Footwear made from Sustainable Leather Alternatives

Investigating drivers and barriers to purchase intention and consumer profile in the DACH region

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Dissertation submitted in partial fulfilment of requirements for the MSc in Management with a specialization in Strategic Marketing, at the Universidade Católica Portuguesa, 28.12.2023.

Abstract

In view of global environmental problems and the growing awareness of ecological challenges, sustainability is playing an increasingly important role for consumers. This shift in consumer behavior is reflected by the growing range of sustainable offerings in the fashion sector. In response to this evolving mindset, shoe manufacturers have recognized this trend and are increasingly offering sustainable leather alternatives to traditional materials like leather or synthetic leather, which predominantly rely on fossil resources. For this reason, this study investigates the factors that drive and hinder consumers' purchase intentions and also explores the demographic consumer profile. For this purpose, semi-structured interviews (N=10) and an online survey (N=117) were conducted with consumers from the DACH region. It was found that a positive attitude towards footwear made from sustainable leather alternatives is the main driver of purchase intention. This attitude is in turn positively influenced by environmental concerns and the perceived consumer effectiveness. A lack of trust in sustainability claims was identified to act as a barrier to purchase intention. With regard to the consumer profile, no significant result could be found. Finally, this study recommends that managers and marketers take targeted measures to promote a positive consumer attitude towards footwear made from sustainable leather alternatives. Marketing campaigns that emphasize environmental aspects and the opportunity to contribute to a better environment are suggested as an effective strategy. At the same time, companies should build trust through transparency, reliable information, and collaboration with stakeholders to successfully market these sustainable alternatives.

Keywords: Sustainable Leather Alternatives; Footwear; Sustainability; Purchase Intention

Abstrato

Tendo em conta os problemas ambientais globais e a crescente sensibilização para os desafios ecológicos, a sustentabilidade está a desempenhar um papel cada vez mais importante para os consumidores. Esta mudança no comportamento dos consumidores reflecte-se na crescente escolha de produtos sustentáveis no sector da moda. Em resposta a esta mudança de atitudes, os fabricantes de calçado reconheceram a tendência e estão a oferecer alternativas mais sustentáveis ao couro tradicional, tais como materiais sintéticos que dependem frequentemente de recursos fósseis. Por conseguinte, este estudo examina os factores que impulsionam e dificultam as intenções de compra dos consumidores, analisando também o seu perfil demográfico. Realizámos entrevistas semi-estruturadas (N=10) e um inquérito online (N=117) com consumidores da região DACH. Descobrimos que uma atitude positiva em relação ao calçado fabricado com alternativas de couro sustentável é o principal fator que influencia a intenção de compra. Esta atitude é, por sua vez, influenciada positivamente pelas preocupações ambientais e pela perceção de eficácia dos consumidores. A falta de confiança nas alegações de sustentabilidade foi identificada como uma barreira à intenção de compra. Relativamente ao perfil do consumidor, não encontrámos resultados significativos. Recomendamos que os gestores e os profissionais de marketing tomem medidas específicas para promover atitudes positivas, realçando os aspectos ambientais e a oportunidade de contribuir para um ambiente melhor. Para comercializar com êxito alternativas sustentáveis, as empresas precisam de criar confiança através da transparência, de informações fiáveis e da cooperação com as partes interessadas.

Palavras-chave: Alternativas sustentáveis ao couro; Calçado; Sustentabilidade; Intenção de compra

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List of Abbreviations

AWC	Animal Welfare Concern
CAGR	Compound Annual Growth Rate
DACH	D – Deutschland (Germany), A – Austria and CH – Confœderatio Helvetica (Switzerland)
EC	Environmental Concern
PCE	Perceived Consumer Effectiveness
SD	Standard Deviation
SE	Standard Error
SLA	Sustainable Leather Alternatives
SEK	Subjective Environmental Knowledge
SPK	Subjective Product Knowledge

1 Introduction

In the early days of human history, leather was among the most essential materials. Animals were hunted by our forefathers for food, and their hides were utilized for clothing and tents to provide protection from the elements. Over time, the production of leather has undergone significant changes. During industrialization, it evolved from stiff and dense vegetable-tanned leather to the contemporary chrome-tanned leather, which eventually became the predominant choice for manufacturing footwear, clothing, and upholstered furniture (Navarro et al., 2020). Today, leather continues to be a popular choice of material for consumers around the world. Its enduring appeal lies in its combination of abrasion resistance, durability, versatility, and uniqueness (China et al., 2020; Meyer et al., 2021). In fact, leather plays a central role in the footwear market, with annual global leather production estimated at a total of 23 billion square feet, of which 65% is accounted for by the sub-sector of leather footwear (China et al., 2020).

In recent years, however, the leather industry has come under increasing criticism over environmental and ethical concerns. In general, livestock farming is linked to deforestation for pasture, substantial greenhouse gas emissions, and environmental harm caused by animal waste (Jones et al., 2021). Moreover, leather processing often involves the use of hazardous chemicals and produces significant amounts of wastewater, which is contaminated with these hazardous chemicals (Jones et al., 2021; Sawalha et al., 2019). In less developed manufacturing countries, these are often disposed untreated, which negatively affects the ecosystem as well as human health (Mandal et al., 2010; Wilson et al., 2023). In addition, there is also a growing awareness of the horrific conditions in factory farming and the ethical aspects of killing animals (Choi & Lee, 2021). As a result, activists and environmental campaigns have emerged to target the industry to influence consumer attitudes and perceptions, particularly with regard to environmental responsibility, animal welfare, and health risks to humans (DeKlerk et al., 2019). Consequently, social standards have changed, with a growing focus on environmental sustainability promotion, resulting in a shift in customers' purchasing habits (Jones et al., 2021; Wiederhold & Martinez, 2018).

This shift has led to a major transformation in the textile industry, with disruptive companies driving innovation with the development of a variety of leather substitutes (Jones et al., 2021; Hildebrandt et al., 2021). One of them is synthetic leather, which is made from either polyurethane (PU) or polyvinyl chloride (PVC). However, even though synthetic leather has only one

fourth of the environmental impact of genuine leather (Jones, et al., 2021), the increasing concern for sustainability in every industry has driven the development of renewable and biodegradable alternative materials to replace materials based on fossil resources (Meyer et al., 2021).

Following the United Nations' widely used definition, in which sustainability is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations, n.d.), synthetic leather, which is made from fossil resources (Jones et al., 2021), is not subject of this thesis. The term sustainable leather alternatives (SLA), as used in this thesis, describes environmentally friendly materials that are made from predominantly bio-based resources (Jones et al., 2021; Jung & Oh, 2019) that imitate the look of real leather, without being of animal origin.

This study focuses on footwear, which from a historical perspective has been regarded as a staple good and therefore, production has always been intertwined with the specific needs of different groups of people all over the world (Juárez-Varón et al., 2023). Moreover, SLA are becoming increasingly common in the footwear industry. Companies, such as VEJA, Nike and Adidas are increasingly recognizing the benefits of sustainable leather alternatives and are developing new product lines with materials such as mushroom leather, cactus leather and apple skin leather (Amobonye et al., 2023; Cobb, 2023; Softline, n.d.) A report by Grand View Research estimated that the global market for bio-based leather alternatives was USD 710.3 in 2020. Moreover, it is projected to grow at a compound annual growth rate (CAGR) of 48.5% until 2028 (Grand View Research, 2021, as cited in Amobonye et al., 2023). According to Global Market Insights (2023), the footwear segment made up the largest share of around 37% in 2022 and is likely to continue to grow considerably.

1.1 Problem Statement

Although the number of publications in the field of consumer behavior regarding sustainable fashion has increased over the last decade (Busalim et al., 2022), there are only a limited number of studies that focus on the consumer behavior regarding sustainable footwear and SLA. Despite the growing environmental awareness and concern leading to a growing interest in sustainable footwear, and the growing interest in animal welfare increasing interest in sustainable leather alternatives, people tend to be reluctant to adopt sustainable fashion items (Choi & Lee, 2021; Global Market Insights, 2023; McNeill & Moore, 2015). In order to increase interest and thus the intention to buy footwear made from SLA, it is essential to find

out who the potential consumers are and what kind of drivers and barriers to purchase intention exist. This research aims to fill this gap by developing a comprehensive understanding of the drivers and barriers that influence purchase intentions for footwear products made from SLA. Additionally, the study aims to identify the consumer profile associated with these purchase intentions. Understanding these aspects will help manufacturers and marketers to promote such products effectively. The target population of this study is people living in the DACH region, which includes the three countries Germany (D), Austria (A) and Switzerland (CH). With a total population of 101.56 million people, this region has many similarities when it comes to culture, history, and lifestyle (O'Neill, 2023). For this reason, this region is considered as a single cluster in this study. As a result, the following research questions emerge:

RQ1: What are the drivers influencing the purchase intention for footwear made from SLA in the DACH region?

RQ2: What are the barriers to purchase intention for footwear made from SLA in the DACH region?

RQ3: Who is the consumer of footwear made from SLA in the DACH region?

1.2 Research Structure

Following the introduction to the research topic and the problem statement in the introductory chapter, the second chapter deals with literature review. Thereby, an overview of the footwear industry and footwear made from SLA is provided first. The main part of this chapter, however, is the hypotheses development based on the literature on the purchase intention of sustainable products applied to footwear made from SLA. To provide an understanding of the research design of this thesis, the third chapter is divided into several parts, such as a presentation of the qualitative research with its results and the revision of the hypotheses. Also, the third chapter includes the quantitative research approach, consisting of the design of the questionnaire and the measures, the data collection and sampling as well as the data analysis approach. This is followed by a presentation of the quantitative research results in the fourth chapter. The results are intended to provide answers to the research questions. In addition, they form the basis for the following discussion and management implications. In the last chapter, the limitations of the research will be pointed out.

2 Literature Review

2.1 The Footwear Industry

Over time, the demand for footwear has increased significantly (Van Rensburg et al., 2020). The global production of footwear reached 24.2 billion new pairs of shoes in the year 2018. This represents roughly three pairs of shoes for everyone in the world per year (Portuguese Shoes, 2019, cited in Van Rensburg et al., 2020). With regard to the DACH region, an average of around 6 pairs of shoes per person were consumed in Switzerland in 2022 (World Footwear, 2022). In Austria, on the other hand, an average of 4.04 pairs of shoes are expected to be consumed in 2023, while an average of around 2.60 pairs of shoes are expected to be consumed in Germany (Statista, n.d.a.; Statista, n.d.b.)

Considering the market size, the footwear market ranks as the second largest fashion segment in the retail industry, right after apparel (Statista, 2023). In 2022, the size of the global footwear market had an estimated value of USD 387.74 billion, with an expected CAGR of 4.3% until 2030. Among others, such growth in the market can be attributed to drivers such as e-commerce, substantial promotional spending by footwear brands, and rising demand for sports shoes (Grand View Research, 2023a). The major players include companies, such as Nike, Adidas, Puma, and New Balance (Statista, 2023).

A study by Quantis (2018) states that the share of materials used in footwear is 57% synthetic, 25% leather and 18% textile. The study also shows that the footwear sector is responsible for 1.4% of global greenhouse gas emissions. In the case of textile and synthetic shoes, manufacturing has the greatest impact. When it comes to leather shoes, the extraction of raw materials and processing are responsible for over 50% of the impact on the climate.

The concept of sustainability has become increasingly established in the footwear industry and there is a gradual shift towards sustainable products. This shift has started a trend in the footwear industry by slowly shifting the perspectives of consumers towards more sustainable products (Asabuwa Ngwabebhoh et al., 2022). The global market for sustainable footwear was valued at USD 8 billion in the year 2022 and is expected to increase at a CAGR of 6.2% between 2023 and 2030 (Grand View Research, 2023b).

2.2 Sustainable Leather Alternatives in Footwear

Despite there being a number of sustainable leather alternatives, some of which are at an early stage of development and not yet in commercial use, the most common materials used in the footwear industry are based on mushroom mycelium or plant fibers (Asabuwa Ngwabebhoh et al., 2022).

Mycelium leather, as the name suggests, is made from mycelium, which a fungus's root structure (Islam et al., 2017). Furthermore, mycelium represents the vegetative part of a fungus, which is made up of "a mass of branching, fibrous and natural composite materials" (Raman et al., 2022, p.1). This mass has robust physical and mechanical properties. By treating it with chemicals and heat, it takes on very durable and resistant properties to environmental stresses (Raman et al., 2022). The environmental impact of mycelium leather is low, and it can be produced by upcycling low-cost agricultural as well as forestry by-products (Jones et al., 2021; Raman et al., 2022).

Plant-based leather can be obtained from a variety of sources, such as grain, milled cactus or agricultural wastes like pineapple leaf fiber and apple pomace (Jones et al., 2021; Meyer et al., 2021). Thereby, there are two different approaches. In the first option, parts of the synthetic components in the coating are replaced by agricultural by-products as filling material, thus reducing the amount of non-renewable materials. Examples of such materials that are predominantly bio-based are Appleskin® and Desserto® (Appleskin, n.d.; Desserto, 2023.; Meyer et al., 2021). In the second option, all fossil-based materials are replaced by renewable plant fibers, which are processed into a non-woven fabric backing. In the case of Piñatex®, pineapple leaf fibers are worked up into a non-woven backing that is coated with corn based polylactic acid (Meyer et al., 2021).

2.3 Purchase Intention of Sustainable Footwear

Increasing concerns among consumers about environmental damage caused by the fashion industry has led to a change in consumer values from a self-centered to a society-centered perspective. However, although consumers are more willing to adopt a sustainable lifestyle, the adoption of such consumption practices appears to be quite difficult and complex. It often demands compromises between conflicting objectives which can be increasingly challenging depending on one's personal values and personality traits (Diddi et al., 2019). This is also reflected in a study by Baier et al. (2020) that investigated the importance of different attributes when

buying shoes. The results showed that sustainability was perceived as less important than other attributes such as appearance, quality, and comfort. However, footwear not only serves as protection for the feet, but also conveys personal taste, social status and information about age and self-esteem. Furthermore, people buy shoes to express their personality, communicate and express themselves (Belk, 2003). For that reason, there are several motives, drivers and barriers that influence the purchase intention for sustainable footwear products and thus also for footwear made from SLA. Purchase intention reflects a personal, deliberate effort to buy a product and mirrors the consumer's purchase plan (Aaker, 1997, as cited in Chae et al., 2020).

2.3.1 Hypothesis Development

In this section of the thesis, various potential factors influencing the purchase intention of footwear made from SLA are discussed. Existing literature on purchase intention of sustainable products in general, in fashion, and other consumer goods was examined. In the process, a large number of studies addressing related topics were identified, revealing relevant aspects for answering the research questions of this thesis. Furthermore, the terms "sustainable", "environmentally friendly" or "green" were used in the literature search, as they are often used interchangeably (Chintakayala et al., 2018; Gleim, 2013).

2.3.1.1 Drivers of Purchase Intention

The following section explores several potential factors driving the purchase intention of footwear made from SLA. Thereby, the drivers of purchase intention of sustainable products form the foundation for understanding the factors that may lead consumers to buy footwear made from SLA.

Attitude towards Footwear made from SLA

Eagly and Chaiken (1993, p. 1) define attitude as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor”. The concept of attitude plays a major role in both theories and research on consumer behavior (Ajzen, 2018). The theory of planned behavior states that an individual's chances of carrying out a certain behavior increase as their attitude towards it increases (Ajzen, 1991).

Several empirical studies on sustainable products have provided support for the claim that attitudes and purchase intentions towards such products are positively linked. Sreen et al. (2018) found the positive relationship for sustainable products in general, while Hsu et al. (2017) and

Kim and Chung (2011) confirmed this link for sustainable personal care products. Additionally, research has shown that attitudes toward sustainable clothing are a significant predictor of purchase intention for such products (Jaiswal & Kant, 2018; Kumar et al., 2021). In addition, Jung et al. (2016) and Kim et al. (2016) found that consumers have a positive attitude towards products made from "environmentally friendly faux leather" but did not further investigate their influence on purchase intention. In view of the literature reviewed, it can therefore be assumed that attitude towards footwear made from SLA has a positive influence on purchase intention.

H1: Consumers' positive attitude toward footwear made from SLA has a positive impact on purchase intention for such products.

Environmental Concern

Public concern about environmental issues has increased in response to the escalating severity of environmental problems (Gleim et al., 2013; Yue et al., 2020). This increasing awareness of considerable environmental damage and the rise of activities to protect the environment have led to an increased environmental consciousness among consumers (Aseri & Ansari, 2023; Costa et al., 2021). Environmental concern is a reflection of awareness of environmental problems and willingness to resolve the problem (Aseri & Ansari, 2023; Jaiswal & Kant, 2018). Additionally, it signifies a personal sense of responsibility for environmental protection, often connected to an emotional appeal and reflected in an individual's commitment to protecting the environment (Jaiswal & Kant, 2018). In general, environmental concern is a crucial measure for predicting a person's environmentally friendly behavior (Aseri & Ansari, 2023; Jaiswal & Kant, 2018; Pagiaslis & Krontalis, 2014). A number of studies support that the environmental concern of consumers affects the attitude towards environmentally friendly products (Aseri & Ansari, 2023; Jaiswal & Kant, 2018; Yadav et al., 2016; Zaremohzzabieh et al., 2021). Aseri and Ansari (2023) confirmed the strong relationship between environmental concern and attitude towards environmentally friendly footwear, while Jaiswal and Kant (2018), Yadav et al. (2016) and Zaremohzzabieh et al. (2021) found a significant relationship between environmental concern and the attitude towards green products in general. Thus, based on the literature, it is expected that environmental concern will positively influence the attitude towards footwear made from SLA.

H1a: Environmental concern has a positive effect on the attitude towards footwear made from SLA.

Animal Welfare Concerns

Consumers have become more aware of the impact the fashion industry can have on animals. Therefore, more and more consumers are basing their purchasing decisions on animal welfare considerations (Magnuson et al., 2017). Furthermore, Rolling et al. (2021) argue that social responsibility for animal welfare has become a social norm among millennials.

A study by Reimers et al. (2016) found that animal welfare impacts the consumers' perception of ethical fashion, especially when it comes to accessible brands, whereas Choi and Lee (2021) found that increased ethical interest in animal welfare had a positive impact on interest in clothing made from leather alternatives. Moreover, Miguel et al. (2020) found animal welfare concerns to be a driver of the attitude towards consumption of animal-free products in general (Miguel et al., 2020). Hence, it is assumed that concerns about animal welfare drives the attitude towards footwear made from SLA.

H1b: *Concerns about animal welfare have a positive impact on attitude towards footwear made from SLA*.

Perceived Consumer Effectiveness

Perceived consumer effectiveness (PCE) refers to a person's belief that they can have an effective contribution to environmental protection by buying environmentally friendly products (Gleim et al., 2013; Kinnear et al., 1974). Moreover, this belief can instill a feeling of personal obligation (Schwartz, 1977). According to Roberts (1996), PCE serves as one of the major determinants in explaining environmentally conscious consumption behavior. Research has shown that consumers who believe that they can have a real impact on the environment through their consumption behavior, tend to develop positive attitudes toward sustainable products. (Higueras-Castillo et al., 2019). Jaiswal and Kant (2018) as well as Sun and Wang (2020) found that PCE positively influences the attitude towards sustainable products in general. Kang et al. (2013) and Reimers et al. (2017) found that PCE has a significant impact on the attitude towards eco-friendly apparel products. Drawing from the reviewed literature, it is expected that perceived consumer effectiveness positively affects the attitude towards footwear made from SLA.

H1c: Perceived consumer effectiveness has a positive impact on the attitude towards footwear made from SLA.

Subjective Norm

The intention towards a certain behavior is greater when social norms, which are the unspoken rules that exist within certain social groups, are enforced (Cowan & Kinley, 2014). Nonetheless, the notion of "social norms" is ambiguous and includes multiple norm types, including injunctive and descriptive norms. These types uniquely affect behavior. Injunctive norms pertain to the individuals' perceptions of what is considered appropriate by others. Descriptive norms, on the other hand, refer to the perception of what is actually done by others (Chung & Rimal, 2016). Very similar to injunctive norms is the concept of subjective norms (Ajzen, 1991, as cited in Chung & Rimal, 2016).

The concept of subjective norms addresses the perception of social pressure to engage in a specific behavior from significant others within one's social surroundings, such as family, friends and partner (Barnes, & Mattsson, 2017; Chung & Rimal, 2016). Hence, while injunctive norms are related to perceptions of others' approval and descriptive norms are related to perceptions of others' actual behavior, subjective norms address perceptions of important people's expectations regarding one's own actions (Chung & Rimal, 2016).

A study by Liu et al. (2021) showed that subjective norms play a significant role shaping consumers' intentions to buy ethical fashion. Subjective norms also play a major role in the purchase intention of upcycling fashion (Park & Lin, 2020). Another study by Cowan and Kinley (2014) confirms that subjective norms have a significant influence on purchase intentions for environmentally friendly apparel. Based on the literature, subjective norms are therefore expected to positively influence the purchase intention for footwear made of SLA.

H2: Subjective norms positively impact the purchase intention for footwear made of SLA.

Self-Expressive Benefits

It is commonly assumed that individuals engage in social comparisons by focusing on the differences between the things they have and the things that others have. The subject of attention can include various aspects of social desirability, whether it is material wealth, perceived "coolness", or environmental credentials (Aagerup & Nilsson, 2016). Previous research on sustainable behavior suggests that motivations for environmental protection are often related to status and prestige seeking (Costa Pinto et al., 2014; Griskevicius et al., 2010). Signaling theory, along with the literature addressing symbolic as well as conspicuous consumption, offers a conceptual framework for comprehending the psychological benefits that result from self-expressive and

socially visible consumption of environmentally friendly products. Thereby, signaling describes the act of implicitly sharing information about oneself by demonstrating behaviors that disclose personal characteristics and preferences to others (Hartmann & Apaolaza-Ibáñez, 2012). People show a greater willingness to consume in ways that enhance social well-being when signaling is likely (Dube et al., 2017; Hartmann & Apaolaza-Ibáñez, 2012). Furthermore, products that offer greater signaling potential also offer more benefits by being associated with pro-social behaviors (Hartmann & Apaolaza-Ibáñez, 2012).

Mishra et al. (2021) found that self-expressive benefits have a positive effect on sustainable consumer behavior, while Ahmad and Thyagaraj (2015) found it to positively affect the purchase intention of sustainable brands. Furthermore, a study by Aseri and Ansari (2023) found that purchasing green footwear was positively associated with the beliefs that it would make the individual appear admirable, create a positive impression, and enhance how they are perceived by others. Therefore, based on the reviewed literature, it is assumed that self-expression benefits of footwear made from SLA positively influences its purchase intention.

H3: Self-expressive benefits have a positive relationship with the purchase intention for footwear made from SLA.

Product Knowledge

Product knowledge has the potential to directly affect the perception of product attributes as well as evaluation criteria, which in turn would impact the consumers' ability to collect and process information (Chen & Deng, 2016). According to Brucks (1985), product knowledge is based on consumers' memory or known knowledge and can be divided into three main groups, namely subjective knowledge, objective knowledge, and experience-based knowledge. Subjective product knowledge refers to the degree to which consumers are familiar with a product (Park & Moon, 2003). This involves consumers' self-assessment of “what and how much they know about a product class” (Park et al., 1994, p. 71). Objective knowledge, on the other hand, refers to product information that is actually stored in the consumer's memory (Brucks, 1985). Product experience usually comes from owning the product, the experience of using the product, and the experience of searching for information (Park & Moon, 2003). Even though the measures generally correlate, research found that subjective knowledge is the most important determinant of decision outcomes, as it is based on what consumers think they know and therefore is directly linked to perceived confidence in the decision-making process (Chang, 2004; Lee & Lee, 2009; Raju et al., 1995). Moreover, objective knowledge is typically assessed

through testing procedures conducted with the involvement of an impartial third party, while subjective knowledge can be evaluated through self-reporting (Lee & Lee, 2009). Hence, subjective knowledge will be adopted as a measure of product knowledge.

Individuals with greater product knowledge tend to assess quality and functionality by relying on intrinsic cues. Their enhanced memory, recognition, analytical, and logical thinking skills allow them to recognize the importance of product-specific information in their evaluations. On the contrary, consumers with limited product knowledge tend to rely on extrinsic cues, such as brand or price, when evaluating a product, because they lack the knowledge to evaluate a product (Ghazali et al., 2017; Razy & Lajevardi, 2015). Furthermore, consumers with greater knowledge tend to make more realistic product selections that align with their expectations, ultimately improving their ability to make satisfying choices (Wang et al., 2019). Product knowledge consistently ranks among the most influential factors affecting consumer purchase intention for sustainable products (Berger et al., 1994; Lin & Chen, 2006; Wang & Hazen, 2016). A further study by Zameer and Yasmeen (2021) revealed that consumers' product knowledge has a significant positive impact on their purchase intentions regarding sustainable products. Building on the literature, it is therefore assumed that increased subjective knowledge about footwear made from SLA has a positive influence on purchase intention of such products.

H4: Increased subjective product knowledge about footwear made from SLA has a positive influence on purchase intention of such products.

Environmental Knowledge

According to D'Souza et al. (2006), environmental knowledge takes two different forms. One involves consumers being educated about the general environmental impacts of a product, while the other involves “knowledge in the product itself being produced in an environmentally friendly way” (p. 164). Similar to product knowledge, environmental knowledge can also be divided into subjective and objective knowledge (Dursun et al., 2019). Here too, studies have shown that subjective environmental knowledge is the more influential predictor for pro-environmental behavior (Ellen, 1994; Vicente-Molina et al., 2013). For this reason and the fact that it is easier to measure than objective knowledge (Liu et al., 2018), subjective environmental knowledge is investigated in this thesis.

There are several studies that show that a lack knowledge about the environmental impacts of fashion products hinders the purchase intention for sustainable fashion products (Birtwistle &

Moore, 2007; Connell, 2010; Gleim et al., 2013; Ronda, 2023). Gleim et al. (2013) found a lack of perceived "expertise" regarding of the environmental impact of traditional products to a major barrier to sustainable purchase decisions. Connell (2010) found that consumers lack knowledge they would need to compare the environmental footprint of different materials and therefore choose more environmentally friendly options. Birtwistel and Moore (2007) conclude that the lack of knowledge of the environmental impacts associated with clothing production hinders consumers to adopt a more sustainable fashion consumption behavior. Similarly, Ronda (2023) found a lack of knowledge about the environmentally damaging techniques in the fast fashion industry to be a barrier of the purchase intention of sustainable fashion. Cowan and Kinley (2014) found that higher environmental knowledge leads to a greater purchase intention of sustainable apparel products, whereas Moslehpour et al. (2023) found that knowledge about the environmental impact regarding products contributes positively to the intention to purchase sustainable products in general. Drawing from the literature reviewed, it is thus inferred that a higher environmental knowledge increases the intention to purchase footwear products made from SLA.

H5: A higher subjective environmental knowledge about the environmental impact of real leather and SLA positively influences the intention to purchase footwear products made from SLA.

2.3.1.2 Barriers to Purchase Intention

The following section discusses the potential barriers to purchase intention for footwear made from SLA, drawing on the barriers to purchase intention for sustainable products.

Perceived Performance Risk

The theory of consumer choice by Lancaster (1966) assumes that consumers' decisions are driven by the utility that comes from the attributes of a product (Lancaster, 1966 as cited in Wang, 2014). Therefore, consumers assess and prioritize the product attributes that align with their specific needs and wants (Siali et al., 2016). Concerns about functional attributes can be referred to as performance risk (Horton, 1976). Functional attributes refer to characteristics and features that provide utility in the use of the product (Townsend et al., 2011), including aspects such as comfort, reliability and durability (Baier et al., 2020; Sheth et al., 1991). Unlike the attributes in terms of appearance, the functional attributes are not visible at first sight. However, consumers generally consider a product's functional attributes to be of great importance. The

reason for this is that consumers tend to look for the instrumental benefits of a product, with functional attributes greatly influencing the degree to which products function as they should and enable consumers to meet their utilitarian needs (Wen Wan et al., 2017).

Performance risk was found to negatively impact the purchase intention of sustainable fashion products (Yoo et al., 2021). White et al. (2019) argue that sustainable products are often perceived as being of lower quality. Thus, it is expected that perceived performance risk (comfort, quality and durability) will negatively affect the intention to purchase footwear made from SLA.

H6: Perceived performance risk in terms of quality, durability and comfort has a negative effect on the purchase intention of footwear made from SLA.

Higher Product Price

Pricing, as one of the most powerful marketing tools, has the potential to influence consumers' feelings, perceptions, and behaviors (Büyükdağ et al., 2020). Moreover, marketing literature indicates that consumers' purchase intentions are influenced by product price, which means that environmentally conscious consumers do not always choose sustainable products (Dangelico et al., 2022). Some studies have shown that consumers might be not willing to pay higher prices for sustainable clothing products, which is perceived as one of the major barriers to purchasing sustainable clothing (McNeill & Moore, 2015; Wang et al., 2022; Wiederhold & Martinez, 2018). In a similar vein, when it comes to purchasing leather products, customers tend to associate higher prices with superior quality and longevity. Conversely, the prices for bio-based leather alternatives often do not justify the quality in the eyes of most consumers (Ramchandani & Coste-Maniere, 2020). Based on the literature, it is therefore assumed that the higher price for footwear from SLA hinders the purchase intention.

H7: The higher price of footwear made from SLA has a negative impact on its purchase intention.

Perceived Product Unavailability

The economic factors influencing consumers go beyond pricing alone, as time and effort required for product evaluation and search are integral components of the total cost of consumption (Gleim et al., 2013). Lundblad and Davies (2016) argue that sustainable fashion, with appealing designs and good brands, is not widely available, making it challenging for consumers to find. Research has indicated that the perceived lack of availability, and thus high costs in

terms of time and effort, is one of the major barriers to sustainable consumption (Barbarossa & Pastore, 2015; Connell, 2010; Wiederhold & Martinez, 2018; Young et al., 2010). Ronda (2023) points out that a lot of consumers are only aware of a small number of options that are mainly accessible online. Furthermore, consumers often perceive the appearance of sustainable fashion products as less appealing (Joergens, 2006; White et al., 2019) and often struggle to find to sustainable apparel that meet their desired design attributes (Connell, 2010). Srivastava and Gupta (2022) found that the unavailability of green products negatively affect consumers' purchase intention of green products. According to the reviewed literature, it is assumed that the perceived unavailability of footwear made from SLA will have a negative impact on the purchase intention.

H8: Perceived unavailability of footwear made from SLA negatively affects purchase intention.

Lack of Trust in Sustainability Claims

In the case of sustainable products, trust can be defined as "a belief or expectation about the environmental performance of such products" (Chen & Chang, 2013, as cited in Joshi & Rahman, 2015, p. 133). Consumers tend to require more trust when buying sustainable products than they do when buying conventional products (Zhuang et al., 2021). The trust of consumers in sustainable products is challenged by corporate scandals as well as unfounded sustainability claims (Nuttavuthisit & Thøgersen, 2017). In addition, the increasing popularity of sustainable fashion has led to the widespread use of terms such as "eco-friendly" or "sustainable" in the marketing of countless products, resulting in greenwashing and raising doubts about the credibility of such claims (Ronda, 2023). Trust is therefore often seen as a barrier to sustainable consumption (Chen & Chang, 2013). Lack of trust in the fashion industry is confirmed as a potential barrier to purchase intentions by McNeil and Moore (2015), who suggest that the industry is saturated with an excess of promises about eco-friendly intentions. Ronda (2023) found a lack of trust to decrease the consumption of sustainable clothing, while Zhuang et al. (2021) found a strong correlation between trust and purchase intention of sustainable products in general. Based on the review literature, it is assumed that a lack of trust in sustainability claims is a barrier to purchase intention of footwear made from SLA.

H9: A lack of trust in sustainability claims has a negative impact on the intention to buy footwear from SLA.

2.3.1.3 Demographics

In previous studies, several demographic factors have been identified to influence pro-environmental behaviors. These include gender, educational level, and income (Afshar & Jia, 2018; D'Souza et al., 2007; Kollmuss & Agyeman, 2002). Thereby, women are more inclined to engage in the consumption of sustainable products than men due to their stronger environmental attitudes (Brough et al., 2016; Costa Pinto et al., 2014; Stern et al., 1993). Furthermore, women tend to exhibit higher levels of environmental concern (Lee, 2009; Mostafa, 2007; Roberts, 1996). Likewise, research has found that higher levels of education are related to greater environmental knowledge (Diamantopoulos et al., 2003; Haron et al., 2005), environmental concern (Straughan & Roberts, 1999) and purchase intention of sustainable products (Chekima et al., 2016). Last but not least, it is generally suggested that income has a positive relationship with environmental sensitivity (Elhoushy & Lanzini, 2021; Straughan & Roberts, 1999). A common rationale for this assumption is that individuals with a higher income can afford the additional costs that are often linked with supporting pro-environmental causes and choosing sustainable product offerings (Straughan & Roberts, 1999). Several studies found income to be a factor that can explain the purchase intention of sustainable products (Brécard, 2009; Chekima et al., 2016; Lazaric et al., 2020). Based on the literature reviewed, it is therefore assumed that gender, education level and income levels differ significantly in the intention to buy footwear made from SLA.

H10a: Women tend to have a higher purchase intention for footwear made of SLA.
H10b: Higher educational level has a positive impact on the intention to purchase footwear made from SLA.
H10c: Higher income has a positive impact on the intention to purchase footwear made from SLA.

2.3.2 Conceptual Framework

The hypotheses developed allow the following conceptual model to be proposed, which can be seen in *Figure 1*. These factors influencing the purchase intention for footwear made from SLA are examined in the quantitative part of the thesis.

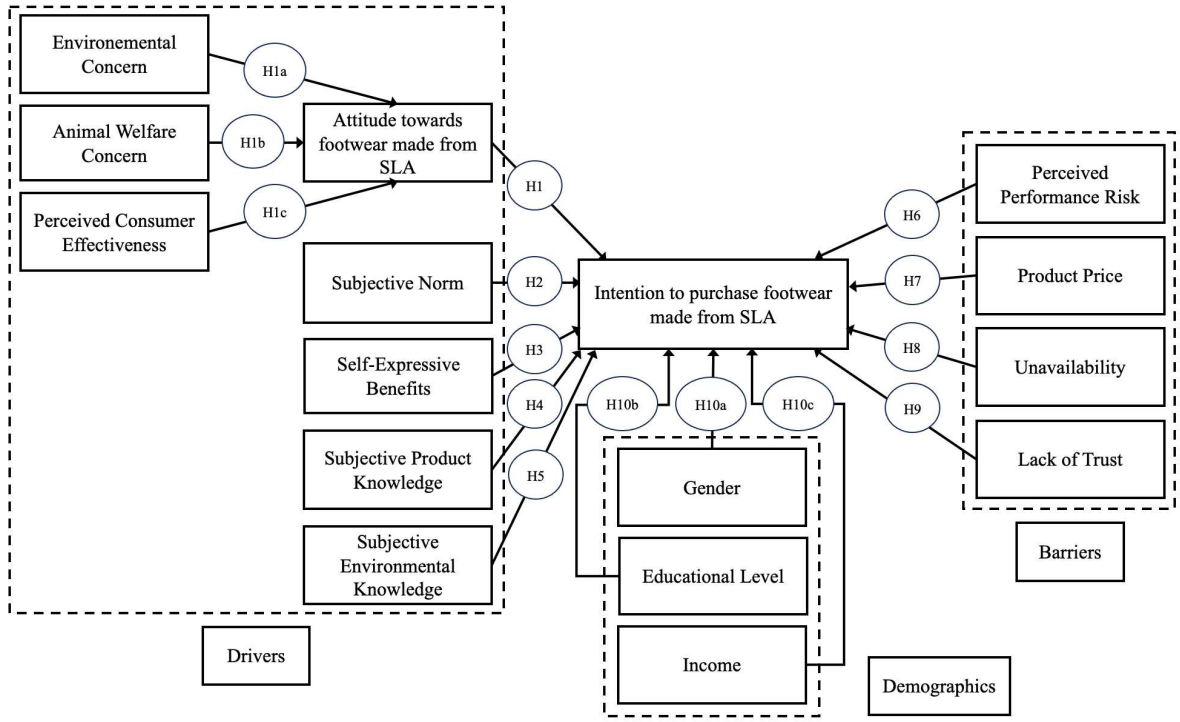

Figure 1: Conceptual Framework

3 Methodology

This study applies a mixed methods approach, which is defined as an approach to collect, analyze, and mix qualitative and quantitative data in a single study, so that the research problem can be better understood (Creswell, 2008, as cited in Ivankova & Creswell, 2009). While there are different mixed methods designs depending on the stage at which the mixing of qualitative and quantitative methods occurs (Ivankova & Creswell, 2009), this thesis uses the exploratory design. This design is used when it is desirable to explore a subject by collecting qualitative data before using quantitative data to test it. Thereby, qualitative data is first obtained through interviews, followed by the development of a questionnaire which is then used to collect quantitative data (Ivankova & Creswell, 2009). The integration of qualitative research allows to refine hypotheses and identify factors which should be considered in quantitative research (Jervis & Drake, 2014; Nunan et al., 2020). In examining the use of mixed methods in international economic research, Hurmerinta-Peltomäki and Nummela (2006) found that the use of such methods generally improves the validity of results and contributes to knowledge creation. The authors further state that using this a combination of qualitative and quantitative methods allows to obtain a deeper understanding of a specific phenomenon.

The methodological framework of this thesis can be seen in *Figure 2* and is divided into literature review, qualitative research, survey development and quantitative research.

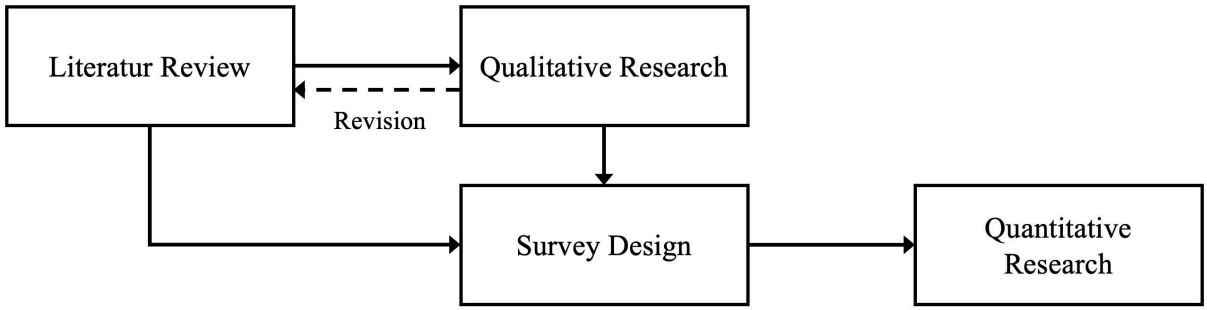

Figure 2: Methodological Framework

3.1 Literature Review

The literature review is the foundation of every research project (Mertens, 2010). The aim is to provide a summary of the current state of the art in the relevant subject area (Rowley & Slack, 2004). Therefore, the purpose of the literature review is to identify and organize the different concepts that are found in the relevant literature in order to provide a context for the research topic (Mertens, 2010; Rowley & Slack, 2004).

3.2 Qualitative Research

Qualitative research aims to gain a better understanding of the phenomena being studied by capturing the participants' individual perspectives in their own words. Frequently used methods are observations, interviews and focus groups (Yilmaz, 2013). This thesis uses semi-structured interviews as a method. Qualitative methods have proven useful in generating and refining hypotheses through pre-testing and are frequently used in research (Marczyk et al., 2010; Sofaer, 1999).

3.2.1 Semi-structured Interviews

In order to review and refine the hypotheses developed as a result of the literature review, semi-structured interviews were conducted. By doing so, potential drivers and barriers of footwear made from SLA that were not found during the initial literature review should be revealed. Semi-structured interviews are conducted with one interviewee at a time and consists of a mixture of closed and open questions, which can be complemented by follow-up questions (Adam, 2015).

3.2.2 Sample

To investigate the various influential factors on the purchase intention of footwear made from SLA identified in the literature research, a total of 10 people were interviewed as part of this study. The interviewees were selected from the DACH region, as this is also the region considered in the quantitative analysis. The participants were aged between 25 and 32 and, in order to obtain gender-balanced results, men and women were equally represented. In addition, the participants were pre-screened to ensure that half of them had experience with the products and the other half did not. Thus, group 1 represents the non-owners (NO) and group 2 the owners (O) of footwear made from SLA. In this way, a comprehensive overview of the possible driving forces and barriers is to be gained and those that had previously gone unnoticed in the literature review are to be uncovered. Further information on the participants can be found in the Appendix A.

3.2.3 Interview Results

The results of the qualitative analysis show that the majority of respondents were aware of footwear made from SLA. However, two of the respondents who do not own the shoes were not aware of it. Three non-owners emphasized that when they think of leather alternatives, they

first think of those made of plastic. Although both groups showed a positive attitude towards footwear made from SLA, the difference is therefore primarily reflected in their level of familiarity with them. Owners were also able to name specific alternative materials and brands that offer them.

A similar pattern was observed in the assessment of product attributes of footwear made form SLA. Owners stated that they did not notice any difference in terms of appearance, quality, comfort and, for the most part, durability. Non-owners likewise stated that they do not perceive any difference in terms of appearance, but predominantly rated footwear made from SLA worse in terms of quality, durability, and comfort. When it comes to the attributes that are important when in general buying shoes, both owners and non-owners pay attention to comfort, appearance, price, and quality. Appearance and comfort consistently stood out as main factors. Sustainability was only mentioned by one respondent, who was part of the non-owner group.

However, the in the context of appearance, some of the participants in both groups stated that they perceive that footwear made from SLA often come in fewer design variations and therefore often do not offer a direct replacement. This lack of availability was supported, as participants in both groups felt that these were more difficult to find, particularly in physical stores. One participant from the non-owner group emphasized that it would take a lot of time and effort to find such alternatives.

Another aspect highlighted by four participants is that they feel that people, who buy sustainable fashion, often do so to make a statement for environmental protection. Some respondents also stated that they feel that many people buy sustainable fashion to give themselves a better image in the eyes of others and that it is often used as a status symbol.

Regardless of whether they own sustainable leather shoes, participants showed different levels of influence from friends and family on their choice of sustainable fashion products. Interestingly, it appears that participants who do not own sustainable leather footwear are more prone to influence from people in their close environment, whereas the majority of respondents who own them, indicated that they are not influenced. As one participant mentioned, this could be the case due to personal motivation to protect the environment. However, the results are reversed in the case of perceived expectations, where owners described that they had already felt expectations from their immediate environment to buy sustainable fashion products. In contrast, non-owners have not felt any expectations.

All participants stated that they were aware of environmental issues. However, the participants in both groups stated that they had little concrete knowledge when it comes to the assessment of the environmental impact of footwear made from genuine leather. Nevertheless, most owners felt more confident that they understood the negative impact of genuine leather. Non-owners, on the other hand, could assume that it contributes negatively to environmental problems. Among the most common issues mentioned were environmental pollution from the use of chemicals in processing and from factory farming. Furthermore, participants in both groups had limited concrete knowledge about the environmental impact of footwear made from SLA. Again, owners were able to name specific points, while non-owners were more likely to make assumptions. However, all participants stated that it would influence their purchasing decisions, if they were better informed about the environmental impact of genuine leather and alternative materials. It was also mentioned that a direct comparison of the two would have a major influence.

The interviews also showed that participants in both groups expressed significant environmental concerns. All participants stated that they take certain measures in their everyday lives to make a positive contribution to environmental protection. However, only one non-owner mentioned that they try to buy sustainable fashion or avoid fast fashion, while four of the five owners mentioned that they try to do so. This pattern was also confirmed when it came to the question of the influence of environmental concerns on the consumption of sustainable fashion.

In addition, several participants, whether owners or non-owners of footwear made from SLA, stated that the non-animal origin and therefore animal welfare is an advantage of such products. In terms of potential barriers, one participant expressed a lack of trust and said that such products could be used for greenwashing.

Finally, eight out of ten participants perceived that they could make a positive contribution to environmental protection by consuming footwear made from SLA. Among the non-owners, however, two participants expressed that the individual influence on environmental protection is in general relatively low and that major changes must come from systemic influences such as politics. The full interview transcripts can be found in in Appendix A.

3.2.4 Revision of Hypotheses

The results of the survey show that the subjects identified from the literature review cover a large proportion of the drivers and barriers of purchase intention of footwear made from SLA appropriately. However, two additional hypotheses were added based on the findings.

Although a lack of environmental knowledge has been often shown in the literature to act as a barrier to the purchase intention of sustainable products (Birtwistle & Moore, 2007; Connell, 2010; Gleim et al., 2013; Ronda, 2023), the results of the interviews showed that more knowledge in this context would lead to increased purchase intention. Based on the finding that providing information about the environmental benefits of footwear made from SLA would have a positive effect on purchase intention, hypothesis H3 remains as a driver of purchase intention. This hypothesis states that more subjective environmental knowledge about the environmental impact of footwear made from leather and SLA has a positive effect on purchase intention of footwear made from SLA.

In addition, when the respondents were asked about their views on the benefits and barriers of footwear made from SLA, the term animal welfare was mentioned frequently as a benefit. Thus, *Animal Welfare Concerns* was uncovered as a potential driver and added in Section *2.3.1.1 Drivers of Purchase Intention* as a result of the interviews and further literature review. Moreover, one participant mentioned concerns about trust in the sustainability claims as a potential barrier. After further research, it became clear that this was a possible barrier that needs to be taken into account. Thus, *Lack of Trust of Sustainability Claims* was added as a new chapter in Section *2.3.1.2 Barriers to Purchase Intention*.

3.3 Quantitative Research

3.3.1 Questionnaire Design and Measures

Based on the reviewed literature that included the insights from the interviews, an online questionnaire was created on Qualtrics. A total of 48 items were adopted from the existing literature. Since the existing literature on the purchasing behavior of sustainable footwear and especially footwear made from SLA is limited, elements from the literature on sustainable purchase behavior were adopted and modified to the context of footwear made from SLA. All items were measured using a 5-point Likert scale, ranging from strongly disagree to strongly agree. In addition to the questions related to the purchase behavior of footwear made from SLA, several questions on demographics were asked, using the place of residence as a filter question at the

beginning. The survey also included an attention question, which helps to ensure the quality of the sample and thus the validity of the measurement scales (Kung et al., 2018). Moreover, the most widely spoken language in the DACH region is German. For this reason, the survey was translated into German, giving respondents the option of completing the survey in either German or English. The questionnaire with its constructs, items, references and translation can be found in the Appendix B.

Moreover, a pre-test with 5 people was carried out before the survey was distributed. The pre-test is the phase in the process of developing a questionnaire in which its potential effectiveness is determined. It helps to refine the survey design and to identify weaknesses that might only be recognizable to the target population (Reynolds et al., 1993).

3.3.2 Data Collection and Sample

The survey was conducted online using Qualtrics. It was published on November 22, 2023 and was open until November 30, 2023. The survey was distributed through various social media channels, such as Instagram and WhatsApp. People were encouraged to share the survey, meaning that the snowball sampling method was used (Scott & Vigar-Ellis, 2014). During this time, 164 people took part in the survey, whereby 31 people did not finish it. Furthermore, 8 participants were eliminated by the initial screening question regarding their place of residence. A further 8 people answered the attention question incorrectly and were therefore excluded from the sample. Another person stated after the brief introduction of SLA that this person had not yet understood the underlying concept. After checking the participants' answers, it turned out that this participant had already been eliminated because he or she had not completed the survey. Consequently, the final number of participants who completed the survey is 117.

The required sample size was calculated according to Qualtrics (n.d.a). The population in the DACH region is taken as the total population of approximately 100 million (O'Neill, 2023). Although not all of them buy shoes, e.g. small children, this is not considered an obstacle, as the required sample size no longer changes above a certain number (approximately 350,000). The confidence interval of 95% is used, resulting in a z-score (z) of 1.96. Furthermore, a margin of error (e) of 10% is used. The standard deviation (SD) is 0.5, which is commonly used according to Qualtrics (n.d.a). This results in a required sample size (N) of 97 people. The underlying formula is:

$$required\ N = \frac{z^2 * SD * (1 - SD)}{e^2}$$

3.3.3 Data Analysis

The data was analyzed using IBM® SPSS® Statistics software. In a first step, the data was cleaned so that in the end a sample of 117 participants remained for further analysis. The relevant criteria for exclusion have already been described in the previous chapter *Data Collection and Sample*. Subsequently, the reversed questions (SPK4, SEK5, EC3, AWC1, AWC2, PCE2, PP3, LT2)[1] were reverse coded so that the values in the constructs are uniform. For testing the hypotheses, two multiple regressions were performed. In the first regression, the influence on the attitude was examined, while in the second regression the influence of the various variables on the purchase intention was analyzed. As various studies have confirmed that the demographic factors examined in *2.3.1.3 Demographics* influence the purchase intention for sustainable products, these were included as control variables in the regression. For this purpose, a dummy variable was created for gender (0 = male, 1 = female). Due to the fact that educational level and income level are linked to values in a similar way to the Likert scale, these are treated as continuous variables and therefore included in the linear regression (Pasta, 2009). It should be noted that the second regression only includes 99 participants from the survey, as answers such as "prefer not to say" or "other" in the demographic questions regarding income and educational level were treated as non-responses and therefore excluded.

[1] see Appendix B for the items in the questionnaire.

4 Results

4.1 Reliability of the Scale

The reliability of the scale was tested by using Cronbach's alpha. When analyzing the reliability of the constructs, the indicators PP3 and LT1[2] were deleted in order to increase reliability. The construct *Lack of Trust* had a Cronbach's alpha of 0.047 before the deletion and is therefore measured with a single-item scale. Question LT2 is considered suitable as it relates directly to footwear made from SLA. With the construct *Higher Product Price*, the deletion of PP3 increased the Cronbach's alpha from 0.519 to 0.641, which is acceptable according to Hair et al. (2019). The following *Table 1* shows the Cronbach´s alphas and the strength of association according to Hair et al. (2019) for each final construct.

Construct	Cronbach's Alpha	Strength of Association (Hair et al., 2019)	Shapiro-Wilk Test
Purchase Intention	0.899	Very good	<.001
Product Knowledge	0.874	Verry good	<.001
Subjective Environmental Knowledge	0.749	Good	.046
Attitude towards purchasing footwear made from SLA	0.796	Good	<.001
Environmental Concern	0.775	Good	<.001
Animal Welfare Concern	0.602	Acceptable	<.001
Perceived Consumer Effectiveness	0.753	Good	<.001
Self-expressive benefits	0.872	Very Good	<.001
Subjective Norm	0.774	Good	.008
Perceived Product Risk	0.759	Good	<.001
Higher Product Price	0.641	Acceptable	<.001
Perceived Product Unavailability	0.674	Acceptable	.014
Lack of Trust	/	/	<.001

Table 1: Reliability and Normality Test

[2] see Appendix B for the items in the measurement scale.

4.2 Normality Test

The constructs were each tested for normal distribution as shown in *Table 1*. The Shapiro-Wilk test of the constructs shows a p-value of < 0.05, indicating that the null hypothesis must be rejected and that no normal distribution can be assumed. Due to the lack of normal distribution of the individual variables, the central limit theorem is used at this point. The central-limit theorem assumes that the distribution of mean values approaches a normal distribution as the sample size increases (Babin & Zikmund, 2015; Watkins et al., 2014). As the sample size (N=117 and N = 99) is >30, a normal distribution can still be assumed in accordance with the central limit theorem, allowing further analyses to be carried out.

4.3 Descriptive Results

Prior to testing the hypotheses, an overview of the participants' descriptive results is provided. In terms of place of residence, 68.4% of participants were from Austria, 18.8% from Germany and 12.8% from Switzerland. The age distribution was from 18 to over 65 years, with the majority (61.5%) being between 25 and 34 years old. In addition, the majority of the sample consisted of female participants (60.7%), with 39.3% being male. With regard to the highest educational level, the majority (35.9%) stated that they had completed a bachelor's degree, followed by 21.4% having obtained a High School Diploma. The majority were employed (61.5%), followed by students (17.9%). Furthermore, the majority of the sample (19.7%) had a monthly net income between €2001 and €2500. 9.4% were not comfortable to disclose their salaries. The following *Table 2* shows the summarized demographic factors of the sample.

		Frequency	**Percentage**
Place of residence	Austria	80	68.4%
	Germany	22	18.8%
	Switzerland	15	12.8%
Gender	Female	71	60.7%
	Male	46	39.3%
Age	under 18	0	0%
	18 – 24	16	13.7%
	25 – 34	72	61.5%
	35 – 44	10	8.5%
	45 – 54	6	5.1%
	55 – 64	9	7.7%

	65 or older	4	3.4%
Highest level of education	Less than High School	15	12.8%
	High School Diploma	25	21.4%
	Bachelor's Degree	42	35.9%
	Master's Degree	23	19.7%
	Doctorate	4	3.4%
	Other	8	6.8%
Occupation	Unemployed	0	0%
	Employed	72	61.5%
	Self employed	4	3.4%
	Homemaker	5	4.3%
	Student	21	17.9%
	Student with a job	8	6.8%
	Retired	5	4.3%
	Other	2	1.7%
Monthly net income	Less than €1000	14	12.0%
	€1000 – €1500	13	11.1%
	€1501 - €2000	13	11.1%
	€2001 - €2500	23	19.7%
	€2501 - €3000	11	9.4%
	€3001 - €3500	12	10.3%
	more than €3500	20	17.1%
	No information	11	9.4%

Table 2: Overview over Sample Characteristics

The following section provides a descriptive overview of the survey results, which is illustrated in *Table 3*. The intention to purchase footwear made from SLA has a mean value of 3.74, which indicates that on average there is a positive tendency in the intention to buy such footwear.

Drivers to the purchase intention of footwear from SLA

The attitude towards footwear made from SLA shows a mean value of 4.07, which indicates a clearly positive inclination towards such alternatives. In addition, the participants seem to be particularly concerned about the environment, which is reflected in the mean value of 4.36. Regarding animal welfare concerns, the mean value of 4.49 also clearly shows the importance of this issue in the eyes of the participants. Perceived consumer effectiveness attained a mean value of 3.92, which also indicates a positive perception of the possibility of making a positive

contribution to environmental protection by consuming sustainable products such as footwear made from SLA. Subjective norm has a mean value of 3.39, which indicates a slight tendency towards a potential influence on the purchase intention of footwear made from SLA by people from the close environment. In the case of self-expressive benefits, the mean value of 3.62 indicates a slight tendency to signal their own preferences and characteristics by consuming sustainable products. With regard to subjective product knowledge, the mean value is 2.31, which indicates a rather low level of knowledge and familiarity with footwear made from SLA. The mean value of 2.99 in relation to knowledge of the environmental impact of both leather footwear and footwear made from SLA shows a moderate understanding of the impact of such products.

Barriers to the purchase intention of footwear from SLA

In terms of barriers to purchase intention, a mean score of 3.77 for perceived unavailability indicates that, on average, participants tend to perceive the availability of footwear made from SLA to be lower than that of leather options. The second largest mean value of 3.22 for the higher price of footwear made from SLA, indicates a very slight trend towards perceiving it as more expensive in comparison to leather footwear. Lack of trust in sustainability claims of brands offering footwear made from SLA shows a mean value of 2.72, indicating that on average there is some uncertainty with a slight tendency towards a more positive perception of trust in the sustainability claims. With regard to the performance risk of footwear made from SLA, the mean value of 2.66 shows that, on average, participants tend slightly to perceive no difference in terms of quality, durability and comfort.

	N	Minimum	Maximum	Mean	SD
Purchase Intention	117	1.25	5.00	3.7436	.77018
Attitude towards purchasing footwear made from SLA	117	1.67	5.00	4.0741	.70861
Environmental Concern	117	2.00	5.00	4.3561	.69993
Animal Welfare Concern	117	3.00	5.00	4.4915	.52924
Perceived Consumer Effectiveness	117	1.75	5.00	3.9188	.70085
Product Knowledge	117	1.00	5.00	2.3120	1.08885
Environmental Knowledge	117	1.60	4.60	2.9915	.70093
Subjective Norm	117	1.00	5.00	3.3903	.82617

Self Expression	117	1.00	5.00	3.6239	.84593
Performance Risk	117	1.00	5.00	2.6610	.81648
Higher Product Price	117	1.50	5.00	3.2179	.78341
Perceived Unavailability	117	1.60	5.00	3.7658	.63098
Lack of Trust	117	1.00	5.00	2.7179	.79704

Table 3: Descriptive Overview of Survey Results

4.4 Hypotheses Testing

Table 4 shows the results of the two regression analyzes[3]. In a first multiple regression, the influence of environmental concern, animal welfare concern and perceived consumer effectiveness (independent variables) on attitude towards footwear made from SLA (dependent variable) was explored. The R^2 of the regression analysis has a value of 0.298, and thus describes approximately 30% of the variance in attitude towards footwear made from SLA in the DACH region. In addition, the regression model is significant ($F = 16.017$; $p < .001$). The results show that H1a (ß = 0.354; SE = 0.090; $p < .001$) is supported. Hence, environmental concern has a significant positive influence on attitude towards footwear made from SLA. Contrary to the expectations, despite the highest mean value of AWC (see *Table 3*), no significant influence on attitude was found (ß = 0.120; SE = 0.119; $p = .181$). Hypothesis H1b is therefore rejected. Furthermore, hypothesis H1c can be confirmed, which states that perceived consumer effectiveness has a positive influence on attitude towards footwear made from SLA, as it was found to be significant (ß = 0.218; SE = 0.089; $p = .015$).

In order to examine the direct effect of the other factors (independent variables) on the purchase intention (dependent variables), a further multiple regression analysis was carried out. This regression includes the demographic variables gender, educational level and income level as control variables. The regression analysis has an R^2 value of 0.655 and therefore describes 65.5% of the variance in purchase intentions of footwear made from SLA in the DACH region. Furthermore, the regression model is significant ($F = 13.581$; $p < .001$). The result of the regression analysis shows a significant positive relationship between the attitude towards footwear made from SLA and the purchase intention (ß = 0.636; SE = 0.096; $p < 0.001$). Hypothesis H1 can therefore be confirmed.

[3] The detailed results of the statistical analysis can be found in Appendix C.

The Hypotheses H2 (ß = .138; SE = 0.090; p = .159), H3 (ß = -.007; SE = 0.075; p = .941), H4 (ß = 0.085; SE = 0.059; p = .363) and H5 (ß = -0.041; SE = 0.079; p = .613) are rejected, indicating no significant impact on purchase intention of subjective norm, self-expressive benefits, subjective product knowledge and subjective environmental knowledge. H6 (ß = 0.133; SE = 0.064; p = .079) suggest a marginally significant relationship between perceived performance risk and purchase intention. However, the result is inversed to the suggested hypothesis and is therefore rejected. Furthermore, hypotheses H7 relating to unavailability (ß = -0.014; SE = 0.087; p = .862) and H8 relating to the higher price (ß = -0.051; SE = 0.060; p = .452) are rejected, and thus show no significant influence on purchase intention. The hypothesis H9 (ß = -0.144; SE = 0.066; p = .062) is supported, which indicates that the lack of trust in sustainability claims of brands offering footwear made from SLA has a marginally significant negative effect on the purchase intention.

The results of the analysis also show that female gender, higher educational level and higher income have no significant influence on the purchase intention. H10a (ß = 0.098; SE = 0.104; p = .180), H10b (ß = 0.063; SE = 0.046; p = .368) and H10c (ß = -0.062; SE = 0.025; p = .386) can therefore be rejected.

	Hypothesis	**p-value**
H1a	Environmental concern has a positive effect on the attitude towards footwear made from SLA.	***
H1b	Concerns about animal welfare have a positive impact on attitude towards footwear made from SLA.	Not supported
H1c	Perceived consumer effectiveness has a positive impact on the attitude towards footwear made from SLA.	**
H1	Consumers' positive attitude toward footwear made from SLA has a positive impact on purchase intention for such products.	***
H2	Subjective norms positively impact the purchase intention for footwear made of SLA.	Not supported
H3	Self-expressive benefits have a positive relationship with the purchase intention for footwear made from SLA.	Not supported
H4	Increased subjective product knowledge about footwear made from SLA has a positive influence on purchase intention of such products.	Not supported
H5	A higher subjective environmental knowledge about the environmental impact of real leather and SLA positively influences the intention to purchase footwear products made from SLA.	Not supported

H6	Perceived performance risk in terms of quality, durability and comfort has a negative effect on the purchase intention of footwear made from SLA.	Not supported
H7	The higher price of footwear made from SLA has a negative impact on its purchase intention.	Not supported
H8	Perceived unavailability of footwear made from SLA negatively affects purchase intention.	Not supported
H9	A lack of trust in sustainability claims has a negative impact on the intention to buy footwear from SLA.	*
H10a	Women tend to have a higher purchase intention for footwear made of SLA.	Not supported
H10b	Higher educational level has a positive impact on the intention to purchase footwear made from SLA.	Not supported
H10c	Higher income has a positive impact on the intention to purchase footwear made from SLA.	Not supported

Table 4: Results
**** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$*

5 Discussion

This thesis has concentrated on various factors influencing the purchase intention of footwear made from SLA in order to identify potential drivers, barriers and the demographic profile of buyers in the DACH region. In general, the mean value of 3.74 shows a tendency to be willing to buy footwear made from SLA. The following section addresses the research questions posed at the beginning and draws on the results of the study.

RQ1: *What are the drivers influencing the purchase intention for footwear made from SLA in the DACH region?*

Environmental concern and perceived consumer effectiveness are both key influencing factors for attitudes towards footwear made from SLA. People who have a high level of environmental concern tend to develop a positive attitude towards such products, which is consistent with the findings from Aseri and Ansari (2023). At the same time, perceived consumer effectiveness plays a major role, as the belief that one's own actions have an impact correlate positively with attitude towards the product. These findings are in line with the results of Reimers et al. (2017). Although concerns about animal welfare were mentioned several times as a possible driver in the interviews and also achieved the highest mean value among the drivers, the results showed that it has no significant influence on attitude towards footwear made from SLA and therefore

also no indirect influence on purchase intention. This finding is contrary to the results of Miguel et al. (2020), which state that animal welfare concern has a positive influence on attitude. This finding, however, could be understood as a result of cognitive dissonance theory applied to consumers who buy animal products despite their concerns about animal welfare (Rolling et al., 2020). Cognitive dissonance refers to a psychological discomfort caused by contradictory thoughts, beliefs or attitudes and often occurs when consuming animal products (Rolling et al., 2021; Rydell et al., 2008).

The attitude towards footwear made from SLA was identified as direct driver of the purchase intention of such products. Environmental concerns and perceived consumer effectiveness therefore not only influence attitudes, but also have an indirect impact on purchase intentions through their influence on individual attitudes. The findings regarding the positive impact of positive attitudes on purchase intention are consistent with the results from Jaiswal and Kant (2018) as well as Kumar et al. (2021). Subjective Norm was not found to have a significant impact on purchase intention, which is not consistent with the findings of Cowan and Kinley (2014) and Park and Lin (2020). One possible reason for this could be that subjective norms are seen as less relevant to their personal purchasing decisions due to their potential individual sustainable values and beliefs. This also emerges from an answer in the interviews[4]. Furthermore, self-expressive benefits were not found to have an impact on the purchase intention of footwear made from SLA, which is contradictory to the findings of Aseri and Ansari (2023). This could potentially indicate a lack of relevance of self-expressive benefits in the eyes of consumers or a lack of signaling potential of such products (Hartmann & Apaolaza-Ibáñez, 2012). Contrary to the findings from the literature, product knowledge (Zameer & Yasmeen, 2021) and environmental knowledge (Moslehpour et al., 2023) also showed no significant relationship with purchase intention in this study. This was particularly surprising in the case of environmental knowledge, as it was frequently stated in the conducted interviews that more information about the environmental impact of the production of leather and SLA would positively influence the participants' purchase intention.[5]

[4] See Appendix A – Section: Subjective Norms – Participant O3

[5] See Appendix A – Section: Environmental Knowledge

RQ2: *What are the barriers to purchase intention for footwear made from SLA in the DACH region?*

As a result of the quantitative study, lack of trust in the sustainability claims made by companies offering footwear made from SLA was identified to be the only significant barrier to the purchase intention. This result is consistent with the findings of Chen and Chang (2013), Ronda (2023) and McNeil and Moore (2015). Interestingly, the result of perceived performance risk is not consistent with the initial hypothesis that perceived performance risk has a negative influence on the purchase intention of footwear made from SLA. The mean value of 2.66 already indicated that the assumption that footwear made of SLA carries more performance risk than footwear made of genuine leather might not be true. The result of the quantitative analysis now reveals a positive correlation with purchase intention. This means that the perception of quality, durability and comfort does not prevent consumers from considering footwear made from SLA. However, it would be illogical to assume that the purchase intention increases with increasing performance risk. The result should therefore be interpreted with caution, especially as the significance of the relationship is only marginal. Furthermore, there was no significant effect of a higher product price on the purchase intention of footwear made from SLA, which contradicts the results of McNeill and Moore (2015) as well as Wiederhold and Martinez (2018). According to Moser (2015), this could be because consumers place a higher value on environmental benefits and therefore tolerate higher prices. In this case, the price no longer acts as a barrier. In addition, no significant influence of perceived unavailability on purchase intention was found, which is inconsistent with the findings of Srivastava and Gupta (2022). A possible explanation could be the growing consumer preference for online shopping. As consumers are increasingly inclined to order products online, traditional restrictions on store availability may have less influence on purchase intentions (Weissmann & Hock, 2022).

RQ3: *Who is the consumer of footwear made from SLA in the DACH region?*

After analyzing the results, no statistically significant answer could be found in connection with the research question. This means that there is, at least for the analyzed sample, no significant relationship between the investigated variables of gender, educational level and income and the intention to buy footwear made from SLA. The results are therefore not consistent with the findings of Brécard (2009), Brough et al. (2016) and Chekima et al. (2016).

5.1 Management Implications

The aim of this study was to identify various factors that influence the purchase intention for footwear made of SLA. More specifically, who has the intention to purchase footwear made from SLA and what possible drivers and barriers exist for the purchase intention. The DACH region was examined for this purpose. The relevance of this study results from the novelty of such products and the resulting lack of understanding of the key influencing factors. For this purpose, various factors from the literature were identified in relation to the consumption of sustainable products, which were then quantitatively tested. This understanding is intended to provide managers and marketers with the information they need to make informed decisions when marketing footwear made from SLA.

With the significant positive impact that attitudes towards footwear made from SLA have on its purchase intention, it is crucial for management to take purposeful action to promote positive attitudes towards their products. Moreover, environmental concern and perceived consumer effectiveness have been found to be important in creating positive attitudes towards footwear made from SLA. In this context, targeted marketing campaigns could be a particularly effective strategy. Focusing on environmental problems in these campaigns could serve to raise awareness of environmental issues and highlight the individual responsibility of each customer in relation to these matters. Addressing these issues in an engaging and informed way and highlighting how personal action can contribute to overcoming them could therefore be integrated into marketing campaigns.

As the lack of trust in sustainability claims acts as a barrier to the purchase intention of footwear made from SLA, it is important for companies to pay attention to their communication strategies. According to Rahman and Nguyen-Viet (2023), it is essential for companies to be transparent in order to build trust and thus a positive relationship with the consumers. Therefore, information on sustainability claims should be clear and reliable to consumers. Furthermore, marketing strategies should be based on a collaborative approach. This includes working with stakeholders, such as consumers and environmental organizations, to collect feedback, address concerns and prove a commitment to transparency and accountability (Rahman & Nguyen-Viet, 2023).

5.2 Limitations

In the process of developing this thesis, several limitations were identified. The discrepancy between the results of this study and the existing findings from the literature on sustainable products could therefore have various causes.

Firstly, the sample size should be addressed. Increasing the sample size would help to reduce the margin of error and thus increase the precision of the results when generalizing to the population (Qualtrics, n.d.b). As a rule of thumb, a larger sample allows a better representation of the population and compensates for variations in the data. Hence, it would lead to more robust and reliable results (Andrade, 2020; Qualtrics, n.d.b). According to the central-limit theorem, a larger sample size could also help to achieve a more normal distribution of the variables (Babin & Zikmund, 2015), which in turn would support the assumptions of the analysis methods used. Thus, in future studies, a larger sample size should be considered in order to investigate the same factors, so that the assumptions for the multiple regressions are truly met.

A further limitation results from the choice of sampling method. The use of the snowball sampling, and hence a non-probability sampling method, can affect the representativeness of the results (Parker et al., 2019). Therefore, alternative methods that allow for a more random selection of participants should be considered in future studies in order to improve the generalizability of the results.

Moreover, it should be noted that the questionnaire's measurement instruments were compiled from various sources. Using more coherent and already validated constructs could improve the quality of the data and therefore provide a higher level of reliability and validity of the measurement scale.

Furthermore, demographic values were considered as direct determinants of purchase intention in this paper. To gain a more detailed insight into the influence of such demographic factors, future research could investigate whether the effect between the independent variables and purchase intention are moderated by them. In addition, the DACH region is regarded as a single cluster in this thesis. Future research could pay attention to a population-based distribution in the sample and uncover possible differences in the individual countries. Moreover, even if people have strong intentions, they may not translate them into actual purchase behavior. This " intention-behavior gap" is also confirmed in the literature (Wang et al., 2014; Wiederhold & Martinez, 2018). For this reason, future research could also investigate this gap.

6 Conclusion

With environmental problems becoming a global issue and awareness of ecological challenges rising, sustainability is becoming increasingly important to consumers. As a result, the leather industry has come under growing criticism in recent years due to environmental and ethical concerns. Recognizing this trend, footwear manufacturers are increasingly offering products made from sustainable leather alternatives to replace conventional materials such as leather or synthetic leather made from fossil resources. While such products are appearing on the market in growing numbers, only little is known about the key factors influencing purchase intention due to their novelty. For this reason, this dissertation aimed to investigate the drivers, barriers and demographic consumer profile. Furthermore, the study focused on the DACH region. Therefore, three research questions were formulated: (1) *What are the drivers influencing the purchase intention for footwear made from SLA in the DACH region?* (2) *What are the barriers to purchase intention for footwear made from SLA in the DACH region?* (3) *Who is the consumer of footwear made from SLA in the DACH region?*

To find an answer to these research questions, hypotheses were developed based on existing literature on purchase intention of sustainable products. Moreover, this dissertation followed a mixed-methods research approach. For this purpose, 10 interviews were conducted, of which half of the participants were owners of footwear made from SLA and the other half were not. The aim was to get a comprehensive overview of the possible drivers and barriers that would help refine the hypotheses. In order to test the hypotheses in a next step, an online survey was carried out with a final sample of 117 respondents.

The results of the survey showed that environmental concerns and perceived consumer effectiveness positively impact attitudes towards footwear made from SLA. This attitude is a direct driver of purchase intention for such products. Thus, both environmental concerns and perceived consumer effectiveness indirectly influence purchase intention by shaping individual attitudes. A barrier to purchase intention is lack of trust in the sustainability claims of companies offering footwear made from SLA. Concerning the demographic consumer profile, no significant result could be found.

Based on these results, management implications were given. These indicate that positive attitudes towards footwear made from SLA should be promoted through targeted marketing cam-

paigns, particularly by focusing on environmental issues and the ability to make a positive contribution to overcoming them. Due to the identified barrier of lack of trust in sustainability claims, it is recommended to rethink communication strategies and focus on transparent, reliable information and collaborative approaches.

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8 Appendix

8.1 Appendix A – Interview results

Group 1: NOT OWNING (NO)		Group 2: OWNING (O)	
NO1	**27 years old, male, working**	**O1**	**28 years old, male, studying**
NO2	**27 years old, male, working**	**O2**	**27 years old, female, working**
NO3	**25 years old, female, studying**	**O3**	**30 years old, male, working**
NO4	**26 years old, male, studying**	**O4**	**32 years old, female, working**
NO5	**28 years old, female, working**	**O5**	**25 years old, female, working**

Product knowledge

Can you describe your familiarity with sustainable leather alternatives in footwear products, such as apple, pineapple or cactus leather?

NO1: I am aware of it, but I haven't looked into it specifically and don't pay much attention to it when buying.

NO2: I know it, but I would say that I am rather unfamiliar with it.

NO3: Close to nothing. I know fake leather made from plastic but not from other materials.

NO4: I've heard of it, but I'm not very familiar with it. Especially that there are different materials. I tend to associate leather alternatives with plastic shoes.

NO5: Doesn't say anything to me. When I think of leather alternatives, I think of plastic alternatives.

O1: I would say I am quite familiar.

O2: I own some and know different brands. I'm familiar with the subject, but not in depth.

O3: I know about them and have some made of apple leather.

O4: I am familiar with it, as I own some.

O5: I'm familiar with them as I own some, but I'm not that familiar with the materials. I know apple and eucalyptus leather.

Do you know any brands that offer such footwear products?

NO1: No, I can't think of any off the top of my head.

NO2: Veja and Flamingos.

NO3: No.

NO4: I don't know, but maybe Veja. Otherwise, I couldn't name any.

NO5: No.

O1: Flamingos Life, Saye, Reebok, Veja

O2: Nae, Flamingos Life, Saye, Veja, Reeebok

O3: Sorbas

O4: Veja

O5: Veja, Flamingo, Vagabond.

What are your thoughts about footwear made from such leather alternatives?

NO1: Sounds quite interesting and represents a good and useful alternative.

NO2: Sounds very interesting and certainly offers a good alternative. I can especially imagine that it is good for the environmental aspect. But unfortunately I don't know enough about it. I don't think it's so present, so I can't remember being confronted with it. When I hear about vegan shoes, for example, I think of per plastic shoes.

NO3: I think the idea is very good and sounds like an interesting alternative. But I don't know enough about quality and wearing comfort.

NO4: I think it's good.

NO5: Sounds very interesting and innovative and I think this is a good alternative to real leather as well as plastic leather. Should be more widely known.

O1: I really like them and think it is a great innovation.

O2: I have very positive thoughts on this and find that the products of the brands mentioned are of high quality. Especially with brands that specialize in such products; with other brands that only do this to appeal to a broader mass, I feel that the quality is often not as good.

O3: Good innovation to help protect the environment.

O4: I like them because they are a sustainable alternative to real leather sneakers. But I have to say that I didn't buy them for that reason, but because I liked the look of them. I didn't know anything about them before I saw and bought them.

O5: I think it´s a good thing and I had only good experiences with my purchases.

Have you ever bought or tried them on?

NO1: No, at least not knowingly.

NO2: No.

NO3: No.

NO4: No.

NO5: No.

O1: Yes.

O2: Yes.

O3: Yes.

O4: Yes.

O5: Yes

Drivers and Barriers

What do you think are drivers or advantages of footwear made from leather alternatives such as apple, cactus, pineapple leather?

NO1: Sustainability and animal welfare.

NO2: Sustainability.

NO3: The first thing that comes to mind is animal welfare. But as an assumption I could also imagine that production is more environmentally friendly.

NO4: No animal suffering, more sustainable manufacturing process.

NO5: Natural origin and therefore the environmental aspect. It also sounds to me as if fewer chemicals are needed. And also the recyclability or lifecycle in general.

O1: Animal welfare and sustainability. Other than that, I think there is not a big difference in terms of quality.

O2: These brands often produce ethically, e.g. working conditions, no animal suffering and environmentally friendly because they are plant-based and recyclable.

O3: Animal welfare, environmentally friendly, more sustainable.

O4: In my opinion, they offer the same attributes, only that they are more sustainable.

O5: Sustainability, ethical aspects, the brands often mirror my values

What do you think are barriers or disadvantages of footwear made from leather alternatives such as apple, cactus, pineapple leather?

NO1: Lack of availability and too little awareness (when asked, the interviewee referred to awareness as being aware during the search process, meaning he has to put more effort

into finding such options as it is not obvious whether certain shoes are made from sustainable leather alternatives). I could also imagine that the quality is not as good as real leather shoes.

NO2: I can't speak from experience, but I have concerns about breathability, fit, comfort, durability.

NO3: First thought would be wearing comfort and robustness, what about wearing in and that it is more expensive.

NO4: Due to its novelty, there is certainly still a lot of room for improvement in terms of development technology. I can imagine that a lot of energy has to be used to give it the desired shape and finish. Could also be exploited for greenwashing.

NO5: I can imagine that they are less durable and less robust.

O1: I really think there aren´t any, but if I had to choose one, it´s maybe durability.

O2: High prices, sometimes poor quality, fewer choices.

O3: High price, low availability.

O4: Most likely price, but it probably depends on the brand. With Veja, for example, the prices are relatively similar to comparable leather shoes.

O5: Maybe quality, but as I said, I am not aware of it. More expensive

Important Product Attributes

What product attributes do you consider important for footwear in general?

NO1: Appearance and price.

NO2: Comfort is the most important thing, design, but also sustainability. I recently bought sustainable shoes made from recycled plastic. Also price. Also, I often buy shoes that I've already had and have had positive experiences with.

NO3: Appearance and whether it suits my style, comfort, price.

NO4: Design, comfort, high quality, and durability (for which I am willing to pay more) and fit.

NO5: Appearance, comfort, robustness, easy to clean.

O1: Comfort, design, price.

O2: Comfort, aesthetics, quality, durability.

O3: Comfort, price, design, durability.

O4: Design, comfort, price.

O5: Comfort, timeless design, that should fit my style.

Appearance

Can you share your thoughts on the aesthetics or appearance of sustainable leather footwear products compared to ones made from genuine leather?

NO1: Hard to tell the difference from genuine leather.

NO2: Not much difference, I think.

NO3: I could imagine that they are on a very similar level and that there are probably many start-ups offering them, I can imagine that they are more oriented towards current trends.

NO4: I think that there are little to no differences in appearance.

NO5: I think the aesthetic is quite similar but there are might be fewer design options.

O1: No difference. The only thing is that sometimes there are designs of shoes made from real leather, that I like but aren´t available from alternative materials.

O2: I don't notice any difference.

O3: No difference, but often no direct replacement, as there are often other brands and other designs. But this is not a real disadvantage.

O4: It´s the same.

O5: I hardly noticed any differences. Basically, the designs are always really cool from the brands I know that offer them.

Performance

How do you perceive the comfort, quality, or durability of sustainable footwear made from sustainable leather alternatives compared to ones made from genuine leather?

NO1: I would say that real leather is better.

NO2: I have no experience but would be concerned that they perform worse in the points mentioned.

NO3: I could imagine that leather is more flexible, more comfortable and more robust.

NO4: I have heard from others that own Veja shoes that they take longer to get worn in. Otherwise, with shoes of the same price, I can imagine that there is little difference.

NO5: I can imagine that the comfort is similar, but I can imagine that the durability is not quite as good.

O1: I can´t say that they perform worse.

O2: Quality of the brands mentioned is good, there is a difference between low- and high-quality products.

O3: I think there is little to no difference with high-quality alternatives.

O4: Same, as mentioned earlier.

O5: From my experiences they are equal. But they are also higher priced shoes.

Price

How do you perceive the price of sustainable footwear made from sustainable leather alternatives compared to ones made from genuine leather?

NO1: More expensive than real leather.

NO2: Often significantly more expensive. I would say even 40-50 euros more expensive than comparable leather shoes.

NO3: Due to the novelty, I estimate the price to be significantly more expensive (40 - 50 euros more).

NO4: I don't think there's a big difference. I could even imagine that leather shoes are more expensive.

NO5: I would estimate them to be more expensive than comparable leather shoes.

O1: Slightly higher.

O2: The same or higher in some cases.

O3: Leather shoes have a better price-performance ratio.

O4: The same, or a little more expensive.

O5: About the same, but depends on the brand.

Availability

How do you perceive the availability of footwear made from sustainable leather alternatives in the market?

NO1: Harder to find and not obvious when browsing. Even online.

NO2: Rather difficult, I haven't seen the brands mentioned a lot in retail. However, I can imagine that Nike or Reebok offer some, but I haven't seen any. But if you know what you're looking for online, it's certainly easier.

NO3: If you search online and know what you're looking for, I'm sure it's good, but I've never noticed it in a bricks-and-mortar store.

NO4: It's getting more and more, but I haven't really come across it yet.

NO5: I haven't come across them in bricks-and-mortar stores or online. But I can imagine that if you know where to look online, you will find some.

O1: Online is good, when you know what you´re looking for.

O2: Online relatively good, in brick and mortar stores less so and generally there is less choice of designs.

O3: Leather much better. Hard to find in physical stores, but you can find some on the internet if you search specifically.

O4: You see less in bricks-and-mortar stores, especially if you're not exactly looking for it. I also think you have to look online, but then you will find a certain selection.

O5: Online is better, is also better described and also presented more clearly. However, it helps a lot if you know what you are looking for.

Self-expression

Do you think people wear sustainable fashion to show others their environmentally friendly attitude or to try to impress?

NO1: Yes, I think both, and I think more and more people do so.

NO2: Yes, I think it is often a statement for environmental protection, but I find it rather positive and likeable, as I basically have the same attitude.

NO3: Yes, I think so, but I think they profile themselves more than they actually contribute.

NO4: I don't think so. It may be a partial factor, but I don't think it's a major influence.

NO5: I think it's used as a statement by a lot of people. I think people often tend to pretend that they don't have the environment in mind when it comes to different things.

O1: I feel some do, but not in an intrusive way. Even I have said that my shoes are made of cactus leather when someone has paid me a compliment.

O2: Yes.

O3: I think that some people call it that to set an example and show that they stand for environmental protection. It's probably also a statement for some people.

O4: I'm sure some do, but I don't know anyone.

O5: I think it has a lot to do with status. I have that feeling with Veja, for example.

Subjective Norm

How much do your friends and family influence your decisions when buying sustainable fashion products?

NO1: A little bit.

NO2: Difficult to say, but probably a little. But ultimately it's my personal decision.

NO3: I think less so. It comes more from social media.

NO4: I would say that it does have an influence.

NO5: I think I have been influenced when I have been made aware of certain sustainability aspects of certain products. Often in the area of fast fashion.

O1: Not at all.

O2: Yes.

O3: Not much, as I myself have a positive attitude towards environmental protection.

O4: I think not so much.

O5: Not because of sustainability, but I allow myself to be influenced when I think a worn product looks good.

Have you experienced situations where the perceived expectations of important people in your life influenced your choice to purchase sustainable fashion products?

NO1: No, I never had the feeling that someone would expect it.

NO2: No, not with fashion, but I have noticed it with food.

NO3: Rather rare but has happened before.

NO4: No.

NO5: No.

O1: No.

O2: Yes.

O3: Yes, it has surely happened in the past.

O4: No.

O5: Yes, especially when it comes to fast fashion.

Environmental knowledge

Would you say you are aware of environmental issues?

NO1: Yes.

NO2: Yes.

NO3: Yes.

NO4: Yes.

NO5: Yes.

O1: Yes.

O2: Yes.

O3: Yes.

O4: Yes.

O5: Yes, but believe too little.

Can you name some of them?

NO1: Global warming, pollution of the oceans, the consequences of animal farming.

NO2: Global warming and the some of its causes and consequences.

NO3: Irresponsible use of resources, global warming, rising oceans.

NO4: Global warming and the resulting rising water levels, increasing CO2 pollution, forest fires.

NO5: Global warming, meat consumption and its consequences, overfishing.

O1: Climate change, impact of animal farming and fishing, Main causes of greenhouse gases

O2: Climate change, glaciers are melting, the global population is growing too fast, oceans are being overfished, food waste, meat consumption and high CO2 emissions - this also applies to our lifestyle in general.

O3: Climate change, wildlife extinction, shortage of resources.

O4: Climate change caused by our general lifestyle, but also mainly caused by large, industrialized countries.

O5: Climate damage due to globalization, deforestation, influence of fast fashion

How would you assess your knowledge about the environmental impact of footwear made from genuine leather? Could you please specify?

NO1: Little, but I can imagine that has a big impact on the ecological footprint.

NO2: Not a lot. It is certainly not a factor that is largely responsible for the problems of the environment, but it certainly makes a small contribution.

NO3: None at all, unfortunately. But I can imagine that it has a bad influence due to the lengthy production process.

NO4: No, not really, but I could imagine that factory farming and methane emissions are a negative factor. Also leather processing with all the chemicals.

NO5: Little to none. But I can imagine that it has a negative contribution to environmental pollution.

O1: Good. It´s one of the worst when not the worst materials for fashion.

O2: I don't know anything about specifics, but since it is mass-produced like meat, I can imagine that animal husbandry has similar effects.

O3: I would say a fair bit. The impact is big because production requires a lot of water. Greenhouse gases from animal husbandry.

O4: A little but could not assess the impact on the environment in the overall context.

O5: No, I find it difficult. I haven't really looked into it.

How would you assess your knowledge about the environmental impact of footwear made from alternatives materials such as pineapple leather or cactus leather? Could you please specify?

NO1: Even less, but I think it is much lower. Especially because of livestock farming and chemicals used in processing leather.

NO2: I would say that I don't know that much. It's certainly not a factor that is largely responsible for environmental problems, but it certainly makes a small contribution.

NO3: None at all. I can imagine that it is a little bit better, but I don't think much, as the process is surely time-consuming.

NO4: Also little. I believe that the processes are also energy-intensive in order to achieve the desired characteristics. But I think that the technology is still in its infancy.

NO5: I don't know, but I can well imagine that it is less than with genuine leather.

O1: Good. It´s pretty low on impact on greenhouse gases and water consumption. It was stated in a booklet that came with the shoes.

O2: I'm not sure, but I think that these materials from nature are certainly better because they are renewable and biodegradable.

O3: Can't tell for sure, but probably significantly less. Less water, often upcycling Involved, parts such as shoe soles of such products often made from recycled material. The working conditions of such brands are also often better and less exploitative.

O4: A bit. I know it´s better that real leather, but not how much.

O5: Hardly, but I'm sure they are more sustainable, but I don't know how sustainable that actually is.

If you were more informed about the environmental impact of real leather and alternative leather materials, would it impact your purchase decision?

NO1: Yes, but it's also a question of price. Don't know how much I'd be willing to pay more.

NO2: Yes, if I knew how big the difference is, it would influence my purchasing decisions. But I have no idea how big the respective effects are.

NO3: Yes, especially if I had a concrete comparison between the two.

NO4: Yes.

NO5: Absolutely.

O1: Yes, but I already try.

O2: Yes.

O3: Yes.

O4: I would say yes.

O5: Yes and also the ethical aspect.

Environmental concern

Can you describe your level of environmental concern?

NO1: Big.

NO2: Quite big.

NO3: Big, especially for future generations.

NO4: A lot.

NO5: A lot.

O1: I have great concerns in the long term.

O2: Moderate for now, but definitely great now for future generations.

O3: Big, if we carry on as we are, we will soon have big problems.

O4: Big.

O5: Certainly a big burden in the long term. Somehow I'm not so aware of it yet.

What actions do you consider taking to address environmental issues in your daily life?

NO1: I use public transportation whenever possible and watch my meat consumption.

NO2: Waste separation, packaging, more public transport.

NO3: Try to drive less, try not to use so much plastic, recycling.

NO4: I'm certainly not a model citizen, as I fly a lot, but I pay attention to my meat consumption. I'm also paying more attention to clothes, although price is often a barrier.

NO5: I buy more organic food and use the car less.

O1: I try to buy sustainable products and avoid fast fashion.

O2: I eat a vegetarian diet and separate waste.

O3: I often don't use a car, and when it comes to fashion I try to look for sustainable products. But it's often a barrier because of the price.

O4: I try to avoid fast fashion, eat less meat or fish and pay attention to the quality of the food I buy.

O5: Less car, pay a bit more attention to fast fashion. However, I am already increasingly looking for high-quality sustainable products and paying attention to meat consumption.

Could you tell me how your environmental concerns influence your decision to buy sustainable fashion products?

NO1: To be honest, only a little bit, because appearance is the most important, but it also a question of price.
NO2: Little, I tend to buy what I find appealing.
NO3: I would like to do so, but unfortunately, it's a question of money for me.
NO4: More and more.
NO5: I should definitely do more, but honestly look more at the design.
O1: A great deal, for the reasons mentioned before.
O2: Little to medium, as I unfortunately still buy a lot of fast fashion. However, I am looking more and more for good quality and sustainability. Unfortunately, the price is often much higher, which prevents me from doing so.
O3: Yes, I try to look for it.
O4: I try to pay attention to this, but unfortunately, I don't always buy sustainably.
O5: Yes, but I can't always buy like this because of the price.

Perceived consumer effectiveness:

How do you perceive your ability to make a positive contribution to environmental protection through your choice of sustainable fashion products? Do you think you can contribute?

NO1: Yes, it's small, but everyone should make their contribution.
NO2: I have the feeling that we can't achieve too much individually and that more comes from the big companies. But everyone can surely make a small impact.
NO3: I believe that a conscious consumption of such products can have a big impact.
NO4: I think it makes a difference, because I think the clothing industry needs a lot of water, for example.
NO5: I think it is rather small. I think we as individuals can do little and the main Influence could come from politics.
O1: It can certainly make a small contribution. I think everyone should try to contribute a bit.
O2: High, if many would buy sustainably, that would make a difference.

O3: High, it's my main reason for buying such products.

O4: Yes, it can certainly make a contribution.

O5: Yes, I think I can make my contribution and if everyone does that, things will certainly change to the better.

Purchase Intention

Could you imagine yourself purchasing footwear made from sustainable leather alternatives? (Only ask non-owners)

NO1: Yes.

NO2: Yes.

NO3: Yes.

NO4: Yes.

NO5: Yes.

8.2 Appendix B – Survey items

Socio-demographics		Which country do you currently live in? *In welchem Land leben Sie derzeit?* What is your gender? *Was ist Ihr Geschlecht?* How old are you? *Wie alt sind Sie?* What is your highest level of education? *Was ist Ihr höchster Bildungsabschluss?* What is your current occupation? *Was ist Ihr derzeitiger Berufsstand?* What is your monthly income after taxes? *Wie hoch ist Ihr monatliches Einkommen nach Steuern?*	
Product Knowledge	SPK1	I already knew that footwear made from sustainable leather alternatives (SLA) exist. *Ich wusste bereits, dass es Schuhe aus nachhaltigen Lederalternativen (NLA) gibt.*	Magnier et al. (2019)
	SPK2	I am quite familiar with footwear made from SLA. *Ich bin mit Schuhen aus NLA vertraut.*	Magnier et al. (2019)
	SPK3	I am aware of brands offering footwear made from SLA. *Ich kenne Marken, die Schuhe aus NLA anbieten.*	Magnier et al. (2019)
	SPK4	I have little knowledge about footwear made from SLA, so I do not really think about it. (Reversed) *Ich weiß wenig über Schuhe, die aus NLA hergestellt werden, also denke ich nicht wirklich darüber nach.*	Ronda (2023)
	SPK5	I think I know enough about footwear made from SLA to feel quite confident when I make a purchase. *Ich denke, ich weiß genug über Schuhe aus NLA, um beim Kauf mit einem guten Gefühl zu handeln.*	Flynn & Goldsmith (1999)
	SPK6	I have often tried on footwear from SLA. *Ich habe schon öfters Schuhe aus NLA anprobiert.*	Kang et al. (2013)
Environmental Knowledge	SEK1	I think that I am very knowledgeable about environmental issues.	Hamzah & Tanwir (2021)

		Ich denke, dass ich mich in Bezug auf Umweltprobleme im Allgemeinen sehr gut auskenne.	
	SEK2	I consider myself to be well informed about the environmental issues associated with the leather industry. *Ich glaube, dass ich über die Umweltprobleme im Zusammenhang mit der Lederindustrie gut informiert bin.*	Dursun et al. (2019)
	SEK3	I think I have a higher level of knowledge about the environmental impact of leather production than the average person. *Ich glaube, dass ich mehr über die Umweltauswirkungen im Zusammenhang mit der Lederherstellung weiß als der Durchschnitt der Bevölkerung.*	Dursun et al. (2019)
	SEK4	I believe that I know about the factors that affect the environment in leather production. *Ich glaube, dass ich über die Faktoren Bescheid weiß, die sich bei der Lederherstellung auf die Umwelt auswirken.*	Dursun et al. (2019)
	SEK5	I think that the production of leather alternatives such as apple leather, pineapple leather or fungal leather <u>is not</u> much better than that of real leather. (Reversed) *Ich denke, dass die Herstellung von Lederalternativen wie Apfelleder, Ananasleder oder Pilzleder nicht viel besser ist als die von echtem Leder.*	
Environmental Concern	EC1	I feel concerned about the development of environmental conditions. *Ich bin besorgt über die Entwicklung der Umweltbedingungen.*	Yadav et al. (2022)
	EC2	I feel concerned about the possible long-term consequences caused by unsustainable behavior. *Ich bin besorgt über die möglichen langfristigen Folgen von nicht nachhaltigem Verhalten.*	Yadav et al. (2022)
	EC3	I feel that environmental issues have no impact on my personal life. (Reversed) *Ich habe das Gefühl, dass Umweltprobleme keinen Einfluss auf mein persönliches Leben haben.*	Dermody et al. (2015)

Animal Welfare Concerns	AWC1	I think that the production of inexpensive animal products justifies keeping animals in crowded environments. (Reversed) *Ich bin der Meinung, die Produktion von kostengünstigen Tierprodukten rechtfertigt die Haltung von Tieren in engen Räumen.*	Martens et al. (2019)
	AWC2	I think there is too much fuss about animal welfare nowadays, even though there are many human problems which have to be solved. (Reversed) *Ich denke, dass heutzutage zu viel Wirbel um den Tierschutz gemacht wird, obwohl es viele menschliche Probleme gibt, die gelöst werden müssen.*	Stone (2023)
	AWC3	I think that animals are sentient beings that have their own needs, desires and interests and should be treated as such. *Ich denke, dass Tiere empfindungsfähige Wesen sind, die ihre eigenen Bedürfnisse, Begierden und Interessen haben und als solche behandelt werden sollten.*	Miguel et al. (2020).
	AWC4	The welfare of the animals is important to me. *Das Wohlergehen der Tiere ist für mich wichtig.*	Miguel et al. (2020).
Perceived Consumer Effectiveness	PCE1	I can contribute to solving environmental problems through my personal decisions. *Ich kann durch meine persönlichen Entscheidungen zur Lösung von Umweltproblemen beitragen.*	Antonetti & Maklan (2014)
	PCE2	My own actions are too insignificant to have an effect on environmental problems. (Reversed) *Mein eigenes Handeln ist zu unbedeutend, um einen Einfluss auf Umweltprobleme zu haben.*	Antonetti & Maklan (2014)
	PCE3	By buying environmentally friendly products, I can make a positive contribution to environmental protection. *Durch den Kauf umweltfreundlicher Produkte kann ich einen positiven Beitrag zum Umweltschutz leisten.*	Kim & Choi (2005)
	PCE4	I think that by buying footwear made from SLA I can contribute to protecting the environment. *Ich denke, dass ich durch den Kauf von Schuhen aus NLA einen Beitrag zum Umweltschutz leisten kann.*	Kim & Choi (2005)

Self-expressive benefits	SEB1	Buying footwear made from SLA instead of footwear made from real leather allows me to express my environmental concern. *Indem ich Schuhe aus NLA anstelle von Schuhen aus echtem Leder kaufe, kann ich mein Umweltbewusstsein zum Ausdruck bringen.*	Afshar Jahanshahi & Jia (2018)
	SEB2	By buying footwear made from SLA instead of footwear made from real leather, I can show myself and others that I care about protecting the environment. *Indem ich Schuhe aus NLA anstelle von Schuhen aus echtem Leder kaufe, kann ich mir selbst und anderen zeigen, dass mir der Schutz der Umwelt wichtig ist.*	Afshar Jahanshahi & Jia (2018)
	SEB3	Buying footwear made from SLA compared to footwear made from real leather makes my friends perceive that I care about the environment. *Indem ich Schuhe aus NLA anstelle von Schuhen aus echtem Leder kaufe, nehmen meine Freunde wahr, dass ich mich um die Umwelt sorge.*	Afshar Jahanshahi & Jia (2018)
Attitude	ATT1	If I can choose between conventional and sustainable version of a shoe, I would favor the sustainable shoe. *Wenn ich zwischen einer konventionellen und einer nachhaltigen Version eines Schuhs wählen kann, würde ich den nachhaltigen Schuh bevorzugen.*	Aseri & Ahmad Ansari (2023)
	ATT2	I have a positive attitude towards buying footwear made from SLA. *Ich habe eine positive Einstellung zum Kauf von Schuhen aus NLA.*	Yadav et al. (2022)
	ATT3	I like the idea of buying footwear made from SLA instead of genuine leather shoes as a way to reduce environmental impact. *Mir gefällt die Idee, Schuhe aus NLA anstelle von Lederschuhen zu kaufen, um die Umweltbelastung zu verringern.*	Yadav et al. (2022)
Subjective Norm	SN1	People who are important to me could influence me to buy footwear made from SLA.	Kumar et al. (2021)

		Menschen, die mir wichtig sind, könnten mich beeinflussen, Schuhe aus NLA zu kaufen.	
	SN2	People who are important to me think that I should buy footwear made from SLA. *Menschen, die mir wichtig sind, denken, dass ich Schuhe aus NLA kaufen sollte.*	Kumar et al. (2021)
	SN3	People that are important to me think it is a good idea to buy footwear made from SLA. Die Menschen, die mir wichtig sind, halten es für eine gute Idee, Schuhe aus NLA zu kaufen.	Kumar et al. (2021)
Perceived Performance Risk	PPR1	I think footwear made form SLA are not as comfortable as footwear made of real leather. *Ich denke, Schuhe aus NLA sind weniger bequem als Schuhe aus echtem Leder.*	Nekmahmud & Fekete-Farkas (2020)
	PPR2	I think footwear made from SLA are not as durable as those made from real leather. *Ich denke, Schuhe aus NLA sind nicht so langlebig wie Schuhe aus echtem Leder.*	Nekmahmud & Fekete-Farkas (2020)
	PPR3	I think that footwear made from SLA are of lower quality than those made from real leather. *Ich denke, Schuhe aus NLA sind von geringerer Qualität als Schuhe aus echtem Leder.*	Nekmahmud & Fekete-Farkas (2020)
Product Price	PP1	I think that the price of footwear made from SLA is higher on average. *Ich denke, dass der Preis von Schuhen aus NLA im Durchschnitt höher ist.*	D`Souza (2015)
	PP2	I think footwear made from SLA are too expensive for me. *Ich denke, dass Schuhe aus NLA für mich zu teuer sind.*	Ronda (2023)
	PP3	I would buy footwear made from SLA, even if they are more expensive. (Reversed) *Ich würde Schuhe aus NLA kaufen, auch wenn sie teurer sind.*	D`Souza (2015)
Perceived Product	PPU1	Footwear made from SLA are not readily available in stores where I usually shop.	Gleim et al. (2013)

Unavailability		*Schuhe aus NLA sind in den Geschäften, in denen ich normalerweise einkaufe, kaum erhältlich.*	
	PPU2	I feel like I don't know any stores that sell footwear made from SLA. *Ich habe das Gefühl, dass ich keine Geschäfte kenne, die Schuhe aus NLA verkaufen.*	Gleim et al. (2013)
	PPU3	I think that it would require more time and effort to find footwear that are made from SLA. *Ich denke, es würde mehr Zeit und Aufwand erfordern, Schuhe zu finden, die aus NLA hergestellt sind.*	Barbarossa & De Pelsmacker (2016)
	PPU4	I feel that there are limited options of footwear made from SLA to choose from. *Ich habe das Gefühl, dass es nur eine begrenzte Auswahl an Schuhen gibt, die aus NLA hergestellt werden.*	Gleim et al. (2013)
	PPU5	I feel that footwear made from SLA might have a limited selection of designs. *Ich habe das Gefühl, dass Schuhe aus NLA eine begrenzte Auswahl an Designs haben könnten.*	Kang et al. (2013)
Lack of Trust	LT1	I am skeptical about sustainability claims from fashion brands. *Ich stehe Angaben von Modemarken in Bezug auf Nachhaltigkeit skeptisch gegenüber.*	Ronda (2023)
	LT2	I consider the eco-friendly claims of brands that offer footwear made from SLA to be trustworthy. (Reversed) *Ich halte die umweltfreundlichen Aussagen von Marken, die Schuhe aus NLA anbieten, für vertrauenswürdig.*	Aseri & Ansari (2023)
Purchase Intention	PI1	I am considering buying footwear made from SLA. *Ich erwäge, Schuhe aus NLA zu kaufen.*	Yadav et al. (2022)
	PI2	I might buy footwear made from SLA in the future. *Ich könnte in Zukunft Schuhe aus NLA kaufen.*	Yadav et al. (2022)
	PI3	I intend to buy footwear made from SLA instead of footwear made from genuine leather in the future. *Ich beabsichtige, in Zukunft Schuhe aus NLA anstelle von Schuhen aus echtem Leder zu kaufen.*	Yadav et al. (2022)

	PI4	I would consider buying footwear made from SLA if I happened to see them in a physical or online store. *Ich würde den Kauf von Schuhen aus NLA in Betracht ziehen, wenn ich sie in einem Geschäft oder online sehen würde.*	Yadav et al. (2022)

8.3 Appendix C – Hypothesis testing

Hypotheses H1a, H1b, H1c

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	.546[a]	.298	.280	.60139	1.980

a. Predictors: (Constant), PerceivedConsumerEffectiveness, AnimalWelfareConcern, EnvironmentalConcern

b. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.379	3	5.793	16.017	<.001[b]
	Residual	40.868	113	.362		
	Total	58.247	116			

a. Dependent Variable: Attitude

b. Predictors: (Constant), PerceivedConsumerEffectiveness, AnimalWelfareConcern, EnvironmentalConcern

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.927	.519		1.787	.077		
	EnvironmentalConcern	.359	.090	.354	3.983	<.001	.785	1.275
	AnimalWelfareConcern	.160	.119	.120	1.346	.181	.786	1.273
	PerceivedConsumerEffectiveness	.221	.089	.218	2.477	.015	.800	1.250

a. Dependent Variable: Attitude

Hypotheses H1, H2, H3, H4, H5, H6, H7, H8, H9, H10a, H10b, H10c:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	.809[a]	.655	.606	.44094	1.833

a. Predictors: (Constant), DEM6 Income, Attitude, Unavailability, Price, DEM4 Education, LackofTrust, EnvironmentalKnowledge, D_Female, PerformanceRisk, SelfExpression, ProductKnowledge, SubjectiveNorm

b. Dependent Variable: PurchaseIntention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.686	12	2.640	13.581	<.001[b]
	Residual	16.721	86	.194		
	Total	48.407	98			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), DEM6 Income, Attitude, Unavailability, Price, DEM4 Education, LackofTrust, EnvironmentalKnowledge, D_Female, PerformanceRisk, SelfExpression, ProductKnowledge, SubjectiveNorm

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.820	.622		1.318	.191		
	Attitude	.658	.096	.636	6.846	<.001	.465	2.150
	SubjectiveNorm	.127	.090	.138	1.420	.159	.425	2.355
	SelfExpression	-.006	.075	-.007	-.074	.941	.521	1.919
	ProductKnowledge	.054	.059	.085	.915	.363	.463	2.158
	EnvironmentalKnowledge	-.040	.079	-.041	-.508	.613	.629	1.590
	PerformanceRisk	.114	.064	.133	1.776	.079	.717	1.396
	Price	-.045	.060	-.051	-.755	.452	.871	1.148
	Unavailability	-.015	.087	-.014	-.174	.862	.649	1.540
	LackofTrust	-.125	.066	-.144	-1.889	.062	.687	1.455
	D_Female	.141	.104	.098	1.352	.180	.769	1.300
	DEM4 Education	.041	.046	.063	.905	.368	.828	1.208
	DEM6 Income	-.021	.025	-.062	-.872	.386	.794	1.259

a. Dependent Variable: PurchaseIntention