will give you the definition. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Yes.

Interviewer: Like what?

Participant: Bags.

Interviewer: Those reusable bags?

Participant: Yes. And also biological products, like fruit and vegetables.

Interviewer: Mostly, vegetarian and vegan products are also ethical.

Participant: Yes, we also buy these sometimes.

Interviewer: And why?

Participant: I think meat substitutes are better for you and reusable bags, I always bring bags when I go grocery shopping, why would I spend more money on bags all the time, plastic, when it is not necessary.

Interviewer: Okay and do you buy ethical fashion?

Participant: No, never done that I think.

Interviewer: Why not?

Participant: Not really aware of it. Coincidentally, look at it a few weeks ago, by the way. Maybe because I don't really like these clothes.

Interviewer: So why do you buy ethical products in general but not ethical fashion?

Participant: Because the clothes don't appeal to me and other products I find easy in use.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: How do you mean consumption?

Interviewer: Buying groceries, buying clothes, buying I don't know what.

Participant: If you buy ethical products more consciously, you mean?

Interviewer: Yes, or thinking about other things more consciously.

Participant: Yes I do that.

Interviewer: Okay and do you recycle or some other form of sustainability?

Participant: Yes, plastic is separated. Oh, no wait, I used to do that but we do not have it in this neighbourhood anymore. I do separate glass. Clothing to second-hand shops. Actually, I bring a lot of stuff to second-hand shops.

Interviewer: Okay and how much do you think you spend on ethical products in percentages?

Participant: Maybe 10%.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Less than average.

Interviewer: Okay and what needs to change then so you will purchase more ethical fashion?

Participant: Products or fashion?

Interviewer: Fashion.

Participant: Often, ethical fashion is more expensive, so they could make it a bit cheaper. I also think, what I can remember, they need to work with colours more, because mostly the colours are very boring.

Interviewer: Okay and do you discuss ethical consumption with others?

Participant: Yes.

Interviewer: How do these conversations go?

Participant: With two friends, we sometimes talk about eating more vegetarian food. With my partner, I sometimes talk about eating more vegetarian food.

Interviewer: Okay and do you also try to talk people into it?

Participant: Yes. I rather want to eat vegetarian, but I can't get my family into that.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Me? Oh in the fashion, no I don't think so.

Interviewer: Why not?

Participant: Because I am not really occupied with it.

Interviewer: Okay and consumers in general?

Participant: I think so.

Interviewer: Why?

Participant: Because it is sort of like a trend to buy ethical products.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No, I think several people put more effort in it.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I actually don't know. It is more the youth that is occupied with this. I actually think they do not really think about it. Most are Burgundian people that like to eat meat.

Interviewer: Do you think they think about the consequences of their purchases?

Participant: No, a little.

Interviewer: Is this different in other generations?

Participant: Yes, again I think the youth thinks more about this topic and thus about the consequences of their purchases.

Interviewer: Okay. Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: I don't know if that is the case.

Interviewer: Not a particular reason why or why not?

Participant: No I don't know if we are more occupied with this than other countries. I know we are aware but more? I don't know.

Interviewer: Okay. What things would help or stimulate you to think about ethical aspects more?

Participant: They need to make the clothes more appealing and the price. They should also promote it more.

Interviewer: And something that would help you think about it more during purchases?

Participant: They should let us know the way it is made.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: Maybe a little.

Interviewer: Okay, thank you for participating.

Interview 3

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: I am a man.

Interviewer: How old are you?

Participant: 47.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you working?

Participant: I work full time.

Interviewer: And do you earn modal, above modal or below modal?

Participant: Modal.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: The price and of course what it looks like, but price and quality is the most important.

Interviewer: Where do you think of when I say ethical fashion?

Participant: I think about biological cotton and alternative fashion.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: In general or fashion?

Interviewer: No, in general.

Participant: Not that I know of.

Interviewer: Okay and do you buy ethical fashion?

Participant: No.

Interviewer: Why don't you purchase ethical products in general as well as ethical fashion?

Participant: Because, I don't know where I can buy it and if it is ethical fashion at all.

Interviewer: Okay. Do you ever think about your consumption in general or has it become a routine?

Participant: I sometimes think about it.

Interviewer: In what case?

Participant: Thinking about where and how it can be better.

Interviewer: But this does not pursue in behaviour?

Participant: No, this does not pursue in behaviour. That's right.

Interviewer: Do you recycle or some other form of sustainability?

Participant: Yes, the standard recycling of waste, like glass and paper.

Interviewer: Okay. Some form of sustainability?

Participant: Green energy.

Interviewer: How much do you think you spend on ethical products in general?

Participant: 1%? I think the market decides how many ethical products there are and thus how much you spend on it.

Interviewer: So if you accidentally buy it, you buy it, but not in other cases?

Participant: Yes.

Interviewer: Okay. Do you make more or less effort than average to inform yourself about ethical aspects of your consumption behaviour?

Participant: I put a little effort in it, but still more than average I think.

Interviewer: Okay and what kind of effort do you put in it?

Participant: Ethical products in general?

Interviewer: Yes.

Participant: In supermarkets I look for information. When there is information available that a product has one of the aspects of being ethical, then I look at it. I don't necessarily purchase it.

Interviewer: Okay, what needs to change so you will purchase more ethical fashion?

Participant: More information available of course, maybe also advertisement towards it, but in the stores it needs to be reported. People need to be lead towards it.

Interviewer: Do you discuss ethical consumption with others?

Participant: No, not really. I think it is not everyone's responsibility to do something with it.

Interviewer: Why?

Participant: Because, I don't think I should be telling people to buy it or ask if they find it important. Everyone has their own reasons to think or not think about it. Most of the times it's financial, if you cannot afford it you should not buy it.

Interviewer: Okay. Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Consumers in general or me as a person?

Interviewer: You can answer in both ways.

Participant: Me as a person, I think I almost play no role. But the consumer in general does play a role. It is a interaction between producers' supply and consumers' demand. If it is offered and the consumers don't buy it, it will disappear. If it is bought, it will be offered more.

Interviewer: Okay. Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No, because I almost never buy it.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think my generation finds it important and that it needs to become important, but the responsibility is for the government and the companies themselves, not for the consumer.

Interviewer: Do you think this is different in other generations?

Participant: Yes, I think the younger generations, if they think about it, think that is the responsibility of the consumers and not the government or companies.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: No, not really. My generations knows what's going on, but it has always been this way and it is what it is.

Interviewer: Would that be different for other generations?

Participant: Yes, I hope so! I hope that younger generations do worry about it and will do something about it. That they still have hope.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: Yes, compared to the rest of the world I think so, but compared to the Western countries not necessarily. Compared to the general world citizen I do, because the general world citizen does not have the money to buy these products.

Interviewer: Okay, but the Dutch people have a higher budget so they can buy it?

Participant: Yes, Dutch people should be willing to pay for it.

Interviewer: What things would help or stimulate you to think about ethical aspects more, as well as in general and during a purchase?

Participant: Way more information about it and being able to see if something is ethical or not during the purchase. Only then you can make a decision at that level.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: Well, I think it influences the way you think about it, but I don't know if it will influence my buying behaviour. If there will be more information, I will think "Hey the information is here" and after that it may influence my buying behaviour.

Interviewer: Okay and the idea of looking for the information yourself?

Participant: Well... It is possible, but it will take so much time. When you want to buy something, you are in a store and then you won't think "Oh, let me look up where else they have ethical products". You are there and you see something nice, so you buy that. You don't have the choice to buy ethically or not, so you just buy that.

Interviewer: Okay, thank you for participating.

Interview 4

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Man.

Interviewer: How old are you?

Participant: 41.

Interviewer: What is your country of origin?

Participant: The Netherlands

Interviewer: What do you do in daily life? Do you work full time or part time?

Participant: Full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: What is modal?

Interviewer: In 2017 it was €34.000.

Participant: Above.

Interviewer: Okay, now I will continue with the questions of the interview. What is important to you when buying clothes? The more you say the better, with all questions.

Participant: The fit, that it won't tear very easily. I think that is the norm, for the most part.

Interviewer: Where do you think of when I say ethical fashion?

Participant: It sounds very unknown to me.

Interviewer: Shall I give the definition then?

Participant: Yes.

Interviewer: Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Not that I know of.

Interviewer: Why not?

Participant: Because I never pay attention to it.

Interviewer: Also no ethical fashion then?

Participant: No.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: Consumption of?

Interviewer: Just in general, doing groceries or buying other things.

Participant: No, it is a routine.

Interviewer: Do you recycle or some other form of sustainability?

Participant: We have multiple waste containers, I think that is the only thing we do, separating waste.

Interviewer: Okay and something like green energy?

Participant: No.

Interviewer: How much do you think you spend on ethical products in percentages? By the way, vegetarian and vegan products are also often ethical, I don't know if you consume that?

Participant: No, I don't. I think I don't spend much at all.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Less.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: I think it needs to become the default option. I think we would all change then. If you want to change yourself, I think the worldview needs to change too. Looking at fashion, everyone wants Nikes

and that doesn't seem so ethical. Looking at food, people are more vegan, but I don't think the whole world already is.

Interviewer: So the worldview needs to change?

Participant: Yes.

Interviewer: Okay and do you discuss ethical consumption with others?

Participant: No, never.

Interviewer: Why not?

Participant: Because I do not find this interesting enough to talk about with people.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: I think so.

Interviewer: In what way?

Participant: Well, as long as I keep buying Nikes, I think the fair view towards workers won't change. As long as everyone contributes to this.

Interviewer: Yes and do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No.

Interviewer: Why?

Participant: Because I put no effort in it at all, but I think others do put some effort in it.

Interviewer: Do you think that your generation thinks about ethical aspects?

Participant: I think my generation can think of it. I think there are several people who think about it. I don't know them, but they would surely exist.

Interviewer: Is this different in other generations?

Participant: Yes, I think younger generations think about it more.

Interviewer: Would people of your generation think about the consequences of their purchases?

Participant: Of the unethical products?

Interviewer: Yes.

Participant: No, I don't think when they are in the Footlocker to buy Nikes they think about what child made it.

Interviewer: Is this different in other generations?

Participant: I think so, but I don't think other generations would really stop buying Nikes because of it.

Interviewer: Okay. Are Dutch people more conscious about ethical problems compared to the rest of the world, you think?

Participant: No, I don't think so. The view in the Netherlands also differs, some groups think about it, but the bigger part probably won't.

Interviewer: And the rest of the world?

Participant: I think the in Western world, where the economy is better, the people do not really think about it. Poorer countries would think about it more, I think they do not really have a choice.

Interviewer: What things would help or stimulate you to think about ethical aspects more? What needs to change.

Participant: The worldview needs to change.

Interviewer: And something specific during purchases what would help?

Participant: I think not really.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: I think, at this moment, it would, but next week when I am in the store it probably won't.

Interviewer: Okay, thank you for participating.

Interview 5

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: 56.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: Do you work full time or part time?

Participant: Full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: I think a little above.

Interviewer: What is important to you when buying clothes?

Participant: That I like it, that it is wearable. But no always actually, just for the beauty.

Interviewer: Where do you think of when I say ethical fashion?

Participant: I don't know.

Interviewer: Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: I think so, but without knowing.

Interviewer: Why not consciously?

Participant: I don't think about it.

Interviewer: Do you buy ethical fashion?

Participant: No, for the same reason.

Interviewer: Why do you buy ethical products in general but not ethical fashion?

Participant: Because if I would buy ethical products, it would be without knowing and this is much more regular than buying ethical fashion without knowing.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: I think about it.

Interviewer: In what way?

Participant: If it is right for me.

Interviewer: Do you recycle or some other form of sustainability?

Participant: No. Nothing. Oh, I sell my old clothes.

Interviewer: Okay, how much do you think you spend on ethical products in percentages?

Participant: 5%.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: I don't put effort in it.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: Maybe raise awareness? I did buy some make-up the other day, which is ethical.

Interviewer: How did you know this brand?

Participant: By internet.

Interviewer: But not because it is ethical?

Participant: No, that is a coincidence.

Interviewer: Do you discuss ethical consumption with others?

Participant: No.

Interviewer: Why not?

Participant: Because it is not that important to me. When I buy it, it is not consciously.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: No.

Interviewer: Why not?

Participant: Because I am not occupied with it.

Interviewer: But if you would be, do you think you could make a change?

Participant: No.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No. Because I put no effort in it and I think in my generation there are at least some people who do.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think some are involved in it, I have two friends who are.

Interviewer: Do you think this differs per generation?

Participant: Yes, I think younger generations, when I look at my kids, put more effort in this.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: No.

Interviewer: How do you think this is in other generations?

Participant: My daughter is more involved with it, also with food.

Interviewer: So other generations would be more aware?

Participant: Yes, I think so. I didn't grow up with that at all.

Interviewer: Do you think Dutch people are more conscious about ethical problems compared to the rest of the world?

Participant: No.

Interviewer: Why not?

Participant: I do not hear much about it.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: If awareness would be raised.

Interviewer: And something during purchases?

Participant: Yes. When I bought the make-up, it was nice to hear that it is ethicalp.

Interviewer: So more information should be given.

Participant: Yes.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: Yes, maybe I would think about it more.

Interviewer: Okay, thank you for participating.

Interview 6

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: 47.

Interviewer: What is your country of origin?

Participant: Suriname.

Interviewer: What do you do in daily life? Do you work full time, part time?

Participant: I work full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: What is modal?

Interviewer: In 2017 it was €34.000.

Participant: Then above modal.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: Price, quality. If it is sustainable. Or can I only say one thing?

Interviewer: No, the more the better.

Participant: No use of child labour and if it fits.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: [misunderstands the term as ethnical fashion and explains that]

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions.

Participant: Oh sorry, I misunderstood. Then it comes down to the same thing I already mentioned what is important to me when buying clothes.

Interviewer: Do you ever buy ethical products in general?

Participant: More and more consciously. In the past I did not pay attention, but lately also with the climate issues and everything, I pay more and more attention to it.

Interviewer: Okay and do you buy ethical fashion?

Participant: I look if it the manufacturing is sustainable.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: In terms of clothing?

Interviewer: Also in general, with groceries for example.

Participant: It is a lot of routine work.

Interviewer: Also for clothing?

Participant: I don't know, maybe it is. Regarding the weekly groceries, it is a lot of routine work. The sales also guide you, but you do have a fixed pattern.

Interviewer: Yes. Do you recycle or some other form of sustainability?

Participant: I recycle paper and plastic.

Interviewer: And another form of sustainability? Green energy or something?

Participant: Not anymore since I moved.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: On monthly basis of percentages? That's hard, maybe 10% or something? What would it be? Maybe 10% is much. Are vegan products also sustainable?

Interviewer: I think most of them are. I don't know if it is the standard, but in general I think they are.

Participant: Then 10% is realistic, I think.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: More and more.

Interviewer: What sort of things do you do then?

Participant: Reading, looking up, reading labels, asking question, looking for information.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: More insights in the materials, what they are and where they're from. Just knowing what preceded.

Interviewer: So more information?

Participant: Yes.

Interviewer: Do you discuss ethical consumption with others?

Participant: Often with my daughter, she is vegetarian. But she is the only one, actually.

Interviewer: Okay. Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes, I think so. As long as the demand for that kind of products increases, the market will follow this demand.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: I don't think so. I think there are people who are way more fanatical than me. I am sure.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think they do not think about it as much as younger people.

Interviewer: How do you think younger generations look at these aspects then?

Participant: Well, my daughter for example is vegetarian and I think more people of her generation are vegetarian than people from my generation are. I do not know any vegetarians my age, to be honest. I think my generations does think about it, but younger generations actually take action.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: Yes, I think everyone is made more conscious and automatically is because of the climate change. This is acknowledged more and more as a general problem.

Interviewer: Is this different between generations?

Participant: Yes the previous generations were less concerned about it and they did not really care.

Interviewer: And for example younger generations?

Participant: For you it is more important. You are even more up to date than us.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: I don't know, I think they are more fanatically in trying to contribute, but I don't know if other populations are less aware or if they just find it less important. I think everyone knows, but certain populations just don't find it that important, or it did not yet fully made its mark there.

Interviewer: Okay and what things would help or stimulate you to think about ethical aspects more, as well as in general as during a purchase?

Participant: Again, information provision and maybe more facilities regarding returning recyclable products, return points, drop-off points, that kind of facilities that would help people make it easier and therefore may do it sooner.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it? Will you think about it more or less?

Participant: I think it stays the same. I am already alarmed and I think you do what you can do.

Interviewer: Okay, thank you for participating.

Interview 7

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Male.

Interviewer: What is your age?

Participant: 48.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life?

Participant: I work.

Interviewer: Part time or full time?

Participant: I work full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Above modal.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: It is important that the style suits me, that the quality is good and that it falls in a certain price range.

Interviewer: Where do you think of when I say ethical fashion?

Participant: Ethical fashion? I think about garments that are produced in ways that contribute as less damage to the environment as possible and where working conditions of the workers are good.

Interviewer: Yes, normally I would give the definition I use in my thesis, but what you said is actually what ethical fashion is. Do you ever buy ethical products?

Participant: Yes, so for electronic products I always buy the most economical one. For certain food products, I always choose the biological option. But with clothes I do not pay attention to it, because the information is just not there.

Interviewer: Why do you buy ethical products?

Participant: Because of the environment, so that I spare the environment as much as possible. And because you also want every person in the value chain to get a good salary and to work in good circumstances.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: I think about it, but only now and then.

Interviewer: What do you think about?

Participant: Like I said, choosing the biological options.

Interviewer: Do you recycle or some other form of sustainability?

Participant: Yes, I recycle as much as possible. And sustainability, yes, when we buy electrical products or food, then I try to pay attention to it.

Interviewer: Where do you pay attention to when buying electrical products?

Participant: The energy label.

Interviewer: And with food?

Participant: I look at biological products.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: Less than 5%.

Interviewer: Okay. Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: I think average.

Interviewer: Okay and what things do you do then?

Participant: You read about it. When there are newspaper articles, I read them because I am interested in it. As long as there is information when purchasing something, I take this into my decision-making.

Interviewer: Okay. What needs to change so you will purchase more ethical fashion?

Participant: I think there needs to be a standard law from the government that it is obligated to indicate, like a trade mark, how ethical a product is, with scales from 1 to 10 or A to D.

Interviewer: Do you discuss ethical consumption with others?

Participant: No.

Interviewer: Why not?

Participant: Because, the products you buy, for example the electrical products, are purchases you do only once every few years and these decisions are personal. When it comes to food, I don't find it interesting enough to talk about it with others.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: I could play a role, because if there would be information, for example if an ethical jeans is €10 more expensive, I would definitely go for that one. This is the bio egg of the jeans.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: I think so.

Interviewer: Why is that?

Participant: When I look around me, I do not see much people my age who put the same effort in it as I do.

Interviewer: What do you think that your generation thinks about ethical aspects and the consequences of their purchases?

Participant: There are always people who think about it, but in general my generations does not think about it very much.

Interviewer: Less than other generations?

Participant: Yes, less than younger generations.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world? Do they care more about this than other communities?

Participant: I don't think Dutch people are more aware of it. I think some countries like Germany, are more aware of biological products.

Interviewer: Why do you think that?

Participant: Because in Germany there are bio supermarkets for a longer period of time and big chains of this and in the Netherlands this is all still in the starting phase.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: If there would be more information or like a trade mark for the products. What also could help is that unethical products could be taxed higher, so a difference in tax.

Interviewer: Yes and something that may help during purchases in specific?

Participant: Not having the put effort in gaining knowledge. Like the mark BIO on products gives you instantly a type of certainty and that also needs to be done with information that gives a direct certainty of ethical fashion.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: I don't think so.

Interviewer: Also not after thinking about it?

Participant: No, because I already think about it likes this sometimes, but it does not lead to me becoming more active in looking for it. Sorry.

Interviewer: No problem. Thank you for participating.

Interview 8

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Female.

Interviewer: How old are you?

Participant: 46.

Interviewer: What is your country of origin?

Participant: Germany.

Interviewer: What do you do in daily life? Are you a student? Do you work, part time or full time?

Participant: I work full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: I think above modal.

Interviewer: Okay. Now I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: It needs to be functional. When I buy clothes, it is either for work, then I always buy expensive clothes, because it needs to represent something. It needs to be a particular brand that has something to do with my work. For example, I have Hugo Boss as a client, so I buy clothing from Hugo Boss, because it has something to do with my work. When I buy clothes for outside of work, then I buy cheap clothes. It is not the price that is important, I just want something very simple and whether it is fashionable plays no role.

Interviewer: So it just needs to be comfortable and that's it?

Participant: Yes.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: I think, buying shirts that are not made by women in Bangladesh who work with 1000 workers in a factory, that cost €5.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: I sometimes buy fair trade products, like coffee or curry, mostly food.

Interviewer: Why do you buy these products?

Participant: Because it is in the supermarket. I see it and then I think, maybe it's good to buy this and then I buy that.

Interviewer: Do you also buy ethical fashion?

Participant: I don't think so. I would not know where I can get it. I do not know stores that sell that.

Interviewer: Are there more reasons for not buying ethical fashion?

Participant: I think that's the only reason. When it is offered, I will buy it. When there are two equal shirts in store and one is ethical, and I can see that it is, then I will buy the ethical one. The price is not an important element.

Interviewer: Okay and do you ever think about your consumption in general or has it become a routine?

Participant: It has become a routine. I don't think about it at all.

Interviewer: Do you recycle or some other form of sustainability?

Participant: We separate the waste at home, but that is it.

Interviewer: Okay.

Participant: Oh, we also compost biological waste in the garden.

Interviewer: Oh, that is nice. How much do you think you spend on ethical products in percentages?

Participant: I think, maybe 5%.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: I think average.

Interviewer: Any specific reasons for that?

Participant: Because I am not that interested in it. I can be more interested, but ethical fashion has to do with production process what does not take place here but somewhere in Turkey, a country that is a large textile supplier, and Bangladesh. It is not close enough. I often buy products from the farmers in the region here, but I also buy these in the supermarket where they are offered. That is something that is close to me, like in this region, and I find that more important then, and this may not be how it's supposed to be but it is like this, protecting someone in Bangladesh.

Interviewer: Okay. So, what needs to change then so you will purchase more ethical fashion?

Participant: I think it needs to be available in the regular stores. If the fashion stores, like Adidas or Zara or something, have a sustainable department then I will probably buy it more. It is a lack of availability.

Interviewer: Yes. Do you talk about ethical consumption with others?

Participant: No. Only when my niece asks me questions about it for her thesis.

Interviewer: Why not with other people?

Participant: I don't know actually.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes, I think consumers are the only ones that play a role. If consumers ask for ethical fashion, it will change.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: I don't think so. I think that my generation is not interested in it at all.

Interviewer: And what about younger generations?

Participant: They are more interested I think.

Interviewer: And do you think your generation thinks about the consequences of their purchases? Would it be important to them?

Participant: I think that my generation does not think about it at all.

Interviewer: No? And what about other generations?

Participant: Maybe the younger generations, 10 maybe 20 years younger, are interested and think about it more. What I see is that they think about it more and find it important, but when it comes to buying they don't do that. My generation is honest, they are just not interested. I find the younger generation is good informed, but they don't do anything with it.

Interviewer: Do you know how that is called? The attitude-behaviour gap. People have a positive attitude but eventually don't buy it.

Participant: Yes, that is interesting! The same goes for eggs. I read a whole study about eggs. You want biological eggs. These eggs have a trade mark that you can see when you buy it. Everyone knows which ones are the best and biological, but these are more expensive. Maybe it is the price, but I think it is also the lack of interest, because they don't buy these eggs.

Interviewer: Do you think a trade mark like that will also help for clothing?

Participant: Yes I think it would help, because people will be more conscious about it. For example the eggs, different types from biological to not biological are offered in the supermarket and I always choose the biological ones that I recognise because of the trade mark. Ethical fashion is not offered like this.

Interviewer: Yes, so you don't look for it specifically, but when it is offered you will choose it?

Participant: Yes.

Interviewer: Okay. Do you think that Dutch people are more conscious about ethical problems compared to the rest of the world? Do they care more or are they more aware?

Participant: I think that Dutch people are more aware of a lot of things, they're very interested in things and they always approach and discuss topics very professional and logical. I think they are more aware about the problems, also compared to the Germans. In Germany, things are either not discussed or very emotional and that is not always helpful.

Interviewer: What things would help or stimulate you to think about ethical aspects more, as well as in general and during a purchase?

Participant: I think that if I get informed more about it for example by media, then I would pay more attention.

Interviewer: Okay, so information is important to you?

Participant: Yes.

Interviewer: Will this interview perhaps influence your purchase behaviour and the way you think about it?

Participant: No, I don't think so. I would maybe think about it more, but not necessarily buy more because there is just a lack of availability.

Interviewer: Okay, so your intention would increase, but your behaviour won't change?

Participant: No.

Interviewer: Okay, thank you for participating.

Interview 9

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Man.

Interviewer: How old are you?

Participant: 19.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student, do you work?

Participant: I am a student.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Below.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: The brand, not too expensive. That's it.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: Made in a country where the workers are paid fairly.

Interviewer: Yes and also does not harm the environment. Do you buy ethical products in general?

Participant: No, I don't pay attention to that.

Interviewer: Why not?

Participant: Ease. When I am in the store, I don't want to do much research.

Interviewer: Okay and do you buy ethical fashion?

Participant: No.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: With food, I do think about it.

Interviewer: How?

Participant: If it's biological, if the farmers are paid fairly and the animals have a good life.

Interviewer: Do you recycle or some other form of sustainability?

Participant: No.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: Nothing.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Less. I need to do it more.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: It should be easier, because in my head, I don't know if that is true, but I always think it is hard to find and to look for information about it.

Interviewer: Okay and do you discuss ethical consumption with others?

Participant: No, never done before.

Interviewer: Why not?

Participant: Not interesting enough to talk about, I think.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes, I think so.

Interviewer: In what way?

Participant: If I would buy ethical products, the production processes would go more fairly.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: I think a little more, but not enough.

Interviewer: Why?

Participant: Because I think about it sometimes, but I do not purchase it.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: They don't think about it.

Interviewer: How do you think this is different in other generations?

Participant: I think the older you get, the more you think about it.

Interviewer: Do you think your generation worries about unethical aspects and the consequences of their purchases?

Participant: Also no.

Interviewer: Is this different in other generations?

Participant: Yes, for the same reason.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: I think so, more than other countries.

Interviewer: Like what countries?

Participant: In Afrika, I think they would think about it less. I think the Netherlands are more informed about it.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: More advertisement.

Interviewer: And something during purchases?

Participant: Yes, or a sign that says if the products are ethical or not.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: Yes I think so.

Interviewer: Okay, thank you for participating.

Interview 10

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: 21.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student or do you work?

Participant: I work.

Interviewer: Part time or full time?

Participant: Part time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Below.

Interviewer: Okay, Now, I will continue with the questions of the interview. You can say as much as possible. What is important to you when buying clothes?

Participant: The size, quality, material.

Interviewer: How do you mean material?

Participant: It needs to fit nice.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: Clothes that are not made by children.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Yes, but I don't take it into account.

Interviewer: What kind of products?

Participant: Clothes, from H&M.

Interviewer: Why?

Participant: Because I like it, not because it is better for the environment.

Interviewer: And other products than clothes?

Participant: No.

Interviewer: Why not?

Participant: Because then you can take everything into account.

Interviewer: Okay. Do you ever think about your consumption in general or has it become a routine?

Participant: I sometimes think about it, like not eating too much meat or fish, but I will not become vegetarian.

Interviewer: Okay. Do you recycle or some other form of sustainability?

Participant: No. I bring my old clothes to charity, but nothing else. But this is also because we don't have to separate in our neighbourhood.

Interviewer: But for example paper and glass?

Participant: Yes we do separate paper.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: I don't know, the minimal.

Interviewer: Okay and do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Less.

Interviewer: Okay and what needs to change so you will purchase more ethical fashion?

Participant: Nothing, I do not participate in that.

Interviewer: You don't want to purchase ethical fashion?

Participant: No, because then I have to leave something because it is bad for the environment when I do like it. I don't do that. You only make it hard for yourself. Imagine you really need clothes, than you restrict your choices and what if you cannot find anything, but then you see something you really like but it's unethical so you cannot buy it. I don't do that.

Interviewer: Is there nothing that will make you buy ethical fashion more?

Participant: Then they need to offer more, but that is not the case right now. When you look at H&M, their ethical offer is minimal.

Interviewer: Do you discuss ethical consumption with others?

Participant: No.

Interviewer: Why not?

Participant: Because it is not important to me at all, I rather talk about other things.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: No. I don't know why but, I would not know why I would.

Interviewer: Okay. Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No, I think average.

Interviewer: Why?

Participant: Because I think my generation cares as less about it as me.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: Nonsense. Maybe not nonsense, but I also do not believe plastic is really separated. I still believe it is thrown in one pile and burned all together. I don't believe it's separated.

Interviewer: Is this different in other generations?

Participant: I don't think so. I think a lot of people share this view.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: No.

Interviewer: Do you think this is different in other generations?

Participant: I think the older you get, the more you are aware of it.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: No.

Interviewer: Why not?

Participant: I think the countries where it is made, are more conscious about this.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: That it's brought into the world more. Now you almost never hear of it.

Interviewer: Yes, so more information?

Participant: Yes.

Interviewer: And something during purchases that would help?

Participant: No.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: I will think about it more, but I would not leave anything for it.

Interviewer: Okay, thank you for participating.

Interview 11

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Man.

Interviewer: How old are you?

Participant: 17.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student or do you work?

Participant: I am a student.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Below.

Interviewer: Okay. Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: If it looks nice and if the quality is somewhat high and the price.

Interviewer: Where do you think of when I say ethical fashion?

Participant: Fashion that is made by people in less developed countries, but which are paid well.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: No, my parents do.

Interviewer: Okay and why do you not do it yourself?

Participant: Because I do not really think about it and I don't feel the need to have most ethical products.

Interviewer: And why don't you think about it?

Participant: Because I have almost no information about it.

Interviewer: Do you buy ethical fashion?

Participant: No, not that I know of.

Interviewer: Why not?

Participant: Because I do not have enough information, again.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: I think about the price, but not necessarily about the circumstances it is made in.

Interviewer: Okay. Do you recycle or some other form of sustainability?

Participant: Yes, I separate waste, like plastic and paper.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: 1%?

Interviewer: Okay. Do you make more or less effort than average to inform yourself about ethical aspects of your consumption behaviour?

Participant: I think less.

Interviewer: Okay, so what needs to change so you will purchase more ethical fashion?

Participant: Advertisement about it.

Interviewer: Do you discuss ethical consumption with others?

Participant: Sometimes.

Interviewer: How? Can you explain it?

Participant: For example, when you're eating and you see the Fair Trade hagelslag, then we talk about it for a little bit. Sometimes with friends.

Interviewer: When you talk about it with friends, how does that go?

Participant: Somewhat like "It is bad that these people in less developed countries do not get much money for their work", but it's not that this will lead to action or something.

Interviewer: So you are not trying to talk people into it?

Participant: No.

Interviewer: Okay. Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes, if I would buy it.

Interviewer: So you as consumer could make a change in how things are going nowadays?

Participant: Yes, I think so.

Interviewer: Why?

Participant: Because companies will only earn money when consumers buy their products, so you as a consumer are the only solution for it.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No.

Interviewer: Less?

Participant: No, maybe just as much as the rest.

Interviewer: Okay. What do you think that your generation thinks about the ethical aspects?

Participant: They don't care.

Interviewer: Is that different in other generations?

Participant: I think so.

Interviewer: Why do you think that?

Participant: Because we are young and everything is done for us. The best is served to us.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: No.

Interviewer: And other generations?

Participant: Yes, because of the reason I mentioned before.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: Yes, I think above average.

Interviewer: Why do you think that?

Participant: I guess. We get informed about it and I think in poorer countries they don't say much about it.

Interviewer: What things would help or stimulate you to think about ethical aspects more, as well as in general and during a purchase?

Participant: Maybe get more education about this topic, or more advertisement about it.

Interviewer: And during purchases, what would help then?

Participant: I don't know.

Interviewer: Not necessarily something that would stimulate you to buy a certain shirt?

Participant: Maybe, if there would be a note in the clothes. It also depends how much more expensive it is. If there would be written Fair Trade in the label for example, than I would consider to choose that shirt over the same one that does not have this trade mark.

Interviewer: Okay and will this interview influence your purchase behaviour and the way you think about it?

Participant: A little bit.

Interviewer: Okay, thank you for participating.

Interview 12

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: 21.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student, do you work?

Participant: I work full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: What is modal?

Interviewer: In 2017 it was €34.000.

Participant: Below.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: Quality.

Interviewer: You can name multiple things if that is the case.

Participant: No in general I look at the quality and if it lasts long.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: I don't know, I would Google it.

Interviewer: If you don't got an image, that's okay as well, than I will explain it to you.

Participant: Yes please.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Yes, does it need to be fashion?

Interviewer: No, in general.

Participant: Yes.

Interviewer: Like what?

Participant: Reusable bags, I sometimes eat vegan or vegetarian food, I try to buy as little plastic as possible.

Interviewer: Why do you buy these products?

Participant: Environment, every little bit helps.

Interviewer: And do you buy ethical fashion?

Participant: Well, I am not really aware what is ethical fashion and what is not, but there is this line at H&M called Conscious and I sometimes buy products from there.

Interviewer: And why do you do that? For the same reason as before?

Participant: Yes. It feels good to know you contribute to something.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: A routine.

Interviewer: Do you recycle or some other form of sustainability?

Participant: I recycle.

Interviewer: What?

Participant: My plastic waste.

Interviewer: Another form of sustainability, like green energy or something?

Participant: I don't know.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: Roughly, 17% of everything I buy.

Interviewer: Okay, do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Not at all, actually.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: I don't notice if something is ethical or not, because I see, more and more, but still just a little ethical fashion. If I see it, I would become more aware of it and I could take it into account.

Interviewer: Do you discuss ethical consumption with others?

Participant: Yes. When I shopped, afterwards I sometimes think "Who made my products? How does it work? Is it fair?"

Interviewer: Are you trying to talk people into it?

Participant: No.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: No.

Interviewer: Why not?

Participant: I only buy it. I contribute to purchasing it, but not creating it. I am just a consumer, I don't think along with the producers.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No.

Interviewer: Why?

Participant: There are people from my generation who put way more effort in it.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think they're not really aware of it.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: Well, maybe 1 in 8 people. I don't think people think about it. When I look at the people around me and their buying behaviour, than no.

Interviewer: Do you think this is different in other generations?

Participant: I think so, I think older generations think about it more.

Interviewer: Do you think Dutch people are more conscious about ethical problems compared to the rest of the world?

Participant: Good question. More than others? No. I think we're doing good, because it's becoming more and more common, but not more than others.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: Advertisement? Well, you know in the past, you had Wecycle at Nickelodeon, but am I doing it now? No. You know what I mean? Advertisement also won't work, who watches TV still? If you would see an advertisement on Instagram, you also scroll past it. So I don't think advertisement would work. There must be another way but I don't know.

Interviewer: And during purchases? When you walk in the store or you are checking out online.

Participant: That may be possible, so you physically see it when you're there. Like signs in your face. Or small labels that give the ethical information. Oh, by the way, I sometimes see that, like "I am made of ...% sustainable products" or something, then I feel good.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: Yes I think so, because I am woken again now.

Interviewer: Okay, thank you for participating.

Interview 13

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: 20.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student or do you work?

Participant: I am a student.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Below modal.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: Being able to wear it for a long time.

Interviewer: More things? You can say as much as possible.

Participant: If it looks good on me. And also the right price-quality ratio.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: Clothing that is not made by child labour or, not by exploitation in general also for adults.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Outside of clothes too?

Interviewer: Yes.

Participant: Yes, but barely.

Interviewer: Why do you buy that?

Participant: Because if everyone would do this, the world will become better.

Interviewer: And what do you buy then?

Participant: Regarding food, biological foods but then mainly vegetarian products.

Interviewer: Okay and do you buy ethical fashion?

Participant: I don't know actually. I don't know where I can find a good trade mark, because I don't know when something is or is not ethical fashion.

Interviewer: Okay, so if you would buy it, it is per accident because you don't know it is ethical?

Participant: Yes exactly.

Interviewer: Okay. Do you ever think about your consumption in general or has it become a routine?

Participant: I do think about it.

Interviewer: In what way?

Participant: I try not to buy too much. Also clothes, the last year and a half I am really occupied that it is not necessary to buy a lot of cheap clothes.

Interviewer: Okay. Do you recycle or some other form of sustainability?

Participant: Yes, but not much.

Interviewer: Like what?

Participant: Paper, glass and I have bought second hand clothes ones.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: Of all my purchases? Oh wait, my racing bike is second hand by the way! I think 10%.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Average.

Interviewer: What do you do then to inform yourself about it?

Participant: I read articles about it if they are in the newspapers or in the news app, but I have not been actively looking for it yet.

Interviewer: What needs to change so you will purchase more ethical fashion?

Participant: The knowledge and information about it has to be more imposed to me. In publicity, "naming and shaming", if that would happen more so that I will inherit it, then I will act according to it. But now I need to actively look for it myself, it does not happen.

Interviewer: Okay and do you discuss ethical consumption with others?

Participant: Yes, last week my sister ordered cheap clothes and then I told her how bad it was for the environment and where it is from, probably. Also that this is wearable for maybe half a year and then you throw it away.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes.

Interviewer: Why?

Participant: Because if you stop buying it, the market will disappear. For unethical fashion I mean.

Interviewer: Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No.

Interviewer: Why not?

Participant: Because I have friends who put more effort in it, but also friends who do not put any effort in it. I think I am in between them.

Interviewer: Okay, but what do you think that your generation thinks about ethical aspects, do they worry about the consequences?

Participant: A part. If you ask about it, no one will say I don't care, but another part does not think about it by themselves.

Interviewer: Do you think this is different in other generations?

Participant: No, because in every generation there are people who put a lot of effort in it and people who put no effort in it at all.

Interviewer: Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: No.

Interviewer: A reason for that?

Participant: In the Western world no, for the rest of the world I cannot really say, but I think third world countries have other problems. Because the stores in the Western world are mostly the same, I can conclude that the vision of the people will also be the same. In France and Germany for example, there is also a H&M.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: If it would be in the news more, you would think about it more.

Interviewer: And during purchases?

Participant: If it is mentioned clearly that something is ethical, then you remember they have ethical fashion there and then I would return to that store I think. For example, H&M Conscious, it is only a small part and I do not know why some are conscious and the rest isn't. Beyond that I never seen anything that says that it is sustainable.

Interviewer: Zara also has this kind of a label.

Participant: Really?

Interviewer: Yes. But a label in general would work for you?

Participant: Yes.

Interviewer: Will this interview influence your purchase behaviour and the way you think about it?

Participant: I think I am going to look if there is something like a trade mark and which companies are doing well. I have done this like four years ago, but I think it changed already, so I am going to look it up again.

Interviewer: Okay, thank you for participating.

Interview 14

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: 24.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student or do you work?

Participant: Working.

Interviewer: Part time or full time?

Participant: Full time.

Interviewer: Do you earn modal, above modal or below modal?

Participant: How do I know that?

Interviewer: In 2017 it was €34.000.

Participant: Just below then.

Interviewer: Okay. Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: The material, the fit.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: Maybe weird that I think about this, but for me it is clothes that are accepted by everyone.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Oh in that way. You know, I do not so easily buy at stores that are known to sell clothes that's not made in an ethical way, so they are very cheap.

Interviewer: But do you ever buy ethical products in general?

Participant: Yes, almost all the time. For example, I never use plastic bags and I take everything with me in recyclable boxes. I separate waste, I am pretty green.

Interviewer: Why do you do that?

Participant: Because I hope, when I ever get kids, they can also live in this world.

Interviewer: Okay and do you ever buy ethical fashion?

Participant: Yes, I often buy linen and biological cotton and I also have clothes from material that is made from old clothes.

Interviewer: Why do you buy that, for the same reason as before?

Participant: Yes, I rather spend more money on something like that than on cheap clothes that I know is made by children or from material that damages the environment.

Interviewer: Do you ever think about your consumption in general or has it become a routine?

Participant: I think about it a lot, because I always that I lived pretty green, but when you watch videos or read articles, you find out that even when you think you live green, you can always be better. For example, I have glass straws and a bamboo toothbrush. Oh, I also have make-up wipes you can wash and reuse.

Interviewer: Okay and do you recycle or some other form of sustainability?

Participant: I separate plastic and green waste. I do not recycle myself, but I offer it to them so they can do it.

Interviewer: And another form of sustainability, like green energy?

Participant: No.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: You know what it is about ethical products, you spend money on it ones and then it lasts a long time, for example the make-up wipes you buy ones and I already use them for half a year, instead of buying new ones every month because you throw them away. The recyclable ones are more expensive, but they last longer. But I would not know the amount I spend on it per month.

Interviewer: Could you take a guess?

Participant: If you look at one year, it would be 20-30%.

Interviewer: And monthly it may differ, because you spend the money only ones?

Participant: Yes, one month it could be 70-80% and the other month 0%.

Interviewer: Okay. Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: More.

Interviewer: Okay and what do you do?

Participant: When I buy something I never bought before, for example a vacuum cleaner, I look at which one is more expensive and has a bigger lifespan, costs less power in contrast to a cheaper one you need to charge every day and is broken in half a year. When I buy a new product, I search for information.

Interviewer: Okay, so then you just read about it?

Participant: Yes, and I Google or look at some people's page I follow on Instagram that are very green and look if they also have those devices, because I know they also live that way.

Interviewer: Okay and what needs to change so you will purchase more ethical fashion?

Participant: I think the supply of unethical fashion needs to decrease. So not an increase in ethical products, because you can get them in a lot of stores and you can also order a lot, so more stores is not necessary. If that would be the case, it would again become more unethical, because the transport would

increase and then costs would increase, so that's not the solution. I think the supply of unethical fashion should decrease.

Interviewer: Do you discuss ethical consumption with others?

Participant: Yes, I have two friends that are also occupied with this. But I would not raise the issue with someone I don't know. Only when you both look for it and someone has something new, then I talk about it.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes, because a lot of people say "I will not do it because on my own it won't work", but if everyone would say that it would not work at all. Just as with separating trash, one house less or more won't help but if everyone would do it then it would help. So, I think you can contribute on your own. Also, when I bring a box to my work, everyone asks me where it's from. You spread what you do by yourself without you knowing.

Interviewer: And thus the demand will increase?

Participant: Yes.

Interviewer: Okay. Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: Yes.

Interviewer: Why?

Participant: Well, I think the generation above me, who are about 30 years old, are really engaged to it nowadays. For example, the people I follow on Instagram are a little older than me or are just having kids and they realise they just had kids and they also want to profit from it. Maybe I am just a little earlier than the rest in realising this, could be because I live by my own since recently or because I like the nature, I don't know. I don't think everyone my age is occupied with this.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think some care about it.

Interviewer: Is this different in other generations?

Participant: Yes, I think the generation above me finds it more important.

Interviewer: But do you think our generation thinks about the consequences of their purchases?

Participant: No, I don't think so.

Interviewer: And other generations do?

Participant: I think the generation just before us do.

Interviewer: Okay and do you think Dutch people are more conscious about ethical problems compared to the rest of the world?

Participant: When comparing to the whole world, I think so. But when looking at the northern countries, like Denmark, Norway, Sweden, they live really ethical. So Dutch people are going the right way, but if there is one country that is doing good, then it would be those countries.

Interviewer: What things would help or stimulate you to think about ethical aspects more, as well as in general and during a purchase?

Participant: This is a hard one, because when you say advertisement or media attention then that is also not right.

Interviewer: Why not?

Participant: How do you spread media? Either it costs a lot of money and shows up on the tv or smartphone which is also not right for the world. I don't know. It is hard. I also think some people need to realise it by their selves and it should not be pushed. But when talking about children and the new generation, which may not be able to live on this planet, then it would be right, maybe.

Interviewer: And what would help you specifically?

Participant: Getting to see an example of what you cause. You often see ads of children making clothes, but I do not think that is shocking enough.

Interviewer: And something during purchases?

Participant: Yes, also seeing what you cause.

Interviewer: Okay and will this interview influence your purchase behaviour and the way you think about it?

Participant: Hm, it freshened my view.

Interviewer: Okay, thank you for participating.

Interview 15

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: Woman.

Interviewer: How old are you?

Participant: I am 19 years old.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student or do you work?

Participant: Yes, I am a student.

Interviewer: Do you earn modal, above modal or below modal?

Participant: Below modal.

Interviewer: Now, I will continue with the questions of the interview. What is important to you when buying clothes?

Participant: How it looks, if the quality is good, so that it does not look cheap. I do not necessarily buy expensive clothes, but it needs to look nice. Price does not really matter, if I really like it, it doesn't matter that it is a bit more expensive, but I also sometimes buy shirts that are €10.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: To be honest, I would not know. I think clothes that are made in the right way, not made with child labour.

Interviewer: Yes, I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: Not consciously.

Interviewer: Why not?

Participant: I never think about it. If I see something I like, I buy it and I do not think about how it is produced.

Interviewer: Okay, same for ethical fashion?

Participant: Yes.

Interviewer: Okay. Do you ever think about your consumption in general or has it become a routine?

Participant: More a routine.

Interviewer: Okay and do you recycle or some other form of sustainability?

Participant: I don't know. I bring my old clothes to charity, but not necessarily recycling other products.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: That is a hard one. I am not conscious about purchasing ethical products. Do you think most products are ethical?

Interviewer: Not really. Mostly vegetarian and vegan products are biological.

Participant: I do eat vegetarian or vegan food often. I am not really conscious about it. What do most people my age say?

Interviewer: Most people say 5% or 1%.

Participant: I think 1% then.

Interviewer: So what you know of, 1%?

Participant: Yes.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Less, I am not occupied with this at all.

Interviewer: What needs to change then so you will purchase more ethical fashion?

Participant: I am not aware of it and thus is need to be made aware more. For example, if a product is ethically right, they need to mention it.

Interviewer: Do you discuss ethical consumption with others?

Participant: No.

Interviewer: Why not?

Participant: I don't know actually, never really think about it.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: Yes I think so. Do you mean me in general or me as a consumer in general?

Interviewer: You can answer both if the answers are different.

Participant: If everyone would purchase more ethically, people will become more aware, what may lead to products becoming more ethical. I think in that way you can influence this.

Interviewer: And you in specific?

Participant: Not really, because I am not aware. If I would be aware, I could make others more aware of it too, what also influences this.

Interviewer: Yes. Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: Compared to my generation, I think less. My generations is kind of aware of this and a lot are vegan for example. So I do less about this then they are doing.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think numerous people find it important.

Interviewer: Is this different in other generations?

Participant: I think the older generations find it less important.

Interviewer: Do you think that your generation worries about unethical aspects and the consequences of their purchases?

Participant: A large part does, I think. For example, the climate activists are worried about these topics and want things to not harm the environment.

Interviewer: Do you think this differs per generation?

Participant: Yes, the generation of us and people around 30 years are more occupied with this. Also, children grow up with this, but the older generations are not thinking about this at all I think.

Interviewer: Do you think Dutch people are more conscious about ethical problems compared to the rest of the world?

Participant: Maybe not more than the rest of the world, but I do think they are leading for a big part.

Interviewer: What things would help or stimulate you to think about ethical aspects more?

Participant: More advertisement, so that I will be more conscious about it.

Interviewer: Okay, this is in general. Is there maybe something that would influence you during purchases?

Participant: Maybe a label or something, because if this would be on the garments, you would think positively about the garment.

Interviewer: And will this interview influence your purchase behaviour and the way you think about it?

Participant: I think so, because now I am more conscious about this topic. I think I will think about it more.

Interviewer: Okay, thank you for participating.

Interview 16

Interviewer: First, I will ask some general questions to get an idea of who you are. What is your gender?

Participant: I am a man.

Interviewer: How old are you?

Participant: 20 years old.

Interviewer: What is your country of origin?

Participant: The Netherlands.

Interviewer: What do you do in daily life? Are you a student or do you work?

Participant: I am a student.

Interviewer: Do you earn modal, above modal or below modal?

Participant: I am a student.

Interviewer: So below modal?

Participant: Yes.

Interviewer: Okay. What is important to you when buying clothes?

Participant: The price. The brand, because I don't want brandless clothes to be honest. And, I think quality also a little bit.

Interviewer: Okay and where do you think of when I say ethical fashion?

Participant: I think about, thinking before buying certain products.

Interviewer: What do you think about then?

Participant: About the company where the clothes are from and if it is a good company.

Interviewer: Okay. So now I will give the definition of ethical fashion that I use in my thesis, so that we have the same understanding of it from now on. Ethical fashion is defined as fashionable products, from which the production process does not harm the environment and is fair to the workers, regarding wage and working conditions. Do you ever buy ethical products in general?

Participant: No, not really.

Interviewer: Why not?

Participant: Mostly, it is more expensive.

Interviewer: Do you buy ethical fashion?

Participant: No.

Interviewer: Why not?

Participant: To be honest, I don't really think about it or look where it is from? I look at the price and if I like it and what brand it is. I never think about where it is from actually.

Interviewer: Okay. Do you ever think about your consumption in general or has it become a routine?

Participant: It has become a routine, definitely.

Interviewer: Do you recycle or some other form of sustainability?

Participant: No, not really. Actually, I do. I donate my old clothes and I also separate paper and glass.

Interviewer: How much do you think you spend on ethical products in percentages?

Participant: 0.

Interviewer: Do you make more or less effort than average to inform yourself about ethical aspects?

Participant: Definitely less. I never read about it.

Interviewer: Okay and what needs to change so you will purchase more ethical fashion?

Participant: I really need to see that the stores who sell clothes are really bad, because then I will stop buying. If I do not get any information about that, I also never see that Zara uses child labour on the news and because I never see it, I don't believe it and therefore I still buy clothes from Zara. If I would see something about Zara that they dubiously obtain clothes, I would not purchase it anymore.

Interviewer: But what would you buy then?

Participant: Then I would go to shops that are not proven yet to sell these clothes.

Interviewer: Okay, but there is nothing that can really stimulate you to buy ethical clothes, while Zara stays Zara?

Participant: No. Maybe the price.

Interviewer: In the sense of it becoming cheaper?

Participant: Yes.

Interviewer: Okay and do you discuss ethical consumption with others?

Participant: No.

Interviewer: Why not?

Participant: Because I don't find it interesting.

Interviewer: Do you think that you as a consumer play a role in making the fashion industry more ethical?

Participant: I am such a small player, I am only one of millions of people.

Interviewer: Okay, who do you think plays a role then?

Participant: The government, the regulators, they need to look at how companies get their products.

Interviewer: Okay. Do you think that you put more effort in ethical purchases compared to the rest of your generation?

Participant: No.

Interviewer: Less?

Participant: Less, definitely.

Interviewer: Why do you think that?

Participant: Because I don't put effort in it at all and I think there are several people of my generation who do find this important.

Interviewer: What do you think that your generation thinks about ethical aspects?

Participant: I think it is something that's not really looked at, because it is all about fashion and brands and price. I don't think the ethical aspect is under consideration when buying clothes.

Interviewer: Is that different in other generations you think?

Participant: I don't know, can you specify the question?

Interviewer: Do you think that other generations do think about the ethical aspects? Because you say that your generation does not do this, because for them price is important. Do you think that, for example the generation of your parents, would think about it?

Participant: No I don't think so. I think there is a movement nowadays.

Interviewer: So it goes for everyone?

Participant: Yes.

Interviewer: Do you think that your generation worries about the consequences of their purchases?

Participant: No, not at all.

Interviewer: And other generations? Or is it the same case as before?

Participant: Same case, I think that no one thinks about the consequences.

Interviewer: Okay. Are Dutch people more conscious about ethical problems compared to the rest of the world?

Participant: I think clothes in the Netherlands, for example Zara is worldwide, I think that everywhere where that fashion movement is, is doing just as worse as the Netherlands. It has become a Western clothing style instead of only featuring the Netherlands.

Interviewer: Okay, but if you look at Western and non-Western for example.

Participant: I don't really know not-Western cultures to be honest, so I would not know.

Interviewer: Okay. What things would help or stimulate you to think about ethical aspects more?

Participant: If I would see it on the news.

Interviewer: Okay and during purchases, would there be something that would help?

Participant: If I am in the store and it is acknowledged that a certain shirt is made by children, I would stop buying it. But I don't think a company would paint themselves so negatively.

Interviewer: But, imagine they have something that is made in good working conditions, by people with a good salary, if they would promote that, would you buy that kind of shirt?

Participant: If that is for some or for all shirts?

Interviewer: No for all shirts that are made that way.

Participant: So that means that there are other shirts that are not made like that?

Interviewer: Yes.

Participant: Then I would not buy anything at all in that store. If I only see one sign of shady circumstances, I would walk away.

Interviewer: Okay and will this interview influence your purchase behaviour and the way you think about it?

Participant: Yes, a little bit. I will learn more about the stores where I buy clothes, if they are shady or good.

Interviewer: Okay, thank you for participating.

10. Appendix D – Methodology

Table 2. Demographics of participants per person.

Interview	Gender	Age	Generation	Country	Daily life	Wage
1	F	45	X	The Netherlands	Work part time	Modal
2	F	41	X	The Netherlands	Work full time	Above modal
3	M	47	X	The Netherlands	Work full time	Modal
4	M	41	X	The Netherlands	Work full time	Above modal
5	F	56	X	The Netherlands	Work full time	Above modal
6	F	47	X	Suriname	Work full time	Above modal
7	M	48	X	The Netherlands	Work full time	Above modal
8	F	46	X	Germany	Work full time	Above modal
9	M	19	Z	The Netherlands	Student	Below modal
10	F	21	Z	The Netherlands	Work part time	Below modal
11	M	17	Z	The Netherlands	Student	Below modal
12	F	21	Z	The Netherlands	Work full time	Below modal
13	F	20	Z	The Netherlands	Student	Below modal
14	F	24	Z	The Netherlands	Work full time	Below modal
15	F	19	Z	The Netherlands	Student	Below modal
16	M	20	Z	The Netherlands	Student	Below modal

11. Appendix E – Coding

Table 4. Codes of question 6.

Question	Open code	Axial code	% of total answers given	Example answer
What is important to you when buying clothes?	Appearance	Appearance	21%	“That it looks good”
	Liking it			
	Looks nice			
	Looks good			
	Not look cheap	Comfortable	8%	“It should be comfortable”
	Comfortable			
	Wearable	Price	18%	“I like sale”
Cheap				
Not expensive				
Price	Quality	26%	“That it won’t tear very easily”	
Quality				
Not tearing easily				
Wearable for long time	Sustainability	3%	“If it is sustainable”	
Sustainability				
No use of child labour	No use of child labour	3%	“No use of child labour”	

Good fit It suits me The fit	The fit	8%	“It is important that it suits me”
Functional	Functional	3%	“It needs to be functional”
Brand	Brand	5%	“The brand, because I don’t want brandless clothes”
Material	Material	5%	“The material”
Price-quality ratio	Price-quality ratio	3%	“Also the right price-quality ratio”

Table 5. Codes of question 7.

Question	Open code	Axial code	% of total answers given	Example answer
Where do you think of when I say ethical fashion?	Don’t know	No knowledge	23%	“It sounds very unknown to me”
	Not in the shops	Perceived availability	5%	“You don’t really see it in the shops”
	Sustainable Biological cotton	Sustainable	14%	“I think about garments that are produced in ways that contribute as less damage to the environment as possible”
	Alternative fashion	Alternative fashion	5%	“I think about alternative fashion”
	No child labour	No child labour	18%	“Clothes that are not made by children”
	Good working conditions No exploitation Not made in bad working conditions	Good working conditions	18%	“I think about garments that are produced where working conditions of the workers are good”
	Payed enough Worker paid fairly Made in less developed countries, but well paid	Fair wage	14%	“Made in a country where the workers are paid fairly”
	Accepted by everyone	Accepted by everyone	5%	“”For me it is clothing that is

Table 6. Codes of question 8.

Question	Open code	Axial code	% of total answers given	Example answer
Do you buy ethical products in general?	Yes	Yes	50%	
	No	No	38%	
What?		Maybe	13%	“Not consciously”
	Biological meat	Biological food	31%	“Biological meat”
	Biological vegetables			
	Other biological foods			
	Vegetarian/vegan products	Vegetarian/vegan products	25%	“Regarding food, mainly vegetarian products”
	Bags	Bags	19%	“I never use plastic bags”
	Make-up	Make-up	6%	“I did buy some make-up the other day, which appeared to be ethical”
	Electronical products	Electronical products	6%	“For electronical products, I always buy the most economical one”
	As less plastic as possible	Nothing in plastic	6%	“I try to buy as little plastic as possible”
	Recyclable boxes	Recyclable boxes	6%	“I take everything with me in recyclable boxes”
Why?	Good feeling	Warm-glow giving	7%	“Because it feels good to know that you help the environment and the people”
	Substitute meats are better for your body	Better for your body	7%	“I think meat substitutes are better for you”
	Costs less	Reusing costs less	7%	“I always bring bags when I go grocery shopping, why would I spend more money on bags all the time?”

Why not?	Climate change Environment World will become better To make a better world for my future kids	Environment	57%	“Because I hope, when I ever get kids, they can also live in this world”
	Per accident	Per accident	7%	“I don’t think about it”
	Everyone in value chain needs good salary and working conditions	To help people in the value chain	7%	“Because you also want every person in the value chain to get a good salary and to work in good circumstances”
	Because it’s available	Availability	7%	“Because it is in the supermarket”
	Don’t know where to buy No information	Lack of information	25%	“Because, I don’t know where I can buy it”
	Never pay attention Don’t think about it	Lack of interest	38%	“Because I never pay attention to it”
	Ease Don’t want to take everything into account	Ease	25%	“Because then you can take everything into account”
Expensive	Price	13%	“Mostly, it is more expensive”	

Table 7. Codes of question 9.

Question	Open code	Axial code	% of total answers given	Example answer
Do you buy ethical fashion?	Yes	Yes	25%	
	No	No	56%	
	Not consciously	Not consciously	19%	“I am not really aware what is ethical fashion and what is not, but there is this line at H&M called Conscious and I sometimes buy products from there”

Why?	Climate issues Environment	Environment	40%	“I rather spend more money on something like that than on cheap clothes that I know damage the environment.”
	Because I like it Feels good	Appearance Warm-glow giving	20% 20%	“Because I like it” “It feels good to know you contribute to something”
	No child labour	No child labour	20%	“I rather spend more money on something like that than on cheap clothing that I know is made by children”
Why not?	Not in shops Don't know where to get	Perceived availability	12%	“Because I don't see it in the shops”
	Doesn't appeal to me Don't like them	Not appealing	12%	“It doesn't appeal to me”
	Never pay attention Don't think about it	Lack of interest	29%	“I don't think about it”
	Don't know where to buy No information Not enough information Need a trade mark	Lack of information	24%	“I don't know where I can find a good trade mark, because I don't know when something is or is not ethical fashion”
	Don't want to do research	Ease	6%	“Ease. When I am in the store, I don't want to do much research”
	Don't know if it is ethical	Lack of knowledge	18%	“Because, I don't know where I can buy it and if it is ethical fashion at all”

Table 8. Codes of question 10.

Question	Open code	Axial code	% of total answers given	Example answer
Why do you buy ethical products in general but not ethical fashion (if this is the case)?	Not appealing	Not appealing	25%	“Because the clothes don't appeal to me”
	Some ethical products are easier in use	Other products are easier in use	13%	“Other products I find easy in use”
	Not aware of what is ethical	Lack of knowledge	13%	“Because if I would buy ethical products, it would be without knowing and this is much more regular than buying ethical fashion without knowing.”
	No attention	Lack of interest	13%	“With clothes I do not pay attention to it”
	No information Don't know where to get it	Lack of information	25%	“Because the information is just not there”
	Other ethical products are available	Perceived availability	13%	“I would not know where to get ethical fashion and other ethical products are available in the supermarket”

Table 9. Codes of question 11.

Question	Open code	Axial code	% of total answers given	Example answer
Do you ever think about your consumption in general or has it become a routine?	Think about it	Think about it	63%	“With groceries I sometimes think about it”
	Routine	Routine	37%	“Regarding the weekly groceries, it is a lot of routine work”

What do you think about then?	If food is biological If products are ethical If I live green enough	Products being ethical	42%	“I think about ethical products more consciously”
	How my behaviour can be better Not buying too much	Purchasing behaviour	17%	“Thinking about where and how it can be better, but this does not pursue in behaviour”
	If it is right for me If I don’t eat too much meat or fish	Myself	17%	“If it is right for me”
	If farmers are paid fairly	Fair wages	8%	“If the farmers are paid fairly”
	If animals have a good life	Good animal life	8%	“If the animals have a good life”
	Price	Price	8%	“I think about the price”

Table 10. Codes of question 12.

Question	Open code	Axial code	% of total answers given	Example answer
Do you recycle or some other form of sustainability?	Yes	Yes	94%	
	No	No	6%	
If so, what?	Hand in old devices Sell old clothes Bring clothes to charity	Give products second life	25%	“I bring my old clothes to charity”
	Separate plastic Separate glass Separate paper Separate green waste	Separate waste	46%	“We separate the trash at home”
	Green energy Look at energy labels	Energy	8%	“Green energy”
	Recycle plastic	Recycle	8%	“I recycle paper and plastic”

Biological products	Biological products	4%	“I look at biological products”
Compost biological waste	Compost biological waste	4%	“We also compost biological waste in the garden”
Buying second-hand products	Buy second-hand products	4%	“Oh wait, my racing bike is second hand by the way!”

Table 11. Codes of question 13.

Question	Open code	Axial code	% of total answers given	Example answer
How much do you think you spend on ethical products in percentages?	0%	Nothing	13%	
	1%	Less than 5%	38%	
	Not much			
	Less than 5%			
	Minimal			
	5%	5%	13%	
10%	10%	25%		
	17%	15-25%	13%	
	25%			

Table 12. Codes of question 14.

Question	Open code	Axial code	% of total answers given	Example answer
Do you put more or less effort than average to inform yourself about ethical aspects of your consumption behaviour?	Less	Less	63%	“I don’t put effort in it, so less”
	More	More	19%	“I put a little effort in it, but still more than average I think”
	Average	Average	19%	“Average.”
If so, what?	Look for information Ask for information	Information search	50%	“Reading, looking up, reading labels, asking question,

Reading	Reading	38%	looking for information” “I read articles about it if they are in the newspapers or in the news app”
Like to protect local farmers	Help local people	12%	“I often buy products from the farmers in the region here, but I also buy these in the supermarket where they are offered”

Table 13. Codes of question 15.

Question	Open code	Axial code	% of total answers given	Example answer
What needs to change so you will purchase more ethical fashion?	More information in stores/radio More information in advertising More awareness Advertisement	More awareness	30%	“There should be more advertisement about it in the stores, on the radio or something”
	Adjust price Price	Cheaper	10%	“Often, ethical fashion is more expensive, so they could make it a bit cheaper”
	Change style	Change style	5%	“I also think, what I can remember, they need to work with colours more, because mostly the colours are very boring”
	More insight in materials More information about production process More information in stores More information if something is ethical Mention if something is ethical	More information	20%	“More information available of course, maybe also advertisement towards it, but in the stores it needs to be reported. People need to be lead towards it”

Should become default option More available in regular stores Offer more	More availability	15%	“I think it needs to be available in the regular stores. If the fashion stores, like Adidas or Zara or something, have a sustainable department then I will probably buy it more”
Standard law, like trade mark	Law for trade mark	5%	“I think there needs to be a standard law from the government that it is obligated to indicate, like a trade mark, how ethical a product is”
Naming and shaming Show stores that sell unethical clothes	Naming and shaming	10%	“In publicity, “naming and shaming”, if that would happen more so that I will inherit it, than I will act according to it. But now I need to actively look for it myself, it does not happen”
Supply of unethical fashion should decrease	Decrease ratio ethical/unethical	5%	“I think the supply of unethical fashion needs to decrease”

Table 14. Codes of question 16.

Question	Open code	Axial code	% of total answers given	Example answer
Do you discuss ethical consumption with others?	Yes	Yes	44%	
	No	No	56%	
How does that conversation go?	Talk about biological products Talk about vegetarian food Talk about fair trade products Talk about ethical products	Specific products	63%	“With two friends, we sometimes talk about eating more vegetarian. With my partner, I sometimes talk about eating more vegetarian. I rather want to eat vegetarian, but I

Why not?	Talk about working conditions Talk about production process	People in value chain	25%	can't get my family into that" "Somewhat like: It is bad that these people in less developed countries do not get much money for their work"
	Talk about the environment	Environment	13%	"Last week my sister ordered cheap clothes and then I told her how bad it was for the environment"
	I should not be telling people what to do Everyone has their own reason	Not my place	10%	"I don't think I should be telling people to buy it or ask if they find it important. Everyone has their own reasons to think or not think about it"
	Not interesting enough Not that important	Not interesting	60%	"Not interesting enough to talk about, I think."
	Most purchases are one time and personal	Personal purchases	10%	"Because, the products you buy, for example the electronical products, are purchases you do only once every few years and these decisions are personal"
Don't know	Don't know	20%	"I don't know actually, never really think about it"	

Table 15. Codes of question 17.

Question	Open code	Axial code	% of total answers given	Example answer
Do you think that you as a consumer play a role in making the fashion industry more ethical?	Yes	Yes	69%	
	No	No	31%	
Why?	Because it is a trend	Trend	7%	“Because it is sort of like a trend to buy ethical products”
	Not personally	Not personally	20%	“Me personally no, because I am not really occupied with it”
	Interaction between supply and demand Because I still want to buy unethical products Demand Companies make money of consumers Less demand of unethical products	Supply and demand	47%	“Because companies will only earn money when consumers buy their products, so you as a consumer are the only solution for it”
	Because with more information, people would be willing to pay more	Willingness to pay increases when more information available	7%	“If there would be information, for example if an ethical jeans is €10 more expensive, I would definitely go for that one.”
	All bits help	All bits help	7%	“I think you can contribute on your own”
	You can spread it More purchasing leads to more awareness	Spreading	13%	“You spread what you do by yourself without you knowing”
	Why not?	Don't know	Don't know	32%
Not occupied		Not occupied	17%	“Because I am not occupied with it.”
I only purchase it		I only purchase it	17%	“I contribute to purchasing it, but not creating it. I am

Small player	Small player	17%	just a consumer, I don't think along with the producers"
Governments could help	Governments could help	17%	"I am such a small player, I am only one of millions of people" "The government, the regulators, they need to look at how companies get their products"

Table 16. Codes of question 18.

Question	Open code	Axial code	% of total answers given	Example answer
Do you think that you put more effort in ethical purchases compared to the rest of your generation?	Yes	Yes	19%	"Yes."
	No	No	75%	"No."
	Average	Average	6%	"Average."
Why less?	Not grown up with it	As less as everyone else	30%	"Because I think my generation cares as less about it as me"
	No one is interested			
	Just as much	Other put more effort in it	Others put more effort in it	62%
Why more?	I never buy it	Never buy it	8%	"Because I almost never buy it"
	Others don't out as much effort in it	Others don't put as much effort in it	67%	"Well, I think the generation above me, who are about 30 years old, are really engaged to it nowadays. Maybe I am just a little earlier than the rest, in realising this. I don't think everyone my age is occupied with this."
	I think about it	I think about it	33%	"Because I think about it sometimes, but I do not purchase it."

Table 17. Codes of question 19.

Question	Open code	Axial code	% of total answers given	Example answer
What do you think that your generation thinks about ethical aspects?	They don't value it as much as other generations They don't think about it, most eat a lot of meat	Less important than other generations	19%	"I think because they are not used to it, they don't value it as much as younger generations"
	They find it should become important, but it is the governments job to do so	They find it important	6%	"I think my generation finds it important and that it needs to become important"
	Several think about it Some care Some find it important	Several think about it	31%	"I think numerous people find it important"
	Not important to them Not interested at all	Not interested	38%	"I think it is something that's not really looked at, because it is all about fashion and brands and price. I don't think the ethical aspect is under consideration when buying clothes"
Is this different in other generations?	No one will say they don't care	No one denies caring	6%	"If you ask about it, no one will say I don't care"
	Younger generation care more	Younger generations care more	44%	"Yes, I think the younger generations, if they think about it, think that is the responsibility of the consumers and not the government or companies"
	Older generations care more	Older generations care more	6%	"I think the older you get, the more you think about it"
	Other generations care more	Other generations care more	31%	"They are more interested I think"
	Everyone cares	Everyone cares	19%	"No I don't think so. I think there is a

Table 18. Codes of question 20.

Question	Open code	Axial code	% of total answers given	Example answer
Do you think that your generation worries about unethical aspects and the consequences of their purchases?	Yes	Yes	38%	“Yes, I think everyone is made more conscious and automatically is because of the climate change. This is acknowledged more and more as a general problem”
	No	No	50%	“No, I don’t think when they are in the Footlocker to buy Nikes they think about what child made it”
	Almost not	Almost not	12%	“No, not really. My generations knows what’s going on, but it has always been this way and it is what it is”
Is this different in other generations?	Younger generations care more	Younger generations care more	44%	“I think younger generations are more involved with this topic and value it much more”
	Older generations care more	Older generations care more	32%	“I think so, I think older generations think about it more”
	Other generations care more	Other generations care more	6%	“I think so, but I don’t think other generations would really stop buying Nikes because of it”
	Everyone cares	Everyone cares	6%	“No. Because in every generation there are people who put a lot of effort in it and people who put no effort in it at all”
	No one cares	No one cares	6%	“I think that no one thinks about the consequences”

Our generation cares more	Our generation cares more	6%	“Yes, the generation of us is more occupied with this”
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Table 19. Codes of question 21.

Question	Open code	Axial code	% of total answers given	Example answer
Are Dutch people more conscious about ethical problems compared to the rest of the world?	Yes	Yes	31%	
	No	No	44%	
	Don't know	Don't know	25%	
Why?	Less rich countries don't think about it much	Less rich countries don't think about it much	40%	“Compared to the general world citizen I do, because the general world citizen does not have the money to buy these products. Dutch people should be willing to pay for it”
	Don't know	Don't know	20%	
	Compared to Western countries not necessarily Northern countries are more aware	Maybe not compared to western countries	20%	“When looking at the northern countries, like Denmark, Norway, Sweden, they live really ethical. So Dutch people are going the right way, but if there is one country that is doing good, then it would be those countries”
	We discuss and approach things more professional	Academical country	10%	“I think that Dutch people are more aware of a lot of things, they're very interested in things and they always approach and discuss topics very

	They are one of the leaders	One of the leaders	10%	professional and logical” “Maybe not more that the rest of the world, but I do think they are leading for a big part”
Why not?	Western countries do not really think about it	Western countries do not really think about it	44%	“I think clothes in the Netherlands, for example Zara is worldwide, I think that everywhere where that fashion movement is, is doing just as worse as the Netherlands. It has become a Western clothing style instead of only featuring the Netherlands”
	Don’t hear much about it	Don’t hear much about it	14%	“I do not hear much about it.”
	The Netherlands is in the starting phase	The Netherlands is in the starting phase	14%	“Because in Germany there are bio supermarkets for a longer period of time and big chains of this and in the Netherlands this is all still in the starting phase.”
	Countries where this happens are more aware	Countries where this happens are more aware	14%	“I think the countries where it is made, are more conscious about this”
	Not more than others	Not more than others	14%	“I think we’re doing good, because it’s becoming more and more common, but not more than others”

Table 20. Codes of question 22.

Question	Open code	Axial code	% of total answers given	Example answer
What things would help or stimulate you to think about ethical aspects more in general?	More attention More on the news Seeing examples of what you cause More awareness	More attention	26%	“If it would be in the news more, you would think about it more”
	More advertising	More advertising	23%	“More advertisement, so that I will be more conscious about it”
	More appealing	More appealing	4%	“They need to make the clothes more appealing”
	Cheaper	Cheaper	4%	“They need to look at the price”
	More information Change worldview More education Trade mark	More information	26%	“That it’s brought into the world more. Now you almost never hear of it”
	More facilities to stimulate behaviour	More facilities to stimulate behaviour	4%	“Maybe more facilities regarding returning recyclable products, return points, drop-off points, that kind of facilities that would help people make it easier and therefore may do it sooner.”
	Higher taxed	Higher taxed	4%	“What also could help is that unethical products could be taxed higher, so a difference in tax”
	No media	No media	9%	“Advertisement? Well, you know in the past, you had Wecycle at Nickelodeon, but am I doing it now? No. You know what I mean? Advertisement also won’t work, who watches TV still? If you would see an advertisement on

What things would help or stimulate you to think about ethical aspects more during purchases?	Follow the trend	Follow the trend	6%	Instagram, you also scroll past it. So I don't think advertisement would work" "So if it would follow the trend, I would buy it"
	Show how it is made Seeing what you cause	More insight in production process	13%	"Seeing what you cause"
	Being able to see if it is ethical	Being able to see if it is ethical	55%	"Not having the put effort in gaining knowledge. Like the mark BIO on products gives you instantly a type of certainty and that also needs to be done with information that gives a direct certainty"
	Nothing	Nothing	13%	
	More information	More information	13%	"Information provision"

Table 21. Codes of question 23.

Question	Open code	Axial code	% of total answers given	Example answer
Will this interview influence your purchase behaviour and the way you think about it?	Yes	Yes	43%	"I think I am going to look if there is something like a trade mark and which companies are doing well. I have done this like four years ago, but I think it changed already, so I am going to look it up again"
	No	No	13%	"No, because I already think about it likes this sometimes, but it does not lead to me

Maybe	Maybe	25%	becoming more active in looking for it” “Maybe I will pay attention when I go shopping”
Attitude will change, behaviour not	Attitude will change, behaviour not	19%	“I think, at this moment, it would, but next week when I am in the store it probably won’t”

12. Appendix F – Results

Table 24. Barriers of ethical fashion purchasing per generation.

Barrier	Generation X	Generation Z
Lack of interest	43%	40%
Ease		20%
Perceived availability	29%	
Lack of information	29%	40%
Lack of knowledge	29%	20%
Not appealing	29%	

Note: gives percentage of participants per generation who named the barrier.