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***Examining Consumer Purchase Behavior To-
wards Sustainable Fashion and the Moderating
Role of Social Influence***

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Abstract

Title: Examining Consumer Purchase Behavior Towards Sustainable Fashion and the Moderating Role of Social Influence

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This dissertation examines how different types of fashion clothing (conventional, sustainable) impact consumers' purchase behavior (product purchase intention, willingness to pay, and perceived quality). In addition, it examines the moderating role of social influence on consumers' decision-making processes in the context of sustainable fashion. Furthermore, the mediating role of environmental concern is analyzed to understand the indirect mechanism by which the type of fashion clothing influences consumers' purchase behavior. Findings show that consumers display favorable purchasing behaviors towards sustainable fashion compared to conventional fashion, showing a higher intention to buy sustainable fashion, a higher willingness to pay more for sustainable fashion, and a superior quality perception of sustainable fashion. Results also show that social influence significantly moderates the positive consumer behaviors associated with sustainable fashion, especially at high levels. However, while the analysis suggests that a significant direct relationship exists between the type of fashion clothing and consumers' purchasing behavior, environmental concern does not indirectly explain this relationship further. Altogether, the findings yield relevant theoretical and practical implications, contributing to the literature on sustainable fashion by providing a more nuanced understanding of how sustainable fashion adoption occurs.

Key words:

Fashion, Sustainability, Consumer Purchase Behavior, Social Influence, Environmental Concern, Purchase Intention, Willingness to Pay, Perceived Quality

Resumo

Título: Análise do Comportamento de Compra do Consumidor em Relação à Moda Sustentável e o Papel Moderador da Influência Social

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Esta dissertação examina como diferentes tipos de vestuário de moda (convencional, sustentável) afetam o comportamento de compra dos consumidores (intenção de compra do produto, disposição de pagar e percepção de qualidade). Além disso, investiga o efeito da influência social nos processos de tomada de decisão dos consumidores em relação à moda sustentável. Adicionalmente, o aspecto da consciência ambiental é analisado para entender o mecanismo indireto pelo qual o tipo de vestuário de moda influencia o comportamento de compra dos consumidores. Os resultados mostram que os consumidores exibem comportamentos de compra favoráveis em relação à moda sustentável em comparação com a moda convencional, demonstrando uma intenção superior de comprar moda sustentável, uma maior disposição para pagar mais por moda sustentável e uma percepção superior da qualidade da moda sustentável. Os resultados também mostram que a influência social afeta significativamente e de maneira positiva os comportamentos dos consumidores associados à moda sustentável, especialmente em níveis elevados. No entanto, embora a análise sugira que existe uma relação direta entre o tipo de vestuário de moda e o comportamento de compra dos consumidores, a preocupação ambiental não explica indiretamente essa relação mais aprofundadamente. No geral, os resultados fornecem implicações teóricas e práticas relevantes, contribuindo para a literatura sobre moda sustentável ao oferecer um entendimento mais detalhado sobre a adoção da moda sustentável.

Palavras-chave:

Moda, Sustentabilidade, Comportamento de Consumo do Cliente, Influência Social, Consciência Ambiental, Intenção de Compra, Disposição para Pagar, Percepção de Qualidade

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List of Abbreviations

TAF	Textile, Apparel and Fashion
SDG	Sustainable Development Goal
WTP	Willingness to Pay

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1 Introduction

With the primary goal of providing transparency and clarity to consumers' purchasing behavior towards sustainable fashion, this thesis examines the related impact of social influence and environmental concern. In the following chapter, the problem will be defined and the objectives will be stated. In addition, the research questions will be presented along with the course of the investigation.

1.1 Problem Definition and Relevance

Climate change has woven a complex web and is impacting every corner of the planet making its effects widely felt. Glaciers that once peaked are now melting at an accelerating rate, altering landscapes and threatening the freshwater resources of millions of people (Masson-Delmotte et al., 2021). Coastal communities are bearing the brunt of rising sea levels and facing increased flooding and erosion, requiring rapid adaptation measures. At the same time, wildfires are destroying vast areas of forest, extreme weather events and rising temperatures are making their presence felt, and biodiversity loss is disrupting the delicate balance of ecosystems worldwide (NASA, 2022). These events are all becoming increasingly worse, constituting an alarming growing challenge (Pierrehumbert, 2019).

In the midst of this climate crisis, a conflict is unfolding in an industry often associated with glamour and elegance - the fashion industry. The fashion industry is proving to be one of the biggest climate and environmental polluters. The production, distribution, and disposal of clothing contribute massively to greenhouse gas emissions, water pollution, and resource depletion (Ellen MacArthur Foundation, 2017).

According to a report by McKinsey&Company, the fashion industry generates about 2.1 billion metric tons of greenhouse gas emissions annually, which represent about 4% of total global emissions (Berg et al., 2020). In addition, the fashion industry is responsible for the consumption of enormous amounts of water, estimated at 93 billion cubic meters in 2019 alone, equivalent to the consumption needs of five million people, and at the same time is discharging harmful chemicals into waterways (NASA, 2022).

Moreover, a value of more than \$500 billion is lost each year as a result of clothing underutilization and lack of recycling. In specific, less than 1% of material used to manufacture clothing is being recycled into new clothing (Igini, 2023).

As the effects of climate change intensify, the need for change in the fashion industry becomes increasingly evident. The fast-moving culture that has dominated the industry for decades needs to give room to a more sustainable paradigm. The call for change is coming not only from concerned environmentalists, but also from a growing number of consumers who are looking for ethical and environmentally friendly produced clothing alternatives (Niinimäki et al., 2020).

At the heart of this change is the urgent need for product innovation that involves fundamental change in design, sourcing, manufacturing practices, the well-being of people and the planet, as well as environmental guidelines. It requires the use of environmentally friendly materials, the adoption of circular economy principles, and the promotion of transparency in supply chains. Only through relentless product innovation and commitment to action the fashion industry will be able to create a more sustainable future (De Medeiros et al., 2014).

1.2 Objective and Research Questions

A number of scientists and research studies have investigated consumers' purchase intentions towards sustainable fashion products. However, insufficient research has been conducted, resulting in a research gap on the topic, particularly with regard to social influence and environmental concern.

This research investigates how different types of fashion clothing (conventional, sustainable) impact consumers' purchase behavior (product purchase intention, willingness to pay, and perceived quality). In addition, it examines specific mechanisms through which social influence operates and the extent to which it affects consumers' decision-making processes in the context of sustainable fashion. Exploring the interplay between the psychological components of social influence on consumers as well as their environmental concern will provide a more comprehensive understanding of consumer purchase behavior in the area of sustainable fashion. Overall, this study contributes to the existing body of research by examining the extent to which environmental concern plays a role in shaping consumers' decisions including the role of social influence vis-à-vis fashion related clothing that is more versus less sustainable.

This problem formulation is substantiated through the following research questions:

RQ1: Do different types of fashion clothing, namely conventional and sustainable fashion, show differences in consumer purchase behavior, especially in terms of purchase intention, willingness to pay, and perceived quality?

RQ2: Do consumers who perceive that their strong social ties, namely their friends and family, have a positive mindset and attitude towards sustainability and sustainable purchase behavior have a more affirmative purchase intention towards sustainable fashion?

RQ3: Do consumers with a high level of environmental concern show stronger purchasing behavior for sustainable fashion, especially in terms of purchase intention, willingness to pay, and perceived quality?

RQ4: Which individuals are more willing to purchase sustainable fashion?

1.3 Course of the Investigation

This thesis is structured as follows: in the first chapter a brief rationale for the study is provided along with the definition of the research problem and the research questions. The second chapter presents a review of previous relevant literature, including sustainability, sustainable fashion, social influence and consumer purchase behavior. Afterwards, the conceptual framework and the hypotheses are presented. Then, a comprehensive explanation of the research methodology and the data collection are outlined in the fourth chapter. The fifth chapter, encompasses the analysis, including the sample characterization, scale reliability, manipulation check as well as the presentation of the results and further analysis. The sixth chapter presents theoretical and managerial implications related to the research topic. The thesis concludes with a discussion of limitations and recommendations for further research.

2 Academic Literature Review

This following chapter presents the theoretical background, including previous research and literature for the key concepts related to the research questions and purpose of this study. The research topics were examined using previous studies and supporting empirical evidence obtained from various scientific publications. In specific, the topics of sustainability, sustainable fashion, social influence and consumer purchase behavior are examined.

2.1 Sustainability

This section of the literature review places the emphasis on sustainability. First, a definition of the terminology of sustainability will be stated, followed by the triple bottom line principle, factors driving sustainability, and ultimately product innovation.

2.1.1 Definition and Development of Sustainability

In 1987, the World Commission on Environment and Development published a definition of sustainability in the Brundtland Report, defining sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (UN, 2023).

Five years later, at the 1992 World Conference on Environment and Development in Rio de Janeiro, the international community of nations first committed itself to the guiding principle of sustainable development (Weiss, 1992). In this context, sustainable development refers to the process, whereas sustainability represents the result of this process (Jacobs, 1999).

As part of the 2030 Agenda adopted in 2015, 17 Sustainable Development Goals (SDGs) were developed by all countries of the United Nations. The commitment to pursue and achieve all goals is intended to enable people around the world to live in a dignified manner while preserving the natural foundations of life in the long term. Above all, the 2030 Agenda emphasizes the shared responsibility of all stakeholders, including politics, business, science, civil society as well as every individual (Colglazier, 2015).

2.1.2 Triple Bottom Line Concept

The prerequisite for achieving comprehensive sustainability is the simultaneous and equal linking of all three dimensions of sustainability: the economic, the ecological and the social dimension (Purvis et al., 2019).

Economic sustainability refers to practices that promote long-term economic growth while ensuring the overall prosperity of society without disadvantaging future generations, as well as the preservation of the total capital stock (Alhaddi, 2015).

Ecological sustainability represents another dimension which calls for the protection of the environment and aims to ensure the ability of biological systems to continue maintaining their functions and processes. Furthermore, ecological sustainability stands for a balanced management of renewable natural resources as well as a conscious approach towards human health (Elkington, 2013).

Social sustainability, on the other hand, is an anthropological assumption and implies respect for human rights as well as the avoidance of exploitation as an essential component. Essential components of this dimension include fulfillment of basic needs of all people in terms of poverty alleviation, justice, security, education, personal development and enhancement of subjective well-being (Alhaddi, 2015).

Despite the fact that the triple bottom line concept is widely known and respected, the literature also points to criticisms of the three-pillar model, arguing that the model is difficult to apply in practice (Srivastava et al., 2022). As a result, a further development of the concept has been advanced which prioritizes the goal of ecological sustainability as fundamental among all pillars, as the protection of natural resources constitutes the basic prerequisite for economic and social stability (Srivastava et al., 2022). Therefore, the present research focuses on an essential component of textiles, apparel, and fashion (TAF) industry which is the impact that it has on the environment. Understanding consumers' perceptions and behaviors towards clothing that is more versus less sustainable is an important aspect to unveil since consumers are voting more and more with their purchases (Ramya & Ali, 2016). Also, their behavior is largely impacted by the information shared by companies, associated brands, family and peers on sustainability-related topics.

2.1.3 Factors Driving Sustainability

Sustainability is increasingly gaining momentum as organizations, individuals, as well as societies are becoming more conscious of the necessity to deal with environmental, social, and economic challenges (Alhaddi, 2015).

One of the most important factors driving sustainability is the increasing awareness of environmental issues, particularly climate change, pollution, deforestation, and resource depletion. This awareness, in turn, has resulted in an understanding of the imperative to adopt sustainable

practices and protect the planet and its natural resources for future generations at all levels (Portney, 2015).

Beyond increasing awareness, state and governmental regulations are another force driving sustainable behavior forward and solidifying it into legislation, by setting ambitious targets and promoting sustainable practices across various industries and offering financial incentives (Portney, 2015). Furthermore, technological advances including renewable energy technologies, energy-efficient appliances, and smart systems offer innovative solutions to environmental problems. These technologies are becoming more affordable and accessible over time, further promoting sustainable practices (Weaver et al., 2017).

2.1.4 Product Innovation

Sustainable product innovation is driven by the awareness of the urgency to address environmental and social challenges while satisfying consumer demands. It entails designing and developing products that both maximize positive contributions to sustainability and minimize negative impacts (UN, 2023). This approach considers the entire life cycle of a product, in line with the principles of circular economy, from raw material extraction to packaging to disposal or recycling, to identify opportunities for environmental improvement (Tukker et al., 2008).

An important aspect of sustainable product innovation is the use of environmentally friendly materials. The use of renewable or recycled environmentally friendly material alternatives reduces resource consumption and waste generation and increases product longevity (Olivetti & Cullen, 2018). In this context, it is also important to make use of energy-efficient technologies as well as smart technologies (Nižetić et al., 2019).

Companies have recognized that by adopting sustainable practices, they can differentiate themselves from the competition and strengthen their long-term business prospects if they practice them in an honest, consistent and enduring manner (Bonini & Görner, 2011).

In addition to the technical aspects, collaboration and co-development with stakeholders such as suppliers, customers, and research institutions are also important for sustainable product innovation. Through the exchange of knowledge and ideas, companies can foster innovation and assure that sustainability goals are achieved while meeting the demands of users (Lozano,

2007). Furthermore, for a product to be truly innovative, social responsibility must be ensured, as genuine innovation in products should not only focus on technological advancement but also incorporate ethical and sustainable practices to benefit society and the environment, recognizing that innovation goes beyond just technical features and encompasses broader societal impact (Iyer & Soberman, 2016). This includes responsible sourcing of materials, fair working conditions and support for local communities throughout the supply chain (UN, 2023).

2.2 Sustainable Fashion

This chapter aims at giving the reader significant information about the sustainable fashion industry. Specifically, the definition and concept of sustainable fashion will be stated, as well as its importance and consumers' opportunities and challenges in buying sustainable fashion.

2.2.1 Definition and Concept of Sustainable Fashion

According to Henninger and colleagues (2016), sustainable fashion relates to the design, production, distribution and consumption of clothing and accessories by considering environmental, social, ethical and environmental impacts. Its objective is to minimize the negative impacts on the environment and on society, while promoting transparency, sustainable materials, waste reduction, and fair and safe labor practices throughout the entire lifecycle of any fashion product. The global revenue share of sustainable apparel is set to rise continuously over the next years and is expected to hit 6.14 percent in 2026 (StatistaResearchDepartment, 2023).

Referring to the 17 SDGs outlined in Chapter 2.1.1, the 12th SDG places its emphasis on fostering sustainable consumption and production practices. This goal, which is most directly linked to the fashion industry, aims to secure sustainable consumption and production practices by promoting resource efficiency, reducing and recycling waste, minimizing social and environmental risks, informing consumers about sustainable consumption, and supporting sustainable practices across all industries, including fashion (BMZ, 2023).

Particularly, since the early 2000s sustainable fashion has gained in momentum with the increasing awareness of social and environmental issues by all stakeholders of the industry, due to ethical disasters, such as the Rana Plaza factory collapse, publications of industry processes, announcements of the impact of the production of basic fast fashion clothing as well as the introduction of certification standards (Sinkovics et al., 2016).

Consequently, consumers demand more ethical labor practices and transparency from brands. A recent study shows that 21% of consumers worldwide are stating that sustainability apparel is extremely important to them and 39% of consumers worldwide consider sustainable clothing slightly important (Smith, 2023).

Different fashion movements together underline, form and characterize the concept of sustainable fashion. The ethical fashion movement advocates fair wages, good working conditions and workers' rights (Jung & Jin, 2016). In addition, the slow fashion movement encourages consumers to shop more consciously and invest in higher-quality, longer-lasting garments. The circular fashion movement focuses on a comprehensive life cycle for fashion products, and the vegan and cruelty-free fashion movement focuses on animal-free materials and toxin-free production processes (Jung & Jin, 2016).

2.2.2 Importance of Sustainable Fashion

As already pointed out in chapter 2.1.3, there are many different drivers for sustainability. Sustainable fashion has become an indispensable part of the modern TAF industry. As described above, due to the constant growth of concerns about environmental and social impacts, consumers, businesses, and governments have increasingly focused on making and acting more sustainable and responsible in the fashion industry (Berg et al., 2020).

There are several important factors that make sustainable fashion imperative. First, there is the environmental impact that sustainable fashion purposefully reduces if not eliminates. The traditional fashion industry is known for partially irresponsible production processes and its large environmental footprint, including excessive water consumption, pollution and waste (Henninger et al., 2016). Sustainable practices ensure the longevity and resilience of the fashion industry, especially in relation to the environment, by conserving resources, reducing waste and offering a circular economy (Niinimäki, 2017).

Moreover, social responsibility constitutes another reason. The TAF industry is often associated with exploitation, unsafe working conditions and inadequate wages throughout some geographies. Sustainable fashion aims to guarantee fair treatment of workers, safe working conditions as well as ethical labor practices throughout the whole supply chain (Niinimäki, 2015).

In addition, sustainable fashion fosters innovation and creativity by encouraging designers and companies to explore innovative materials and production techniques (Henninger et al., 2016).

2.2.3 Consumers' Opportunities and Challenges in buying Sustainable Fashion

Companies and consumers are becoming increasingly aware of these aspects, becoming more conscious of their purchasing decisions, leading them to preferentially support brands and products that align with their own values, thus encouraging demand for sustainable fashion (Shen et al., 2013).

One benefit for consumers who buy sustainable fashion is that it stimulates ethical consumption, as consumers who buy sustainable fashion can align their purchasing decisions more closely with their values and beliefs (Henninger et al., 2016). In addition, sustainable fashion products may have a higher initial cost; however, investing in high-quality, timeless pieces can lead to cost savings for consumers in the long run because they last longer than fast-fashion items (Walia et al., 2020). Furthermore, since sustainable fashion uses materials that are most commonly organic, it benefits consumers' health, especially since alternative fabrics do not use toxic chemicals commonly found in conventional clothing (Barbarossa & De Pelsmacker, 2016).

However, there are also several challenges for consumers that make buying sustainable fashion more difficult. On the one hand, the often higher price points of sustainable fashion compared to fast fashion can pose a barrier for consumers, especially for those with a more limited budget (Walia et al., 2020). On the other hand, the fact that some brands engage in greenwashing and falsely market themselves as sustainable, as well as the lack of transparency in the supply chain and the lack of standardized certification, can make it difficult for consumers to verify claims. As a consequence, consumers who do not study the matter in depth may be disturbed by the first misleading brand image and ultimately choose to not make a sustainable fashion purchase decision after all (Niinimäki, 2015).

Another challenge for consumers is that not all consumers are aware of the negative impact of fast fashion and therefore make different purchasing decisions based on their educational disparity (Shen et al., 2013). Prior research states that environmental knowledge directly impacts the sustainable purchasing behavior of consumers. Increasing knowledge about sustainability

issues, promoting environmentally conscious behavior, and strengthening a sense of responsibility empowers individuals to make informed fashion decisions, advocate for sustainable fashion practices, and demand for more environmentally friendly fashion products (Thiele, 2016).

Lastly, when consumers have decided to buy sustainably, it may still be a challenge to permanently shift the mindset towards this approach of purchase (Shen et al., 2013).

Consequently, societal factors become a critical consideration, prompting an exploration into the role of social influence in shaping sustainable consumption practices.

2.3 Social Influence

Social influence plays a central role in shaping consumer behavior and decisions, as it impacts how individuals perceive products, make purchasing decisions, and engage with brands on a frequent basis (Hoyer et al., 2012). Social influence refers to the effects that the opinions, actions, and recommendations of others have on a person's attitudes and behaviors in a particular context (Turner, 1991). The following section of the literature review places the focus on types of social influence as well as source and strength of social influence.

2.3.1 Type of Social Influence

According to the social influence theory, developed by Herbert Kelman (1958), there are three types of social influence, namely compliance, identification and internalization.

Compliance describes the influencing of an individual by a person or group by means of rewards or punishments. This may entail both incentives, such as monetary rewards or recognition, and coercion, such as penalties or threats. In the case of compliance, the mode of influence shows that individuals generally change their behavior based on the anticipation of rewards or punishments without changing their underlying beliefs (Kelman, 2017).

According to Kelman (1958), identification occurs when a person is influenced into adopting certain beliefs and attitudes out of a desire of fitting into a group. Personal behavior is adopted by identifying and wanting to be associated with a specific group or individual. Compared to compliance, identification has a stronger influence and may lead to more profound personal changes of underlying beliefs. Internalization, constituting the most profound form of social influence, occurs when a person completely incorporates the beliefs, values and behaviors of

another individual or a group into their own value system and internalizes them as their own (Kelman, 2017).

In addition to Kelman's social influence theory (1958), the concepts of normative and informational social influence may further explain the underlying mechanisms of why people conform. Specifically, normative social influence occurs when an individual is influenced by another person or peer group out of the desire to be recognized, gain acceptance and belong to a group (Burnkrant & Cousineau, 1975), aligning closely with Kelman's compliance theoretical argument (Kelman, 2017).

Informational social influence, on the other hand, occurs when an individual is influenced by another person or peer group out of the desire to make right and correct decisions and act according to the group's standards and consensus. This occurs when an individual relies on external sources as a result of a deficiency in understanding or knowledge of the subject matter (Burnkrant & Cousineau, 1975).

2.3.2 Source and Strength of Social influence

A number of sources contribute to influencing people's perceptions, attitudes, and behaviors related to sustainable fashion choices. Hereby, a distinction can be made between two dimensions, namely social and media ties, which can be categorized as strong or weak (Turner, 1991).

Strong social ties are marked by close and intimate relationships involving frequent interaction, emotional connection, and mutual support, yielding more persuasive power and impact due to the depth of the relationship. Weak social ties on the other hand refer to fewer close connections and thus less intense influence, yet still yielding an impact by introducing new information, ideas, and perspectives (Kelman, 2006).

In this remark, it needs to be stated that the effect of any social tie depends on the personal strength, self-esteem and susceptibility of the individual, and how much one can be influenced and affected in general (Hoyer et al., 2012; Kelman, 2017).

Family and close friends are among the most important sources of social influence, a strong social tie. Affecting individuals on a day to day basis, having regular interaction points have

the most influence in social matters on individuals (Cialdini, 2003). Through aligned values, beliefs, and behaviors through education, cultural transmission, and shared traditions, this powerful social influence is exerted on individuals (Cialdini, 2003). Peer influence, including colleagues and acquaintances, constitutes another, yet compared to family and close friends, weaker social tie. It manifests itself through shared experiences, education and the desire for social belonging (Griskevicius et al., 2008).

Authority figures possess credibility and expertise, leading to strong information influence. Especially in hierarchical environments, this source of social influence gains in importance, as obedience to authority figures can lead to compliance (Cialdini, 2003).

Celebrities and influencers are another source of social influence, specifically a media tie. Through their high reach, visibility, popularity and perceived expertise on social media platforms, they can exert considerable influence on their audience (Schivinski & Dabrowski, 2016). Depending on their authenticity and the personal alignment with their values, the power and strength of their influence can be magnified. In this context, both normative and informational mechanisms of social influence apply as consumers seek to gain social recognition and perceive the influencer as a credible expert in their respective fields (Raven, 1964; Schivinski & Dabrowski, 2016).

2.4 Consumer Purchase Behavior

Consumer purchase behavior is of critical importance as it provides insights into individuals' motivations, preferences, and decision-making processes, shaping their interactions with products and brands (Hoyer et al., 2012). The following chapter aims to provide answers to the question of how social and cultural factors influence consumer behavior in relation to sustainable fashion. Namely, product purchase intention, willingness to pay and perceived quality are examined in detail.

2.4.1 Product Purchase Intention

Product purchase intention refers to the extent to which a consumer is inclined or willing to purchase a particular item (Chang & Wildt, 1994). The theory of planned behavior developed by Ajzen (2011), states that product purchase intention, which precedes actual purchase behav-

ior, is composed of and determined by attitude, subjective norm, and perceived behavioral control. According to Fishbein and Ajzen (1977), subjective norm is defined as a type of social influence.

Within the context of sustainable fashion, a number of factors influence and magnify consumers' purchase intentions towards a sustainable fashion product. Consumers who are environmentally conscious are more likely to consider purchasing sustainable fashion products because they align with their values of minimizing environmental impact (Gam, 2011). If consumers believe that buying sustainable fashion will lead to personal benefits, like feeling virtuous or contributing to positive change, their purchase intentions will likely be stronger (Wei et al., 2017). Furthermore, if the adoption of sustainable fashion is seen as a social norm within a particular community or social circle, individuals are more likely to express purchase intentions to conform with these norms (Cialdini & Jacobson, 2021).

2.4.2 Willingness to Pay

Willingness to pay (WTP) addresses the 'maximum price a customer is willing to pay for a product or service' (Breidert, 2007). In general, price is one of the most decisive criteria for consumers' willingness to purchase (Erdil, 2015).

In the context of sustainable fashion, WTP refers to the amount of money consumers are willing to spend on fashion products that are environmentally and socially responsible.

WTP can be increased if consumers perceive added value in terms of quality, durability and ethical production (Hustvedt & Bernard, 2008). Furthermore, consumers may increase their WTP, and are more willing to pay a premium for sustainable fashion when buying from brands they trust, as they believe these brands are more likely to live up to their sustainability claims (Jung & Jin, 2016). In addition, as with product purchase intent, WTP for sustainable fashion products is suggested to be higher the greater the environmental consciousness since environmentally aware consumers are more willing to invest in products that align with their values (Hustvedt & Bernard, 2008).

2.4.3 Perceived Quality

Perceived quality relates to consumers' subjective evaluation of the overall quality of a product, encompassing factors like durability, functionality, and aesthetics (Vantamay, 2007). According to a study conducted by Jung and Jin (2016), higher perceived value of goods in terms of quality leads to stronger consumer buying behavior.

In the case of sustainable fashion, perceived quality is influenced by the choice of fabric and design. Sustainable fashion products manufactured from high quality, durable materials and with attention to detail can improve consumers' perception of quality. This results in a positive perception of quality, as consumers expect the product to last over a longer period of time in terms of functionality and design (Walia et al., 2020). In addition, brands that provide transparent information about their production processes and use of materials can improve consumers' perceptions of the quality of their products (Walia et al., 2020).

3 Conceptual Framework and Hypothesis

Following the literature review presented before, this section presents the conceptual framework composed of several hypotheses that will be empirically tested.

Prior research suggests that consumers' growing awareness of ecological and ethical concerns has resulted in an increasing demand for sustainable products, exceeding all previous levels. Furthermore, a stronger purchase intention for products that embody sustainability values has been identified (D'Arpizio et al., 2022). In addition, empirical evidence from previous studies indicates a positive relationship between consumers' willingness to pay and their preference for environmentally and socially responsible products. In particular, it suggests that consumers are willing to pay a price premium for sustainable fashion (Jung & Jin, 2016; Niinimäki, 2015; Walia et al., 2020). As aforementioned, consumers increasingly attach importance to high-quality clothing and value the longevity of materials and durability of design that is inherent in sustainable fashion (Jung & Jin, 2016; Walia et al., 2020). Therefore, the first set of hypotheses is formulated as follows:

H1: The type of fashion clothing (conventional, sustainable) will have an impact on consumers' purchasing behavior (product purchase intention, willingness to pay, perceived quality), so that:

H1a: Consumers will show a higher product purchase intention for sustainable fashion in comparison to conventional fashion.

H1b: Consumers will show a higher willingness to pay for sustainable fashion in comparison to conventional fashion.

H1c: Consumers will perceive sustainable fashion to be of higher quality in comparison to conventional fashion.

Moreover, consumer behavior is strongly affected by social influences that impact product perceptions and purchasing decisions (Hoyer et al., 2012). The influence is particularly evident in the case of strong social ties, involving a high degree of similarity of values (Cialdini, 2003). For instance, research by Cialdini and Goldstein (2004) as well as Ramya and Ali (2016) demonstrated that family influence significantly impacts individuals' purchasing behavior; particularly, in the context of products that symbolize ethical values, such as sustainable fashion (Burnkrant & Cousineau, 1975). Similarly, a study by Cialdini and Jacobson (2021) found that consumers who receive support and encouragement from their peers with regard to sustainable choices are more likely to exhibit higher levels of purchasing intention and willingness to pay for sustainable fashion items. Based on these premises, the second set of hypotheses, is suggested as follows:

H2: Social influence will moderate the relationship between the type of fashion clothing (conventional, sustainable) and consumers' purchasing behavior (product purchase intention, willingness to pay, perceived quality), so that:

H2a: The higher (vs. the lower) the social influence, the higher (vs. the lower) consumers' product purchase intention toward sustainable fashion clothing.

H2b: The higher (vs. the lower) the social influence, the higher (vs. the lower) consumers' willingness to pay for sustainable fashion clothing.

H2c: The higher (vs. the lower) the social influence, the higher (vs. the lower) consumers' perceived quality of sustainable fashion clothing.

As mentioned above, the decisions individuals make regarding the purchase of sustainable fashion items are influenced by their level of concern about the environmental impact of their decisions (Berg et al., 2020; Hustvedt & Bernard, 2008). Barbarossa and Pelsacker (2016) findings suggest that the motivation to care for the environment has a significant positive influence

on the intention of purchasing environmentally friendly products. Based on this reasoning, the third hypothesis is as follows:

H3: Environmental concern will mediate the relationship between the type of fashion clothing (conventional, sustainable) and consumers' purchasing behavior, namely product purchase intention, willingness to pay, and perceived quality.

Based on the research questions and hypotheses, the following conceptual model is proposed, shown in Figure 1. The research analyses the impact that type of fashion clothing (conventional versus sustainable) has on consumers' purchase behavior. Further, it tests the moderating role of social influence and the mediating role of environmental concern on the hypothesized relationship between type of fashion clothing and consumer purchasing behavior (product purchase intention, willingness to pay, and perceived quality)

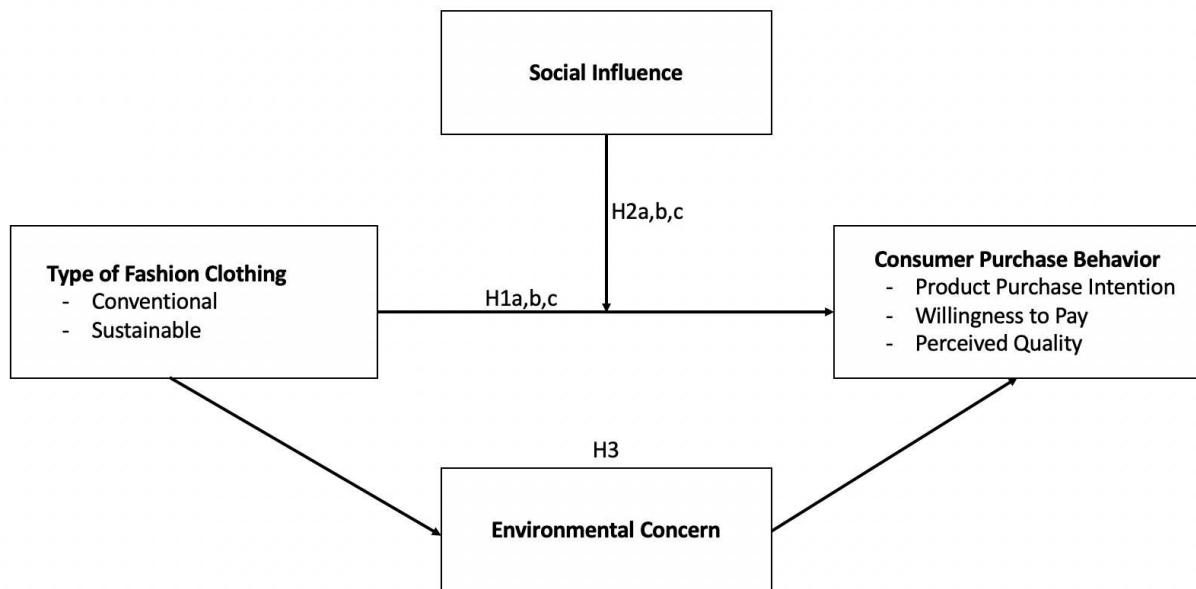


Figure 1: Conceptual Model

4 Methodology and Data Collection

This chapter presents the methods used in this written dissertation to study the subject at hand and to answer the previously outlined research questions. Furthermore, a detailed explanation of all variables will be given.

4.1 Research Method

To achieve the objectives of this study, a combination of secondary and primary data was assessed and collected. Specifically, the research design follows an articulation between the existing literature on the main topics as well as the experimental research methodology.

Primary data collection was conducted based on two experimental designs, a pilot survey as well as a main survey. A cross-sectional survey design is used, implying that all data is collected at a single point in time.

The experimental research method used enables the collection of primary data while testing the hypotheses. For the data collection the Qualtrics XM platform was used, which is a web-based survey tool for conducting online experimental studies. The benefits of using Qualtrics include a number of different capabilities to provide individualized, clear and precise querying of the desired questions, cost and time efficiencies, and the possibility of directly obtaining the data analysis.

4.2 Sampling

The technique of non-probability convenience sampling was chosen for this study, as it allows for a quick, convenient and cost-efficient solution for reaching a large audience, without any spatial or temporal restrictions (Vehovar et al., 2016). To reduce the social desirability bias, the survey was conducted anonymously, guaranteeing total confidentiality. In addition, anonymous surveys increase the likelihood that participants will take part in the study (Joinson, 1999).

In order to reach a sufficient number of survey respondents, participants were contacted via the social media platforms Instagram, WhatsApp, Facebook and LinkedIn through the authors' network. However, it must be noted that due to the fact that all participants derive from the author's

extended social network, participants might be of similar social and economic background and thus might not accurately reflect the entire population (Thompson, 2012).

4.3 Research Instruments

Two experimental studies were conducted by means of the Qualtrics XM platform, namely a pilot study as well as a main study. Detailed descriptions and explanations of both studies are presented subsequently. The quantitative data obtained by the surveys was statistically analyzed using IBM's SPSS statistical software. Before testing the hypotheses, the data was cleaned and formatted to be consistent with the objectives of the study. To describe the sample, descriptive statistics and frequencies were used.

4.3.1 Pilot Study

Prior to the main study, a pilot study was launched, in order to test the experimental conditions, namely conventional and sustainable fashion clothing. Specifically, the purpose of the pilot study was to verify that the manipulation scenarios were correctly understood and that the survey flow worked. The pilot study was distributed on May 2nd, 2023, and included a total of 20 participants. After an introduction and general questions about the consumers fashion relation and fashion purchase behavior, a manipulation check for the two conditions of conventional fashion clothing and sustainable fashion clothing were shown. A classic white shirt was shown with different descriptions for both manipulation scenarios. To verify that the two different manipulation scenarios were correctly understood, participants were asked to indicate their level of agreement with two statements, "In the last seen text and image, you were able to gather information about a conventional shirt" as well as "In the last seen text and image, you were able to gather information about a sustainable shirt," on a seven-point Likert scale (1 - Strongly Agree to 7 - Strongly Disagree). In addition, the intention to purchase and the willingness to pay for the product shown were queried. The purchase attitude towards sustainable products and the willingness to advocate against harmful fashion products in one's private circle were asked as well. Subsequently, demographic information was queried.

To check the manipulation, two independent *t*-tests at a 95% confidence level were conducted. Results show that respondents perceived the conventional manipulation to be more conventional than the sustainable one (conventional product perceptions: $M_{\text{conventional}} = 1.83$; $SD = .98$ vs. $M_{\text{sustainable}} = 6.00$; $SD = 1.16$; $t(6) = -8.13$, $p < .001$) and the sustainable manipulation to be

more sustainable than the conventional one (sustainable product perceptions: $M_{\text{conventional}} = 5.67$; $SD = .82$ vs. $M_{\text{sustainable}} = 1.57$; $SD = .79$; $t(7) = -8.61$, $p < .001$) (see Table 1).

Overall, analysis of the results shows that the survey flow worked out, all manipulation scenarios used in the study were well comprehended and correctly interpreted by the participants. For the main study, the seven-point Likert scale was reversed, ultimately ranging from (1 - Strongly Disagree to 7 - Strongly Agree).

	Type of Fashion Clothing				t- Test
	Conventional		Sustainable		
	Mean	SD	Mean	SD	
Product appears conventional	1.83	.98	6.00	1.16	-8.13***
Product appears sustainable	5.67	.82	1.57	.79	-8.61***

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq 1$

Table 1: Pilot Study - Manipulation Check for Type of Fashion Clothing

4.3.2 Main Study

The main study was distributed in English language. In total, 127 responses were recorded, whereby 115 responses were completed and valid for running the statistical analysis.

The survey featured randomized manipulations, which were shown to the respondents in an even distribution. Each cell of the two experimental conditions show approximately 58 respondents. This quantity is consistent with the recommended number of participants needed to conduct a consistent and valid experimental study (Saunders et al., 2009; Watson, 2015).

4.4 Research Design and Procedure

The purpose of this study is to analyze the impact that types of fashion clothing (conventional versus sustainable) have on consumers' purchase behavior of sustainable fashion (product purchase intention, willingness to pay, perceived quality). Moreover, this study aims to test the moderating role of social influence, and the mediating role of environmental concern on the hypothesized relation between type of fashion clothing and consumer purchasing behavior.

The study design followed a two-group (type of fashion clothing: conventional, sustainable) between-within subjects' design while testing social influence (a continuous variable) as a moderator. In addition, environmental concern, also a continuous variable, was tested as a mediator.

Consumer purchase intention was analyzed via the assessment of product purchase intention, willingness to pay and perceived quality dependent variables.

The main study consisted of seven blocks and comprised a total of 25 questions (Appendix B). The survey began by informing respondents about the purpose of the study, assured anonymity and assured no forwarding of any answers to third parties.

All participants were then exposed to three questions; the first question consisted of four items, regarding their buying behavior and their relationship to sustainable fashion. Participants were then, randomly allocated to one of the two manipulation scenarios, by means of the randomizer flow tool that Qualtrics offers. Participants were exposed to either a presentation of a conventional fashion clothing or a sustainable fashion clothing, the two main conditions. Next, respondents were asked to answer questions about their understanding of the displayed clothing item, their attitude and purchase intention towards the advertised clothing item, their willingness to pay for the product, and the reason behind their purchasing intention.

The next block of the survey aimed to gain further insight into respondents' general sustainable shopping behavior, and their attitudes toward sustainable fashion. After the social influence measure was administered to participants, as well as their environmental concern measure.

Demographics were applied at the end of the study concerning gender, age, nationality, marital status, highest level of education completed, employment status, and net monthly income. Lastly, respondents were thanked for their participating in the study (see Appendix B).

4.5 Stimuli Development

To fulfill the purpose of this study, two different stimuli were created. These experimental conditions were designed to ensure that the scenarios were as simple and comprehensible as possible, following the lines of conventional advertisements. Moreover, to ensure against possible bias, both stimuli had similar structure, choice of wording, typeface, amount of information, and graphical presentation (O'Keefe, 2003). As stated above, the scenarios were tested beforehand in the pilot study in order to verify the correct perception of the manipulations.

Specifically, two different scenarios of the advertisement were created to test the different conditions of conventional and sustainable fashion clothing. Both manipulation scenarios displayed images of the same white t-shirt, labeled "Classic Short Sleeve T-Shirt". Next to the image of

the shirts, both scenarios contained a short description of the product, structured and arranged in the same way: along with the same indication of the color of the shirt, a brief description of the product was provided, tailored to each manipulation, including the materials from which the shirt was made, the composition, a description of the neckline, and an explanation of the respective manufacturing process (see Appendix A).

4.6 Variable Descriptions

The following section provides a description of the manipulation checks used as well as the measures employed in the main study.

4.6.1 Manipulation Check

A manipulation check was performed to verify that the participant was paying attention to the message and the information presented thereon. Two manipulation scenarios were administered about the two types of fashion clothing, namely conventional and sustainable fashion clothing.

To verify that the two different manipulation scenarios were correctly understood, participants were asked to indicate their level of agreement with two statements, “In the last seen text and image, you were able to gather information about a conventional shirt” as well as “In the last seen text and image, you were able to gather information about a sustainable shirt, ” on a seven-point Likert scale (1 - Strongly disagree to 7 - Strongly agree).

4.6.2 Independent Variables

Type of Fashion Clothing – was manipulated by randomly exposing participants to one of the two conditions that presented fashion clothing, that was either conventional or sustainable.

4.6.3 Moderator

Social Influence – this variable asked participants how strongly they agreed that his or her social environment significantly influenced the decision to purchase sustainable fashion. It was measured using eight items that assessed participants' level of influence by their peers, family, close friends, authority figures and social media, on a 7-point Likert scale (1 – Strongly disagree to 7 – Strongly agree), and adapted from Fishbein and Ajzen (1977); Paul et al. (2016), and Venkatesh and Morris (2000).

4.6.4 Mediator

Environmental Concern – this variable asked participants about their level of concern about the state of our global environment, on a 7-point Likert scale (1 – Strongly disagree to 7 – Strongly agree). It was measured using seven items that assessed participants' environmental concern, general knowledge about the environment, concern about the impact of the fashion industry, willingness to change personal consumption to protect the environment and attitude towards social and political change to protect the environment. The items were adapted by Paul et al. (2016).

4.6.5 Dependent Variables

Consumer Purchase Behavior – consists of three dependent variables, namely product purchasing intention, willingness to pay and perceived quality.

Product Purchase Intention – this variable asked participants how strongly they agreed that he or she will buy the clothing item in order to analyze the likelihood of purchasing the clothing product, on a 7-point Likert scale (1 – Strongly disagree to 7 – Strongly agree).

Willingness to Pay – this variable was measured by means of the slider question type provided by Qualtrics, allowing the participants to state how much they were willing to pay for the clothing item shown on the screen on a scale from 0 to 200 euros.

Perceived Quality – this variable asked participants how strongly they agreed that the clothing item was of high quality, on a 7-point Likert scale (1 – Strongly disagree to 7 – Strongly agree).

5 Analysis and Results

In the following chapter, a detailed data analysis as well as a comprehensive examination of the results will be provided. First, the characterization of the sample population is described, followed by the scale reliability. Then, the results of the manipulation check are presented and the main findings are discussed, which provide answers to all hypotheses derived previously. Lastly, further analysis will be described.

5.1 Sample Characterization

Overall, the sample consisted of 115 survey respondents. To characterize the sample, demographic data have been analyzed using frequencies. Appendix C shows all visualization for the different characterizations of the sample described hereinafter. The majority of participants, specifically 54.78%, identified as female, 43.48% identified as male and two respondents (1.74%) identified as non-binary. Most of the respondents were between 25 and 34 years old (37.07%), followed by respondents aged 18 to 24 years (31.03%) and respondents with 35 to 44 years age (18.10%). Overall, the age between all participants ranged from 18 to 74 years. The majority of respondents were employed (60.87%), self-employed (13.04%) or students (13.91%); which corresponds with the sample's age distribution. The distribution of country of origin shows that the majority of respondents are from the UK (19.3%) followed by Poland (15.79%), Germany (12.28%), South Africa (11.40%) and Portugal (9.65%). In terms of highest level of education, most participants have a Bachelor's degree (45.61%), followed by high school diploma. All other respondents have a Master's degree (21.93%) or graduated with a PhD degree (2.63%). Lastly, 17.39 % of the respondents have a monthly net income of 1001 to 1500€ and 500 to 1000€, followed by participants with a monthly net income below 500€ (15.65%). 12.17% of the respondents have a monthly net income higher than 3000€ or they indicated that they prefer not to provide information. Overall, the distribution of respondents' monthly net income is relatively balanced across all income categories (Appendix C).

5.2 Scale Reliability

Although all variables and scales in this study were adapted from existing literature and the constructs have been tested in previous studies, it is important to revalidate the specific constructs in the context of this study to ensure accurate results. Thus, a reliability analysis was performed for each primary variable.

Specifically, the reliability analysis for the variables of social influence, environmental concern and attitude were conducted. Thereby, the value of Cronbach's alpha is decisive, as it measures the internal consistency or reliability of a scale. Thereby, a value of Cronbach's alpha above .7 is regarded as acceptable, above .8 as good and above .9 as outstanding; with values closer to 1.0 indicating higher internal consistency (Gliem & Gliem, 2003).

In addition to determining the Cronbach's alpha, Cronbach's alpha based on standardized items was detected. The standardized Cronbach's alpha indicates the value after standardizing the items by converting them to a common scale, with a mean of zero and a standard deviation of one. The Cronbach's alpha value obtained for the social influence scale is .92. The same value was detected for the Cronbach's alpha value based on standardized items, indicating that the scale's reliability is robust and not dependent on the specific metrics used in the items. Overall, the social influence scale is demonstrating strong reliability and high correlation.

The obtained Cronbach's alpha value for the environmental concern scale is .91. The value for Cronbach's alpha based on standardized items stands at .91, which is slightly higher than the non-standardized value, suggests that when the items are standardized the reliability marginally improves, but the difference is negligible. Overall the environmental concern scale demonstrates robust reliability, with the items within the scale being very much correlated with one another and measuring a common underlying construct.

The Cronbach's alpha value for the attitude scale is .91, which is mirrored in the standardized Cronbach's alpha. Thus, the attitude scale is exhibiting an outstanding level of internal consistency, suggesting that all items within the scale are cohesively aligned and are proficiently measuring a singular underlying concept. Overall, the analysis results show that all constructs used for this study were validated as internally consistent.

The values of Cronbach's alpha for the variables analyzed are shown in Table 2.

Scale	Initial number of items	Cronbach's alpha	Standardized Cronbach's alpha	Cronbach's alpha if deleted	Items deleted	Final number of items
Social Influence	9	.92	.92	-	-	9
Environmental Concern	7	.91	.91	-	-	7
Attitude	4	.91	.91	-	-	4

Table 2: Reliability Test for Multi-Item Scales – Cronbach's Alpha

5.3 Results Manipulation Check

A manipulation test was conducted in order to verify that all manipulation scenarios, namely conventional and sustainable fashion clothing, were correctly comprehended by the respondents. Overall 57 respondents were exposed to the conventional manipulation scenario and 58 respondents were exposed to the sustainable manipulation scenario. To check the manipulation, two independent *t*-tests at a 95% confidence level were conducted.

Results show significant differences between the means. Specifically, results show that participants perceived the conventional manipulation to be more conventional than the sustainable one (conventional product perceptions: $M_{\text{conventional}} = 5.67$; $SD = 1.49$ vs. $M_{\text{sustainable}} = 3.67$; $SD = 2.15$; $t(57) = -3.71$, $p < .001$) and the sustainable manipulation to be more sustainable than the conventional one (sustainable product perceptions: $M_{\text{conventional}} = 2.61$; $SD = 2.13$ vs. $M_{\text{sustainable}} = 6.16$; $SD = 1.20$; $t(58) = -3.71$, $p < .001$) (see Table 3).

Thus, it can be stated that all manipulations were correctly comprehended and perceived as intended.

	Type of Fashion Clothing				<i>t-Test</i>
	Conventional		Sustainable		
	Mean	SD	Mean	SD	
Product appears conventional	5.67	1.49	3.67	2.15	-3.71***
Product appears sustainable	2.61	2.13	6.16	1.20	-3.71***

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq 1$

Table 3: Main Study - Manipulation Check for Type of Fashion Clothing

5.4 Main Results

With the variables successfully tested for reliability and the experimental conditions checked for correct manipulation, the following sub- chapter is devoted to the testing and analysis of the hypotheses.

5.4.1 The Impact of the Type of Fashion Clothing on Consumer Purchase Behavior

To test the first set of hypotheses, an analysis of variances (ANOVA) was done in order to compare the means of the groups and determine if statistically significant differences could be detected.

H1: The type of fashion clothing (conventional, sustainable) will have an impact on consumers' purchasing behavior (product purchase intention, willingness to pay, perceived quality), so that:

H1a: Consumers will show a higher product purchase intention for sustainable fashion in comparison to conventional fashion.

To test H1, a comparison was made between the mean scores of the two independent groups, namely conventional and sustainable type of fashion clothing. Results show a significant difference in the means of product purchase intention based on the type of fashion clothing ($M_{\text{conventional}} = 3.37$; $SD = 1.78$ vs. $M_{\text{sustainable}} = 4.81$; $SD = 1.50$; $F(1, 114) = 22.06$, $p < .001$).

This indicates that there is a strong variation in product purchase intention between consumers of sustainable fashion and those of conventional fashion. Thus, the data supports H1a, suggesting that consumers have a higher product purchase intention for sustainable fashion compared to conventional fashion (see Table 4 and 5).

H1b: Consumers will show a higher willingness to pay for sustainable fashion in comparison to conventional fashion.

To test H1b, the means of willingness to pay based on conventional fashion clothing and sustainable fashion clothing were compared. Again, results show a significant difference ($M_{\text{conventional}} = 14.89$; $SD = 16.14$ vs. $M_{\text{sustainable}} = 31.71$; $SD = 45.28$; $F(1, 114) = 6.99$, $p < .01$).

Results indicate a statistically significant difference in willingness to pay between the two types of fashion, demonstrating that consumers have a higher willingness to pay for sustainable fashion when compared to conventional fashion, fully supporting H1b (see Table 4 and 5).

H1c: Consumers will perceive sustainable fashion to be of higher quality in comparison to conventional fashion.

To test H1c, the means of perceived quality based on conventional fashion clothing and sustainable fashion clothing were compared. A significant difference between the means was revealed ($M_{\text{conventional}} = 3.30$; $SD = 1.87$ vs. $M_{\text{sustainable}} = 5.16$; $SD = 1.32$; $F(1, 114) = 37.90$, $p < .001$). This provides strong evidence that consumers perceive sustainable fashion to be of higher quality compared to conventional fashion, fully supporting H1c (see Table 4 and 5).

Type of Fashion Clothing		Product Purchase Intention	WTP	Perceived Quality
Conventional	Mean	3.37	14.89	3.30
	N	115	115	115
	Std. Deviation	1.78	16.14	1.87
Sustainable	Mean	4.81	31.71	5.16
	N	115	115	115
	Std. Deviation	1.50	45.28	1.32

Table 4: Purchasing Behavior (Product Purchase Intention, WTP and Perceived Quality for Type of Fashion Clothing (Conventional vs. Sustainable))

			Sum of Squares	Mean Square	<i>F</i>	Sig.
WTP	Between Groups (Combined)		8125.54	8125.54	6.99	.009**
	Within Groups		131433.39	1163.13		
	Total		139558.92			
Product Purchase Intention	Between Groups (Combined)		59.77	59.77	22.06	.000***
	Within Groups		306.18	2.71		
	Total		365.95			
Perceived Quality	Between Groups (Combined)		99.13	99.13	37.90	.000***
	Within Groups		295.53	2.62		
	Total		394.66			

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq 1$

Table 5: Analysis of Variances Assessing the Impact on Type of Fashion Clothing (Conventional vs. Sustainable) on Product Purchase Intention, WTP and Perceived Quality

In summary, hypothesis one is supported showing that consumers have a higher product purchase intention, higher willingness to pay, and perceive sustainable fashion to be of higher quality compared to conventional fashion.

5.4.2 The Moderating Effect of Social Influence

H2: Social influence will moderate the relationship between the type of fashion clothing (conventional, sustainable) and consumers' purchasing behavior (product purchase intention, willingness to pay, perceived quality), so that:

H2a: The higher (vs. the lower) the social influence, the higher (vs. the lower) consumers' product purchase intention toward sustainable fashion clothing.

The second hypothesis suggests that social influence moderates the relationship between the type of fashion clothing (conventional vs. sustainable) and consumers' purchasing behavior (product purchase intention, WTP, perceived quality). The moderation is tested by conducting a multiple regression test using Hayes's (2013; 2015) Process Macro software for SPSS with Model 1. The PROCESS macro allows conditional process analysis, calculates interaction effects, provides detailed output including regression coefficients, standard errors and significance levels, and thus estimates how and when a moderator influences the relationship between two other variables (Hayes, 2012). Social influence was used as a continuous, mean-centered, variable. Social influence linearly moderates the effect of type of fashion clothing on product purchase intention when the regression coefficient for the interaction between lower and upper confidence intervals does not include zero (Hayes, 2012).

To test H2a, a multiple regression analysis using Model 1 by Hayes (2012) was used for bootstrap resampling and to compute the 95% confidence intervals (CIs). Results show a significant main effect of type of clothing ($b = 1.45$, $SE = .30$, $p < .001$, 95% CI = [.86, 2.04]), a significant main effect of social influence ($b = -1.11$, $SE = .38$, $p < .01$, 95% CI = [-1.87, -0.35]), as well as a significant type of fashion clothing x social influence interaction effect ($b = 0.76$, $SE = .23$, $p < .01$, 95% CI = [.30, 1.23]) (see Table 6) as zero does not straddle between the LCI and the UCI.

To further understand the moderation, slope analysis (Aiken & West, 1991; Fitzsimons, 2008) was conducted and the conditional effects of the type of fashion clothing at different values of social influence were examined (see Table 7). That is, at -1SD (i.e., on the centered social influence variable representing low social influence), the relationship between the type of fashion clothing and product purchase intention was positive yet not significant ($b = .47$, $SE = .43$, $p =$

.27, 95% CI = [-.38, 1.32]). At the mean ($b = 1.45$, $SE = .30$, $p < .001$, 95% CI = [.86, 2.04]) and at +1SD, (i.e., of the centered moderator variable representing social influence), the relationship was positive and significant ($b = 2.43$, $SE = .42$, $p < .001$, 95% CI = [1.6, 3.26]) (see Figure 2).

Overall, the results show that participants in the sustainable fashion clothing condition, were impacted more by social influence than participants in the conventional fashion clothing condition. Accordingly, the slope is steeper in the sustainable fashion than in the conventional fashion condition (see Appendix E).

Model	Coefficient	SE	Lower CI	Upper CI
Type of Fashion Clothing	1.45***	.30	.86	2.04
Social Influence	-1.11**	.38	-1.87	-.35
Interaction (CT x SI)	.76**	.23	.30	1.22

Table 6: Moderation (Product Purchase Intention) - Model Results of Type of Fashion Clothing, Social Influence and its Interaction

Scale	Conditional Effect	SE	Lower CI	Upper CI
Low Product Purchase Intention (-1SD)	.47	0.42	-0.38	1.32
Medium Product Purchase Intention	1.45***	.30	.86	2.04
High Product Purchase Intention (+1SD)	2.43***	.42	1.60	3.26

Table 7: Effects of The Type of Fashion Clothing at Different Values of Social Influence (Product Purchase Intentions)

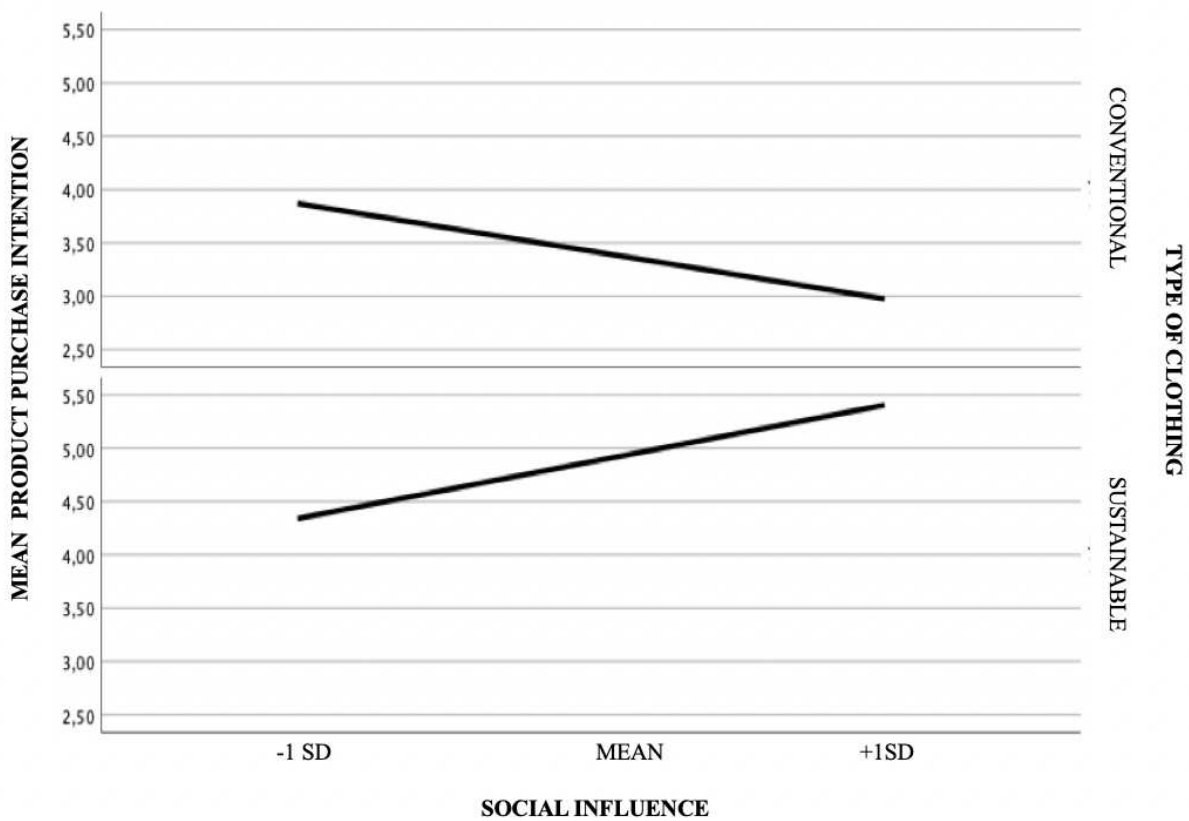


Figure 2: Social Influence as a Moderator on the Effect of Type of Fashion Clothing on Product Purchase Intentions

H2b: The higher (vs. the lower) the social influence, the higher (vs. the lower) consumers' willingness to pay for sustainable fashion clothing.

To test H2b, a multiple regression analysis was again conducted using Model 1 by Hayes (2012). The overall results show a highly significant main effect of social influence on consumers' willingness to pay ($R^2 = .19$; $F(3, 111) = 8.64$, $p < .001$).

The model shows a significant main effect of type of clothing ($b = 19.03$, $SE = 6.00$, $p < .01$, $95\% \text{ CI} = [-23.19, 14.52]$), but no significant main effect of social influence ($b = -10.50$, $SE = 7.74$, $p = 1.18$, $95\% \text{ CI} = [-25.82, 4.85]$). More importantly, a significant type of fashion clothing x social influence interaction was obtained ($b = 11.82$, $SE = 4.72$, $p < .05$, $95\% \text{ CI} = [2.47, 21.16]$) (see Table 8).

To further understand the nature of the relationships in more detail, the conditional indirect effects at different values of the moderator (± 1 SD from the mean) were probed (see table 9).

Slope analysis (Aiken & West, 1991; Fitzsimons, 2008) revealed that, at -1SD the relationship between the type of fashion clothing and product purchase intention was positive yet not significant ($b = 3.80$, $SE = 8.61$, $p = .66$, $95\% CI = [-13.25, 20.87]$). However, at the mean ($b = 19.03$, $SE = 6.00$, $p < .01$, $95\% CI = [7.14, 30.91]$) and at +1SD, the results were positive and significant ($b = 34.24$, $SE = 8.47$, $p < .001$, $95\% CI = [17.47, 51.02]$).

Results again indicate that, increases in social influence impacted participants exposed to the sustainable fashion clothing condition more positively than participants in the conventional clothing condition. Although at -1SD significant differences between both (sustainable vs. conventional) fashion conditions were present, at +1SD the differences were significantly reduced with increases in social influence, favoring participants in the sustainable fashion clothing condition (see Figure 3).

Overall, the results show that social influence moderates the relationship between type of fashion clothing and willingness to pay, yet the interaction is stronger with higher social influence (see Appendix E).

Model	Coefficient	SE	Lower CI	Upper CI
Type of Fashion Clothing	19.03**	6.00	7.14	30.91
Social Influence	-10.49	7.74	-25.83	4.85
Interaction (CT x SI)	11.81*	4.72	2.47	21.16

Table 8: Moderation (Willingness to Pay) - Model Results of Type of Fashion Clothing, Social Influence and its Interaction

Scale	Conditional Effect	SE	Lower CI	Upper CI
Low Willingness to Pay (-1SD)	3.81	8.61	-13.25	20.87
Medium Willingness to Pay	19.03**	6.00	7.14	30.91
High Willingness to Pay (+1SD)	34.24***	8.47	17.47	51.02

Table 9: Effects of The Type of Fashion Clothing at Different Values of Social Influence (Willingness to Pay)

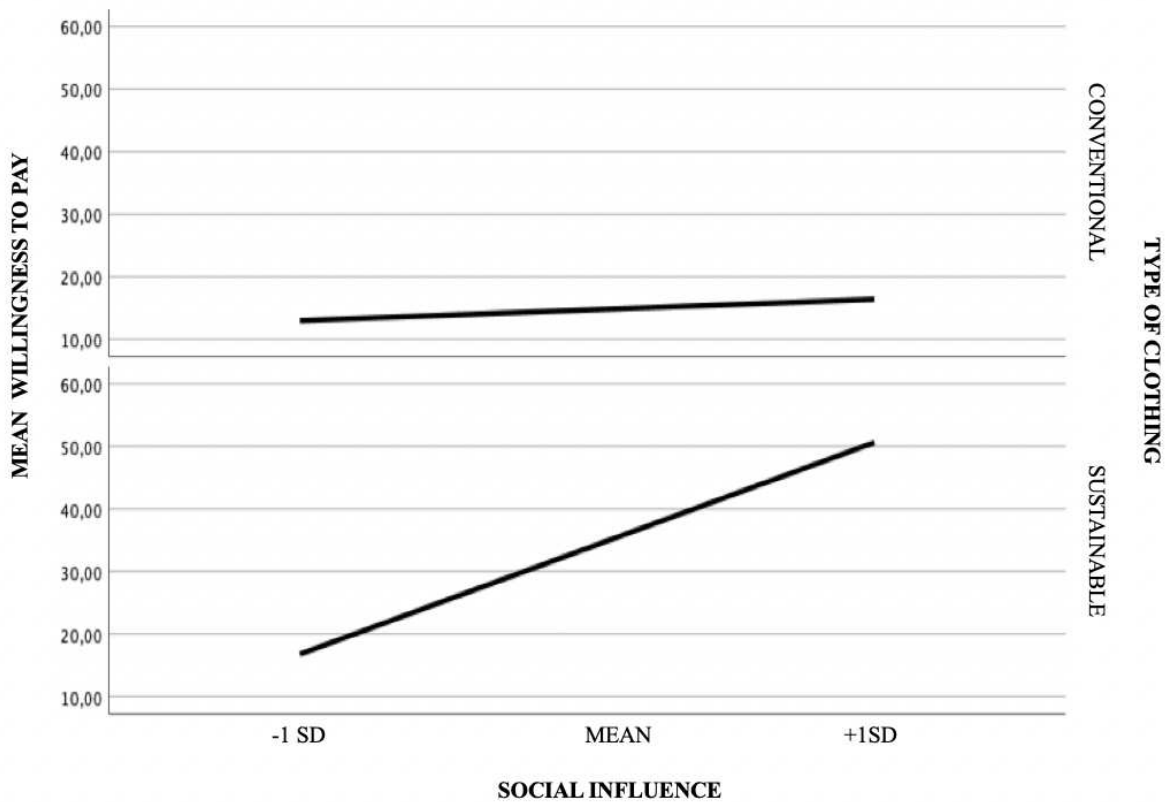


Figure 3: Social Influence as a Moderator on the Effect of Type of Fashion Clothing on Willingness to Pay

H2c: The higher (vs. the lower) the social influence, the higher (vs. the lower) consumers' perceived quality of sustainable fashion clothing.

To test H2c, a multiple regression analysis was again conducted using Model 1 by Hayes (2012). The overall results show a highly significant main effect of social influence on consumers' perceived quality ($R^2 = .30$; $F(3, 111) = 15.57$, $p < .001$).

The model shows a highly significant main effect of type of clothing ($b = 1.89$, $SE = .30$, $p < .001$, $95\% CI = [1.30, 2.47]$), a significant main effect of social influence ($b = -0.75$, $SE = 0.38$, $p < 0.05$, $95\% CI = [-1.51, 0.01]$), as well as a significant fashion clothing x social influence interaction effect ($b = 0.56$, $SE = 0.23$, $p < .05$, $95\% CI = [0.10, 1.03]$) (see Table 10).

Slope analysis (Aiken & West, 1991; Fitzsimons, 2008) was again conducted to examine the conditional effects of the type of fashion clothing at different values of social influence (see table 11). Results show that at -1SD, the relationship between the type of fashion clothing and perceived quality was positive and significant ($b = 1.16$, $SE = 0.43$, $p < 0.01$, $95\% CI = [-0.32, 2.01]$); at the mean ($b = 1.86$, $SE = .30$, $p < .001$, $95\% CI = [1.30, 2.47]$) and at +1SD (1.23), the relationship was also significant ($b = 2.61$, $SE = 0.42$, $p < .001$, $95\% CI = [1.78, 3.44]$).

The findings indicate that at low levels of social influence (-1SD), bigger differences are evident between sustainable and conventional type of fashion clothing, as opposed to higher levels of social influence (+1SD) (see Figure 4).

Overall, the results show that social influence moderates the relationship between type of fashion clothing and perceived quality, with a stronger interaction with higher social influence and sustainable type of fashion clothing (see Appendix E).

Model	Coefficient	SE	Lower CI	Upper CI
Type of Fashion Clothing	1.89***	0.30	1.30	2.48
Social Influence	-.75*	0.38	-1.51	.01
Interaction (CT x SI)	.56**	0.23	0.10	1.03

Table 10: Moderation (Perceived Quality) - Model Results of Type of Fashion Clothing, Social Influence and its Interaction

Scale	Conditional Effect	SE	Lower CI	Upper CI
Low Perceived Quality (-1SD)	1.16**	.43	.32	2.01
Medium Perceived Quality	1.89***	.30	1.30	2.47
High Perceived Quality (+1SD)	2.61***	.42	1.78	3.44

Table 11: Effects of The Type of Fashion Clothing at Different Values of Social Influence (Perceived Quality)

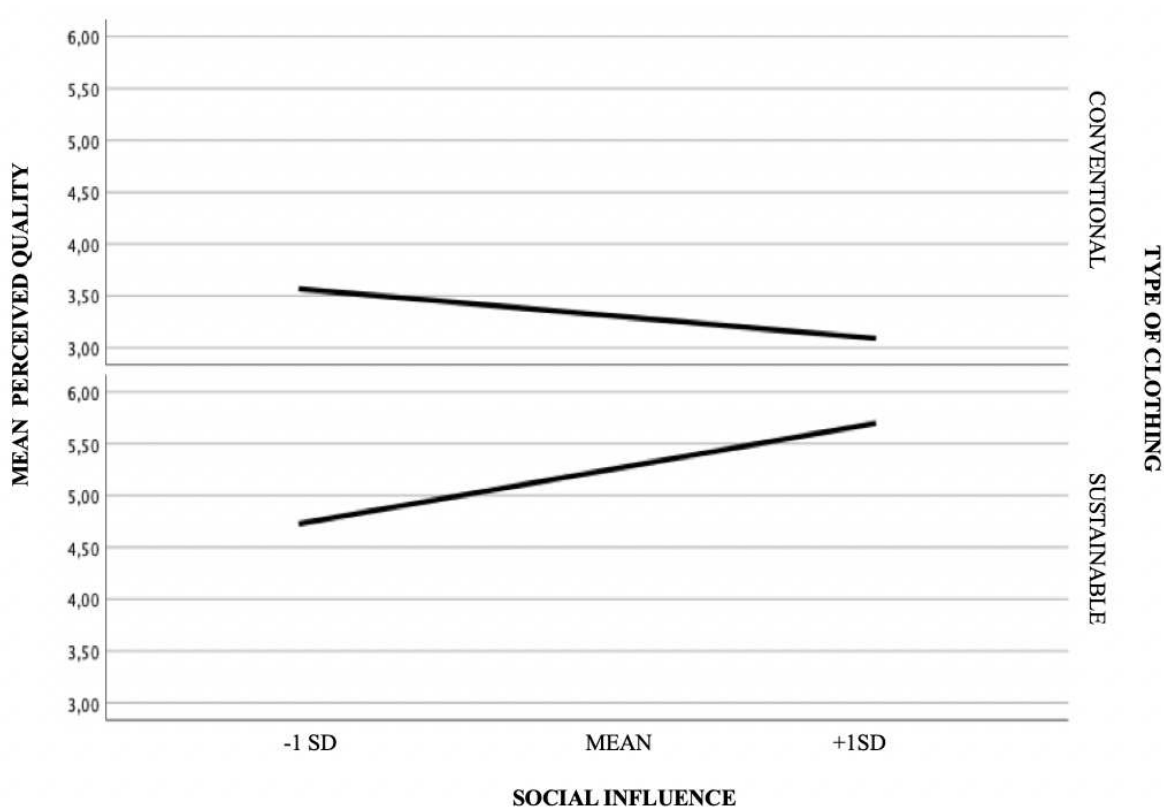


Figure 4: Social Influence as a Moderator on the Effect of Type of Fashion Clothing on Perceived Quality

Overall, the data shows that the coefficient for the interaction between type of fashion clothing and social influence is statistically significant. Thus, hypothesis 2, 2a, 2b and 2c can be completely confirmed and social influence can be counted as a moderator for the relationship between type of fashion clothing and consumers' purchasing behavior (product purchase intention, willingness to pay, perceived quality).

5.4.3 The Mediating Effect of Environmental Concern

H3: Environmental concern will mediate the relationship between the type of fashion clothing (conventional, sustainable) and consumers' purchasing behavior, namely product purchase intention, willingness to pay, and perceived quality.

The third hypothesis suggests that environmental concern mediates the relationship between the type of fashion clothing (conventional vs. sustainable) and consumers' purchasing behavior (product purchase intention, WTP, perceived quality). To test for mediation, a regression test with model 4 by Hayes (2012) was performed. Furthermore, bootstrap analysis indicates, that if the confidence intervals contains zero, environmental concern does not significantly serve as a mediator (Hayes, 2013, 2015).

Product Purchase Intention.

Bootstrapping results based on 5000 samples indicate a non-significant indirect effect of type of fashion clothing through environmental concern on the product purchase intention variable (*indirect effect* = .03, SE = .06, 95% CI = [-.19, .06]). Both the impact of type of fashion clothing on environmental concern ($b = -.25$, SE = .22, $p = .25$, 95% CI = [-.68, .18]) and the impact of environmental concern on product purchase intention ($b = .13$, SE = .13, $p = .32$, 95% CI = [-.13, .40]) were non-significant. The conditional direct effect of type of fashion clothing on product purchase intention was significant (*direct effect* = 1.48, SE = .31, $p < .001$, 95% CI = [.86, 2.09]) (see Table 12 and Appendix F).

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of Fashion Clothing → Environmental Concern	-.25	-.68	.18
2	Environmental Concern → Product Purchase Intention	0.13	-.13	.40
3	Type of Fashion Clothing → Environmental Concern → Product Purchase Intention	-.03	-.19	.06
	Direct Effect Paths	Direct Effect	Lower CI	Upper CI
4	Type of Fashion Clothing → Product Purchase Intention	1.48***	.86	2.09

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq 1$

Table 12: Environmental Concern as a Mediator on the Effect of Type of Fashion Clothing and Product Purchase Intention

Willingness to Pay.

Bootstrapping results based on 5000 samples indicate a non-significant indirect effect of type of fashion clothing through environmental concern on the willingness to pay variable (*indirect effect* = -2.85, SE = 2.54, 95% CI = [-8.06, 2.10]). The impact of type of fashion clothing on environmental concern ($b = -.25$, SE = .22, $p = .25$, 95% CI = [-.68, .18]) was non-significant and the impact of environmental concern on willingness to pay ($b = 11.29$, SE = 2.56, $p < .001$, 95% CI = [6.20, 16.36]) was highly significant. The conditional direct effect of type of fashion clothing on willingness to pay was significant (*direct effect* = 19.66, SE = 5.93, $p < .01$, 95% CI = [7.91, 31.42]) (see Table 13 and Appendix F).

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of Fashion Clothing → Environmental Concern	-.25	-.68	.18
2	Environmental Concern → Willingness to Pay	11.29***	6.20	16.36
3	Type of Fashion Clothing → Environmental Concern → Willingness to Pay	-2.85	-8.06	2.10
	Direct Effect Paths	Direct Effect	Lower CI	Upper CI
4	Type of Fashion Clothing → Willingness to Pay	19.66**	7.91	31.42

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq 1$

Table 13: Environmental Concern as a Mediator on the Effect of Type of Fashion Clothing and Willingness to Pay

Perceived Quality.

To test H3c a regression test with model 4 by Hayes (2012) was performed. Bootstrapping results based on 5000 samples indicate a non-significant and negative indirect effect of type of fashion clothing through environmental concern on the perceived quality variable (*indirect effect* = 0.08, SE = 0.09, 95% CI = [-.31, .04]). The impact of type of fashion clothing on environmental concern ($b = -.25$, SE = .22, $p = .25$, 95% CI = [-.68, .18]) was non-significant and the impact of environmental concern on perceived quality ($b = 0.31$, SE = 0.13, $p < .05$, 95% CI = [.05, .56]) was significant. The conditional direct effect of type of fashion clothing on willingness to pay was highly significant (*direct effect* = 1.93, SE = .30, $p < .001$, 95% CI = [1.35, 2.52]) (see Table 14 and Appendix F).

Overall, the analysis shows that while both the type of fashion clothing and environmental concern have significant effects on consumers' perceived quality individually, environmental concern does not significantly mediate the relationship between type of fashion clothing and consumers' purchasing behavior, namely product purchase intention, willingness to pay and perceived quality, rejecting hypothesis 3.

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of Fashion Clothing → Environmental Concern	-.25	-.68	.18
2	Environmental Concern → Perceived Quality	0.31*	0.05	.56
3	Type of Fashion Clothing → Environmental Concern → Perceived Quality	-.08	-.31	.04
Direct Effect Paths		Direct Effect	Lower CI	Upper CI
4	Type of Fashion Clothing → Perceived Quality	1.93***	1.35	2.52

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq 1$

Table 14: Environmental Concern as a Mediator on the Effect of Type of Fashion Clothing and Perceived Quality

Thus, the analysis suggests that environmental concern does indirectly explain the effect between the type of fashion clothing (conventional, sustainable) and consumers' purchasing behavior (product purchase intention, willingness to pay, perceived quality).

5.5 Further Analysis

Further analysis was conducted to assess the attitude towards purchasing sustainable fashion. Across the 115 survey respondents, 43.48% of respondents agreed, 22.61% strongly agreed and 18.26% somewhat agreed to the statement that their attitude towards purchasing sustainable fashion is positive. In addition, the majority of the sample considers purchasing sustainable fashion as advantageous (71.31%), desirable (68.69%) and reasonable (80.01%) (Appendix C).

Furthermore, attitude analysis was conducted by using the mean of four distinct attitude questions, across various demographic categories, namely gender, age, highest level of education and monthly net income. Furthermore, an analysis of variances (ANOVA) was done.

The results of the categorization by gender show that the average attitude score varies across gender groups, with females exhibiting a relatively higher average attitude score compared to males. However, considering the entire dataset, results show no statistical significance for mean attitude scores among the different gender groups ($M = 5.34$; $SD = 1.28$; $F(1, 114) = 2.61$, $p = 0.08$). The results of the categorization by highest level of education ($M = 5.32$; $SD = 1.28$; $F(1, 113) = 2.22$, $p = 0.0$), age groups ($M = 5.34$; $SD = 1.28$; $F(1, 114) = .28$, $p = 0.92$), and monthly net income ($M = 5.34$; $SD = 1.28$; $F(1, 114) = 1.25$, $p = 2.81$) all show no significance (Appendix D).

6 Conclusions and Implications

The purpose of this dissertation was to investigate the impact of type of fashion clothing, namely conventional and sustainable fashion clothing, on the purchasing behavior of consumers. In addition, this study analyzed the impact of environmental awareness as well as the impact of social influence on the relationship between the type of fashion apparel and consumer buying behavior. The following chapter will discuss the research questions and state theoretical as well as managerial implications.

6.1 Discussion of Research Questions

RQ1: Do different types of fashion clothing, namely conventional and sustainable fashion, show differences in consumer purchase behavior, especially in terms of purchase intention, willingness to pay, and perceived quality?

The analysis suggests that consumers display favorable purchasing behaviors towards sustainable fashion compared to conventional fashion. The findings not only show a higher intention to buy sustainable fashion items but also a higher willingness to pay more for sustainable fashion. Findings suggest that, the quality of sustainable fashion is perceived to be superior in the eyes of consumers. This underscores the increasing value and emphasis consumers place on sustainability in the fashion industry, signaling a shift in purchasing patterns and preferences (Smith, 2023).

RQ2: Do consumers who perceive that their strong social ties, namely their friends and family, have a positive mindset and attitude towards sustainability and sustainable purchase behavior have a more affirmative purchase intention towards sustainable fashion?

Social influence plays a crucial role in enhancing the positive consumer behaviors associated with sustainable fashion. In the context of the current research, the findings suggest that while sustainable fashion generally promotes more favorable consumer behavior, the strength of this effect varies based on social influence. Overall, the results show that social influence moderates the relationship between type of fashion clothing and purchase intention, with a stronger interaction with higher social influence and sustainable type of fashion clothing. This means that when there is heightened social influence emphasizing the value of sustainability, consumers are more likely to exhibit favorable purchasing behaviors towards sustainable fashion (see Figure 2,3 and 4). This is reinforced by strong social ties that involve a high similarity of values (Cialdini, 2003). Thus, when consumers perceive that their friends and family have a positive mindset and attitude towards sustainability and sustainable purchase behavior, they have a more affirmative purchase intention towards sustainable fashion.

RQ3: Do consumers with a high level of environmental concern show stronger purchasing behavior for sustainable fashion, especially in terms of purchase intention, willingness to pay, and perceived quality?

The analysis suggests that while there is a significant direct relationship between the type of fashion clothing (sustainable vs. conventional) and consumers' purchasing behavior, the mediating role of environmental concern is not robust in this context. While consumers seem to prefer sustainable fashion and show favorable purchasing behavior, it does not appear that this behavior is indirectly driven by their environmental concerns (see Table 12, 13 and 14).

Despite the results demonstrating that concern for the environment is present, with 86.09% of respondents agreeing with the statement that they are concerned about the state of the global environment, it does not translate into higher purchase intent, willingness to pay, and perceived quality or sustainable fashion.

RQ4: Which individuals are more willing to purchase sustainable fashion?

Concerning the fourth research question, findings show that the majority of the sample have a positive attitude towards purchasing sustainable fashion (Appendix C). However, neither gender, age, highest level of education nor monthly net income exerts significant influence on the attitude to purchase sustainable fashion (Appendix D). Furthermore, findings show that individuals who inform themselves about new innovations in the fashion industry are more willing

to purchase sustainable clothing. Moreover, hypothesis tests indicate that consumers are more inclined to purchase sustainable fashion when their strong social ties have a positive attitude toward sustainable fashion and when adoption of sustainable fashion is considered as a social norm in their social environment.

6.2 Theoretical Implications

The present research has contributed to filling a gap in the literature by studying the impact of different types of fashion on purchase behavior, as well as exploring the interplay of the psychological component of social influence on consumers along with consumers' environmental concern, ultimately providing a more comprehensive understanding of consumer purchase behavior in the area of sustainable fashion. Previous research has examined the above stated research topics separately, yet this study expands the scope of the literature by integrating them into one model and analyzing the reciprocal effects.

This study contributes to the literature in many ways. First, it supports literature stating that consumers perceive sustainability and sustainable clothing as an important aspect (Smith, 2023). The fact that the type of fashion clothing directly influences consumers' purchase behavior confirms that consumers do consider sustainability as a factor when making purchasing decisions. Secondly, this study supports prior literature that suggests that individuals are more likely to express purchase intentions if the adoption of sustainable fashion is seen as a social norm within their social circle (Cialdini & Jacobson, 2021). The moderating effect of social influence highlights the influence of external factors on the relationship between fashion clothing and purchasing behavior. This implies that social influence plays a significant role in shaping consumer decisions when it comes to sustainable fashion purchasing behavior.

The results of the study on the mediation effect of environmental concern add to the literature by demonstrating that the absence of the mediation effect implies that consumers in this particular context do not primarily base their purchase decisions on their environmental concern, despite being environmentally aware. This can be explained primarily by the attitude-behavior gap. Reasons that can illustrate this discrepancy between intention and action are, on the one hand, the cost factor, as sustainable products are often more expensive than their non-sustainable counterparts, and price sensitivity is decisive, as outlined in Chapter 2.2.3. Furthermore, short-term thinking plays a significant role as people often tend to prioritize short-term benefits

such as lower costs, over long-term benefits, such as environmental protection, as these consequences and the urge to act lie in the future considered from a psychological point of view.

Furthermore, this study is in line with literature stating that higher perceived value of goods in terms of quality leads to stronger consumer buying behavior (Jung and Jin, 2016). Overall, the findings of this study provide valuable insights and contribute to a more nuanced understanding of how sustainable fashion adoption occurs.

6.3 Managerial Implications

The insights gained from this study present interesting and useful implications for marketers and brands operating in the fashion industry seeking to establish or substantiate sustainable practices.

The analysis indicates that consumers show positive purchasing behavior towards sustainable fashion compared to conventional fashion and have a higher purchase intention for sustainable fashion items as well as a higher willingness to pay for sustainable fashion more. This highlights the importance of sustainable fashion, which should be leveraged by brands either through independently produced sustainable capsule collections, sustainable brand extensions or full sustainable brand designation.

Social influence plays a crucial role in enhancing the positive consumer behaviors associated with sustainable fashion. Given the moderating role of social influence, fashion brands and marketers should focus on designing marketing campaigns that emphasize the social aspects of sustainable fashion consumption. Focusing on strategies that reinforce positive social perceptions of sustainable fashion can further encourage consumer preference and behavior for such products. These may include partnerships with social media influencers, celebrities, and fashion bloggers known for their sustainable choices, as they can reinforce the message and encourage consumers to follow suit.

Furthermore, brands can incorporate elements of social proof and norms to their marketing initiatives by showcasing testimonials, reviews, and user-generated content that highlight the popularity and acceptance of sustainable fashion to create a sense of belonging and to encourage more consumers to adopt sustainable purchasing behaviors. In addition, brands can encourage

word-of-mouth by implementing referral programs or rewards for customers who introduce friends and family to sustainable fashion offerings. This leverages the power of personal relationships and can extend the reach of the brand's sustainability message.

Sustainability in fashion does not represent a one-time trend, but a long-term commitment and necessity. While an increasing number of people recognize the importance of sustainability, there are various psychological, social and economic factors at play that influence their purchasing decisions. It therefore requires a combined effort from businesses, governments and civil society to bridge the gap between sustainable awareness and sustainable consumption.

Brands should aim to foster ongoing engagement with consumers and build a loyal customer base that values and endorses sustainable fashion choices. Despite the unstated mediation of environmental concerns on purchase behavior, educating consumers about the environmental impact of the fashion industry remains critical. Brands can partner with nonprofit organizations, environmental groups and educational institutions to host seminars and educational campaigns on sustainable fashion to provide valuable information to consumers and strengthen the brand's commitment to sustainability.

7 Limitations and Further Research

This research paper presents valuable results on the topic under investigation, however, some limitations and subsequent suggestions for further research can be identified.

First, the sample used for the survey might introduce sample bias. As the recruitment method encompassed contacting participants via the social media platforms Instagram, WhatsApp, Facebook and LinkedIn through the authors' extended network, the respondents may not be fully representative of the broader population, affecting the generalizability of the findings.

In addition, the reliance of self-reported information obtained by respondents through surveys creates the risk of self-report bias. Participants may not always provide accurate or honest answers representing their actual behaviors and preferences.

Despite the fact that the survey was set up to generate the highest possible and honest response rate, it cannot be guaranteed in which setting the respondents answered the questions. The setting is important because the presence of other people, time pressure, or other influences can affect the effectiveness and truthfulness of the responses (Fan & Yan, 2010).

Also, due to the temporal restriction of this study, only a specific moment in time is captured in this study. However, consumer preferences and behaviors are subject to change due to evolving trends and societal shifts, thus temporal factors limit the accuracy of this study. While this study tests the moderating role of social influence and the mediating role of environmental concern on the hypothesized relation between type of fashion clothing and consumer purchasing behavior of sustainable fashion, real-world interactions include additional variables not examined in this paper that influence the relationships under investigation.

In particular, due to the result that environmental concern does not show a statistically significant influence on purchasing behavior, especially in favor of sustainable purchases, the question arises about the possible influence of unexplored variables or contextual factors that might interact with environmental concerns and influence their relationship with purchasing behavior.

With recognition of the limitations of this written dissertation and with the goal of answering the research questions in a more profound manner, further research should be undertaken. In specific, conducting a longitudinal study that spans an extended timeframe would offer insights into the evolution of consumer behaviors and preferences.

Complementing the quantitative approach with qualitative in-depth interviews would provide a deeper understanding of consumer motivations and attitudes towards purchasing sustainable fashion. Furthermore, by conducting actual behavioral observations in addition to the quantitative data obtained through the survey, self-report bias can be mitigated and more profound and realistic data can be obtained. In addition, future research can build on the findings of this study and examine consumer purchase behavior toward sustainable fashion clothing in both online and in-store retail environments. In this context, the effect of social influence could also be further investigated by differentiating whether consumers purchase the clothing item alone or in the company of a friend or family member.

Cross-cultural analyses could expand the study's applicability by exploring whether the relationships established hold true across diverse cultural contexts. Moreover, incorporating brand perception into the investigation could uncover how consumers perceive different sustainable fashion brands and how this perception influences their purchasing decisions.

Future research can involve a multi-dimensional assessment of type of fashion clothing, considering a broader range of fashion clothing options, rather than limiting research to the distinction between conventional and sustainable fashion apparel, to provide a more accurate reflection of how consumers respond to the various options available in the marketplace.

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Appendix A: Stimuli



Classic Short Sleeve T-Shirt

Color: White

This white shirt is made out of conventional, non-renewable, materials. The fabric composition is 90% polyester and 10% elastane. It has a round neckline and drop shoulder sleeves. During the manufacturing process, it can not be guaranteed that no harmful chemicals are used.

Stimuli: Conventional T-Shirt



Classic Short Sleeve T-Shirt

Color: White

This white shirt is made from sustainable material. The fabric composition is 90% hemp and 10% organic cotton. These materials are made from renewable resources, are biodegradable and eco- friendly. It has a round neckline and drop shoulder sleeves. During the manufacturing process, it is always ensured that no harmful chemicals are used.

Stimuli: Sustainable T-Shirt

Appendix B: Survey Questionnaire

Introduction to the survey

Dear participant,
thank you in advance for participating in this survey. This research is being conducted as part of my Master's thesis at Católica Lisbon School of Business and Economics. I kindly ask you to take approximately 4-6 minutes of your time to read and complete this questionnaire thoroughly. There are no right or wrong answers here, as it is only about your personal assessment. Your data will be treated anonymously and will not be passed on to third parties.

If you have any questions regarding the questionnaire, please do not hesitate to contact me via email: s-pmahnel@ucp.pt.

Thank you,
Philippa Mahnel

Q: How frequently do you purchase new clothes on a scale from 1 (never) to 7 (very often)?

	1 - Never	2 - Rarely	3 - Occasionally	4 - Sometimes	5 - Frequently	6 - Often	7 - Very often
Clothing purchase behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q: Have you ever purchased sustainable fashion?

*Sustainable fashion refers to any kind of clothing that is produced and distributed in an environmentally and socially responsible manner, with the goal of minimising negative impacts on the planet as well as on society, while promoting transparency, sustainable materials, waste reduction, and fair and safe labor practices.

- Yes
- No

Randomized Stimuli

Example: Manipulation: Conventional shirt

Please take some time to look at the following clothing item and the provided information.



Classic Short Sleeve T-Shirt

Color: White

This white shirt is made out of conventional, non-renewable, materials. The fabric composition is 90% polyester and 10% elastane. It has a round neckline and drop shoulder sleeves. During the manufacturing process, it can not be guaranteed that no harmful chemicals are used.

Q: Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree).

In the last seen text and image, you were able to gather information about:

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neither agree nor disagree	5 - Somewhat agree	6 - Agree	7 - Strongly agree
a conventional shirt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a sustainable shirt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q: Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree).

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neither agree nor disagree	5 - Somewhat agree	6 - Agree	7 - Strongly agree
I think this clothing item is environmentally friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy this clothing item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this clothing item to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe this clothing item is of high quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q: Independent from your financial situation, how much money would you be willing to pay for this clothing item?

0 20 40 60 80 100 120 140 160 180 200

EUR € ()	
----------	--

Q: Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree) that the following are important reasons for purchasing the before shown white shirt?

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neither agree nor disagree	5 - Somewhat agree	6 - Agree	7 - Strongly agree
Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peer pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block: Buying Behavior/ Sustainable fashion relation pt1

Q: Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree).

Block: Attitude

Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree).

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neither agree nor disagree	5 - Somewhat agree	6 - Agree	7 - Strongly agree
My attitude towards purchasing sustainable fashion is positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider purchasing sustainable fashion advantageous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider purchasing sustainable fashion desirable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider purchasing sustainable fashion reasonable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block: Social Influence

Q: Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree).

<p>My peers think that I should purchase sustainable clothing rather than synthetic clothing.</p>	○	○	○	○	○	○	○
<p>People who are important to me would purchase sustainable clothing rather than synthetic clothing.</p>	○	○	○	○	○	○	○
<p>Most people surrounding with me purchase sustainable clothing rather than synthetic clothing.</p>	○	○	○	○	○	○	○
<p>Influencers and celebrities I follow on social media purchase sustainable clothing rather than synthetic clothing.</p>	○	○	○	○	○	○	○

Seeing people I respect wearing sustainable clothing motivates me to purchase sustainable clothing.	○	○	○	○	○	○	○
The approval of others regarding my choice to buy sustainable clothing matters to me.	○	○	○	○	○	○	○

Block: Environmental Concern

Q: Please state your level of agreement with each statement on a scale from 1 (strongly disagree) to 7 (strongly agree).

Substantial political change is necessary to protect the environment and to increase the sustainability of the fashion sector.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I understand that a product potentially damages the environment, I do not purchase that product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block: Demographics

Q: To which gender do you most identify?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q: What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74

- 75 - 84
- 85 or older

Q: What is your country of origin?

- Portugal
- Germany
- United States
- United Kingdom
- Spain
- France
- Switzerland
- Austria
- Other: _____
- Married

Q: How would you describe your marital status?

- Widowed
- Divorced
- Separated
- Never married

Q: What is the highest level of education you have completed?

- Less than High School
- High School Graduate
- Bachelor's Degree
- Master's Degree
- PhD or higher

Q: What is your current employment status?

- Unemployed
- Employed
- Self- employed
- Student
- Retired
- Other: _____

What is your monthly net income?

- below 500€
- 500- 1000€
- 1001- 1500€
- 1501- 2000€
- 2001- 2500€
- 2501- 3000€
- above 3000€
- prefer not to say

End of Survey

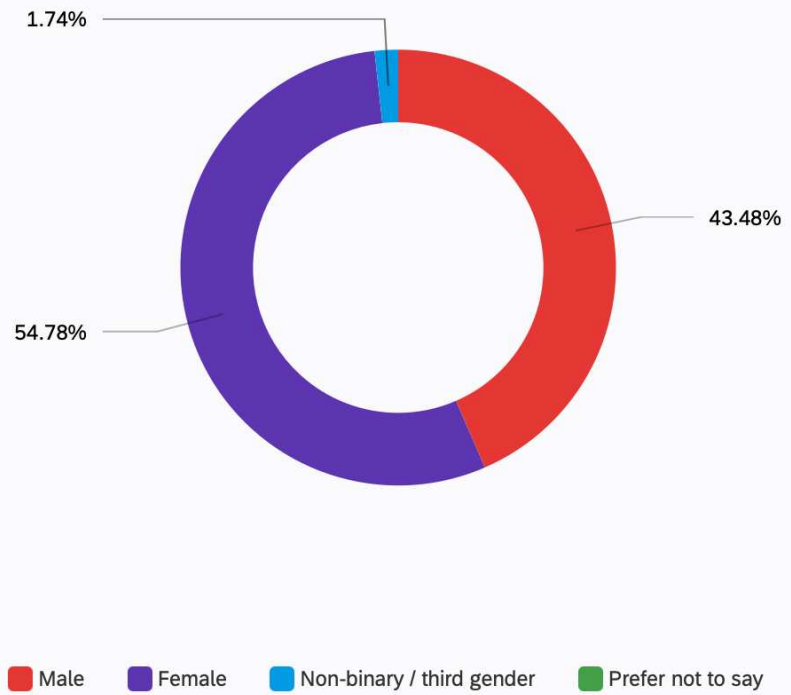
Thank you very much for your participation in this survey about Sustainable Fashion.

If you have any comments or questions please do not hesitate to contact me via email:

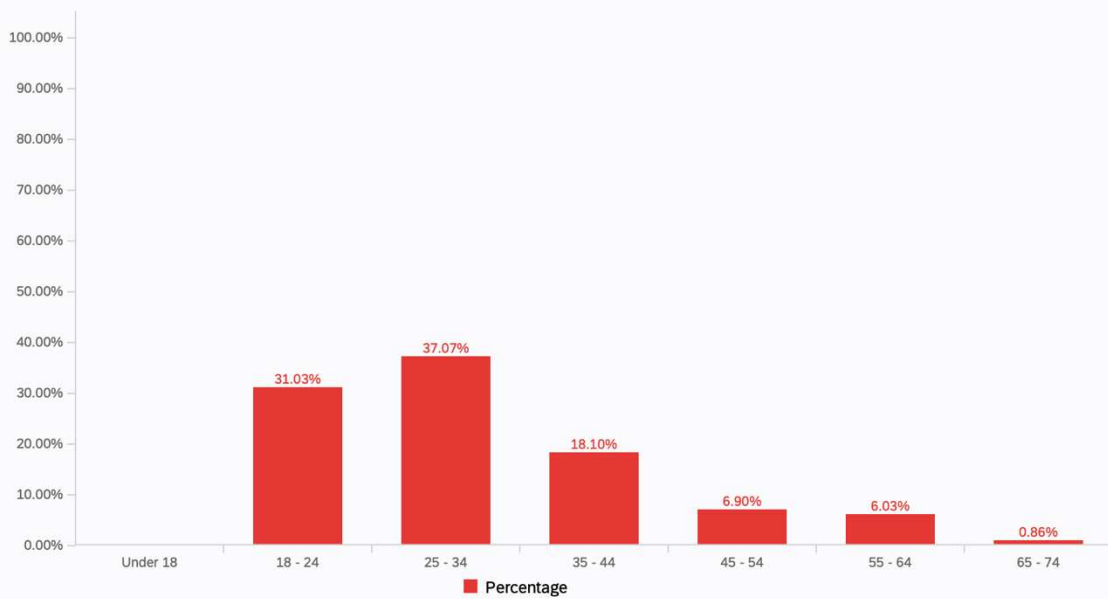
s-pmahnel@ucp.pt

Appendix C: Sample Characteristics

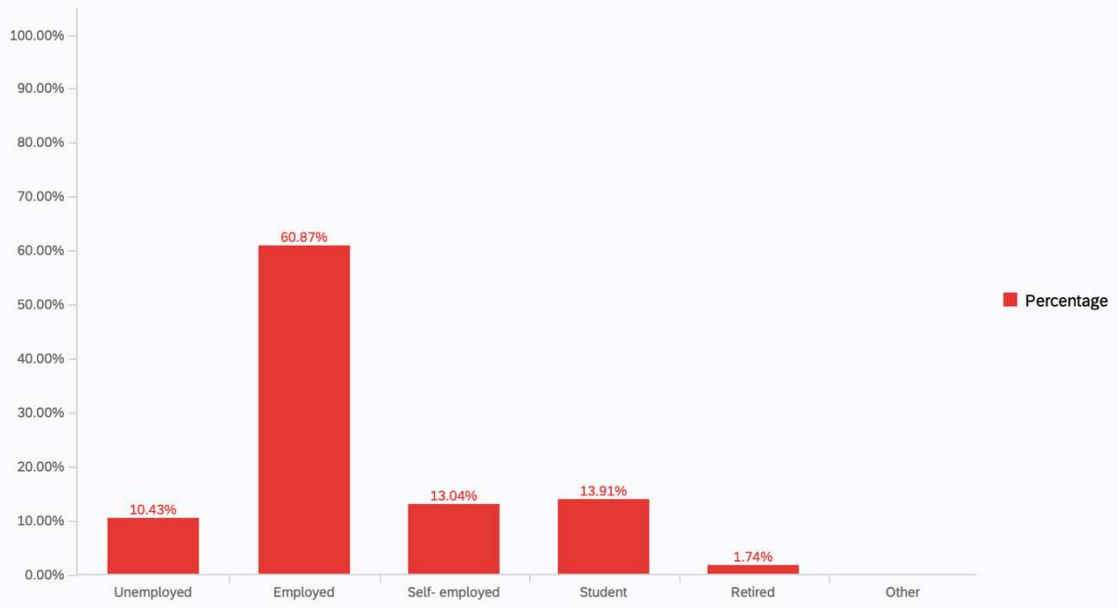
Gender



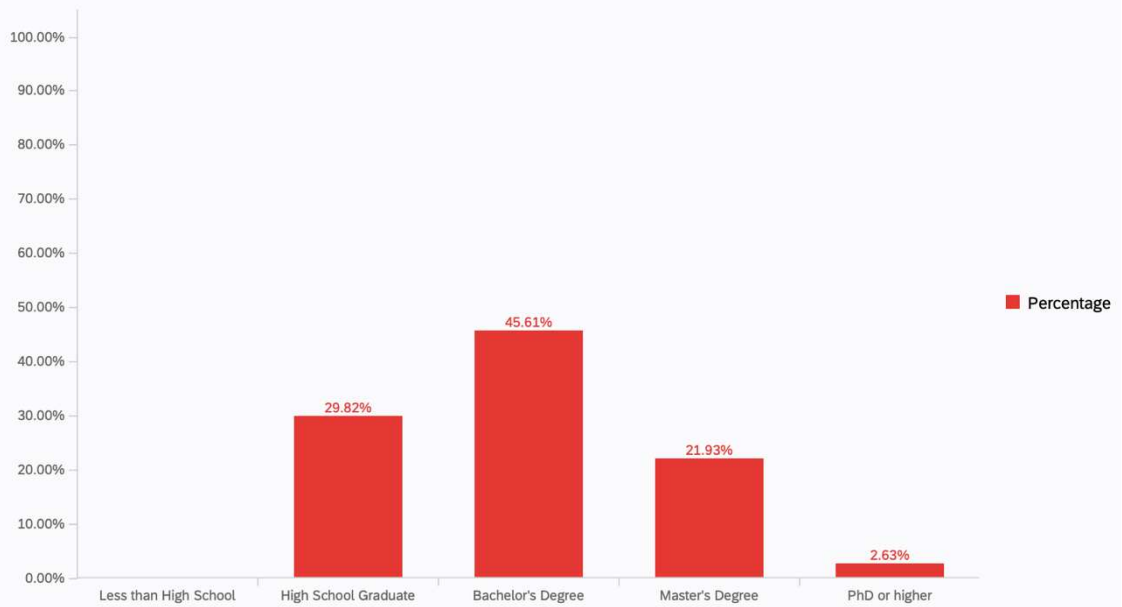
Age



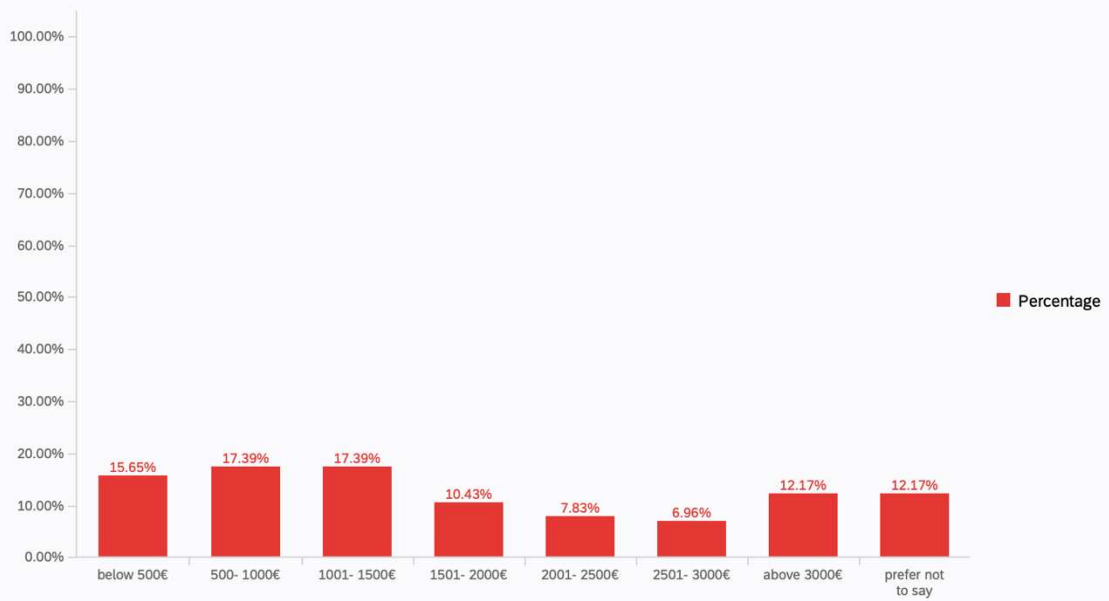
Employment status



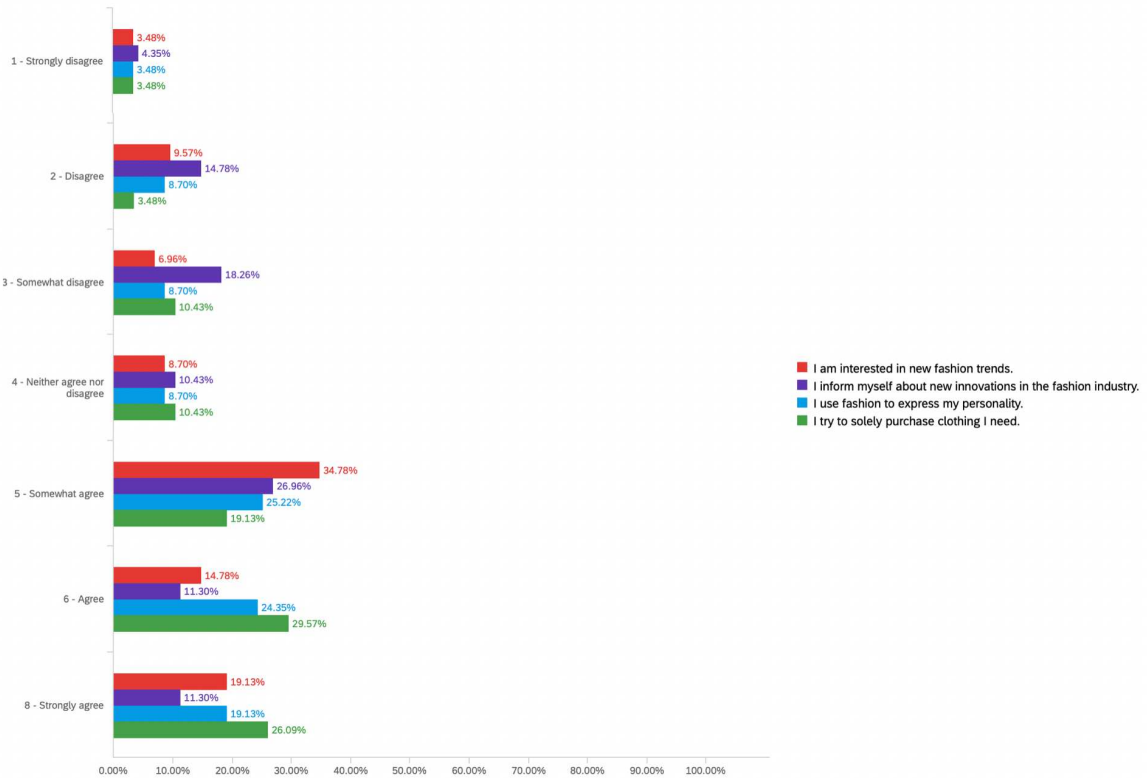
Highest Level of Education



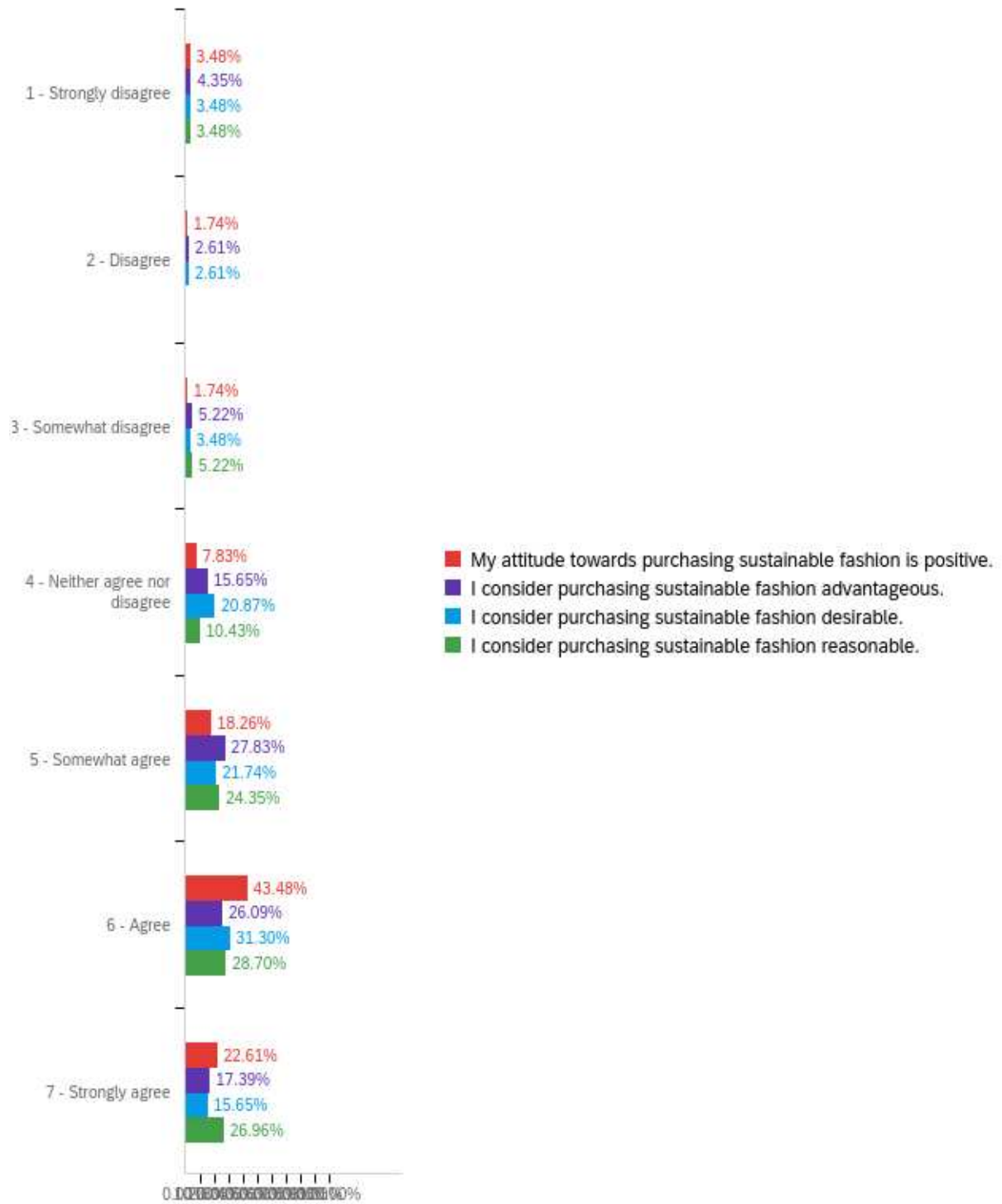
Monthly Net Income



Attitude - Sustainable fashion



Attitude - Sustainable fashion



Appendix D: Attitude Analysis Across Demographic Categories

Attitude Towards Purchasing Sustainable Fashion * Gender

Report

Attitude Towards Purchasing Sustainable Fashion

Gender	Mean	N	Std. Deviation
Male	5.0400	50	1.39730
Female	5.5833	63	1.15703
Non-binary / third gender	5.1250	2	.17678
Total	5.3391	115	1.28084

ANOVA Table

		Sum of Squares	Mean Square	F	Sig.
Attitude Towards Purchasing Sustainable Fashion * Gender	Between Groups (Combined)	8.323	4.161	2.608	.078
	Within Groups	178.701	1.596		
	Total	187.024			

Attitude Towards Purchasing Sustainable Fashion * Age

Report

Attitude Towards Purchasing Sustainable Fashion

Age	Mean	N	Std. Deviation
18 - 24	5.2917	36	1.33430
25 - 34	5.3140	43	1.36396
35 - 44	5.2500	21	1.28695
45 - 54	5.5938	8	1.14125
55 - 64	5.8333	6	.62583
65 - 74	5.0000	1	.
Total	5.3391	115	1.28084

ANOVA Table

		Sum of Squares	Mean Square	F	Sig.
Attitude Towards Purchasing Sustainable Fashion * Age	Between Groups (Combined)	2.374	.475	.280	.923
	Within Groups	184.650	1.694		
	Total	187.024			

Attitude Towards Purchasing Sustainable Fashion * Highest level of Education*Report*

Attitude Towards Purchasing Sustainable Fashion

Highest level of Education	Mean	N	Std. Deviation
High School Graduate	4.9853	34	1.60956
Bachelor's Degree	5.4135	52	.91003
Master's Degree	5.7100	25	1.05987
PhD or higher	4.4167	3	3.08558
Total	5.3246	114	1.27689

ANOVA Table

		Sum of Squares	Mean Square	F	Sig.
Attitude Towards Purchasing Sustainable Fashion * Highest level of Education	Between Groups (Combined)	10.511	3.504	2.218	.090
	Within Groups	173.730	1.579		
Total		184.241			

Attitude Towards Purchasing Sustainable Fashion* Monthly net Income*Report*

Attitude Towards Purchasing Sustainable Fashion is the Mean of 4 questions

Monthly net Income	Mean	N	Std. Deviation
below 500€	5.5417	18	1.03345
500- 1000€	4.6750	20	1.50678
1001- 1500€	5.1750	20	1.34531
1501- 2000€	5.4583	12	.82458
2001- 2500€	5.5278	9	.79495
2501- 3000€	5.5625	8	1.50446
above 3000€	5.4464	14	1.45503
prefer not to say	5.8036	14	1.27919
Total	5.3391	115	1.28084

ANOVA Table

		Sum of Squares	Mean Square	F	Sig.
Attitude Towards Purchasing Sustainable Fashion * Monthly net Income	Between Groups (Combined)	14.170	2.024	1.253	.281
	Within Groups	172.854	1.615		
Total		187.024			

Appendix E: Moderation Model Hypothesis 2 (Hayes Model 1)

Moderation Model H2a – PPI

***** PROCESS Procedure for SPSS Version 4.2 beta *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1
 Y : PPI (Product Purchase Intention)
 X : CT (Type of Fashion Clothing)
 W : S_I (Social Influence)

Sample
 Size: 115

OUTCOME VARIABLE:
 PPI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,4893	,2394	2,5076	11,6460	3,0000	111,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9713	,4720	4,1769	,0001	1,0361	2,9066
CT	1,4511	,2975	4,8771	,0000	,8615	2,0407
S_I	-1,1092	,3839	-2,8892	,0046	-1,8700	-,3485
Int_1	,7616	,2339	3,2556	,0015	,2980	1,2252

Product terms key:

Int_1 : CT x S_I

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0726	10,5989	1,0000	111,0000	,0015

Focal predict: CT (X)
 Mod var: S_I (W)

Conditional effects of the focal predictor at values of the moderator(s):

S_I	Effect	se	t	p	LLCI	ULCI
-1,2879	,4702	,4270	1,1013	,2731	-,3758	1,3163
,0000	1,4511	,2975	4,8771	,0000	,8615	2,0407
1,2879	2,4320	,4199	5,7919	,0000	1,6000	3,2641

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

```
CT      S_I      PPI      .
BEGIN DATA.
  1,0000  -1,2879  3,8702
  2,0000  -1,2879  4,3404
  1,0000   ,0000  3,4225
  2,0000   ,0000  4,8736
  1,0000  1,2879  2,9748
  2,0000  1,2879  5,4068
END DATA.
```

```
GRAPH/SCATTERPLOT=
  S_I      WITH      PPI      BY      CT      .
```

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output: 95,0000

W values in conditional tables are the mean and +/- SD from the mean.

NOTE: The following variables were mean centered prior to analysis: S_I

----- END MATRIX -----

Moderation Model H2b – WTP

***** PROCESS Procedure for SPSS Version 4.2 beta *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1
 Y : WTP
 X : CT
 W : S_I

Sample
 Size: 115

OUTCOME VARIABLE:
 WTP

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,4352	,1894	1019,2096	8,6429	3,0000	111,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-4,3370	9,5151	-,4558	,6494	-23,1918	14,5178
CT	19,0258	5,9986	3,1717	,0020	7,1392	30,9125
S_I	-10,4907	7,7403	-1,3553	,1781	-25,8286	4,8472
Int_1	11,8148	4,7164	2,5050	,0137	2,4688	21,1608

Product terms key:
 Int_1 : CT x S_I

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0458	6,2751	1,0000	111,0000	,0137

 Focal predict: CT (X)
 Mod var: S_I (W)

Conditional effects of the focal predictor at values of the moderator(s):

S_I	Effect	se	t	p	LLCI	ULCI
-1,2879	3,8093	8,6080	,4425	,6590	-13,2480	20,8666
,0000	19,0258	5,9986	3,1717	,0020	7,1392	30,9125
1,2879	34,2424	8,4656	4,0449	,0001	17,4672	51,0177

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
CT S_I WTP .
BEGIN DATA.
1,0000 -1,2879 12,9836
2,0000 -1,2879 16,7928
1,0000 ,0000 14,6889
2,0000 ,0000 33,7147
1,0000 1,2879 16,3942
2,0000 1,2879 50,6366
END DATA.
GRAPH/SCATTERPLOT=
S_I WITH WTP BY CT .
```

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
 95,0000

W values in conditional tables are the mean and +/- SD from the mean.

NOTE: The following variables were mean centered prior to analysis: S_I

----- END MATRIX -----

Moderation Model H2c – PQ

***** PROCESS Procedure for SPSS Version 4.2 beta *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1
 Y : PQ
 X : CT
 W : S_I

Sample
 Size: 115

OUTCOME VARIABLE:
 PQ

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,5442	,2961	2,5026	15,5674	3,0000	111,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,4414	,4715	3,0571	,0028	,5071	2,3757
CT	1,8857	,2972	6,3440	,0000	1,2967	2,4747
S_I	-,7480	,3835	-1,9503	,0537	-1,5080	,0120
Int_1	,5625	,2337	2,4070	,0177	,0994	1,0257

Product terms key:

Int_1 : CT x S_I

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0367	5,7936	1,0000	111,0000	,0177

Focal predict: CT (X)
 Mod var: S_I (W)

Conditional effects of the focal predictor at values of the moderator(s):

S_I	Effect	se	t	p	LLCI	ULCI
-1,2879	1,1612	,4265	2,7224	,0075	,3160	2,0064
,0000	1,8857	,2972	6,3440	,0000	1,2967	2,4747
1,2879	2,6102	,4195	6,2224	,0000	1,7790	3,4415

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

CT S_I PQ .

BEGIN DATA.

1,0000 -1,2879 3,5660
 2,0000 -1,2879 4,7272
 1,0000 ,0000 3,3271
 2,0000 ,0000 5,2128
 1,0000 1,2879 3,0882
 2,0000 1,2879 5,6984

END DATA.

GRAPH/SCATTERPLOT=

S_I WITH PQ BY CT .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

W values in conditional tables are the mean and +/- SD from the mean.

NOTE: The following variables were mean centered prior to analysis: S_I

----- END MATRIX -----

Appendix F: Mediation Model Hypothesis 3 (Hayes Model 4)

Mediation Model H3a - PPI

```
***** PROCESS Procedure for SPSS Version 4.2 beta *****
Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****
Model   : 4
Y       : PPI
X       : CT
M       : E_C

Sample
Size:   115

*****
OUTCOME VARIABLE:
E_C

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,1092    ,0119    1,3475    1,3628    1,0000    113,0000    ,2455

Model
      coeff      se      t      p      LLCI      ULCI
constant    5,6262    ,3432    16,3927    ,0000    4,9462    6,3061
CT          -,2527    ,2165    -1,1674    ,2455    -,6817    ,1762

*****
OUTCOME VARIABLE:
PPI

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,4134    ,1709    2,7091    11,5401    2,0000    112,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    1,1696    ,8944    1,3076    ,1937    -,6026    2,9418
CT          1,4759    ,3088    4,7791    ,0000    ,8640    2,0878
E_C         ,1345    ,1334    1,0086    ,3153    -,1298    ,3988

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
1,4759    ,3088    4,7791    ,0000    ,8640    2,0878

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
E_C    -,0340    ,0610    -,1902    ,0562

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----
```

Mediation Model H3b – WTP

***** PROCESS Procedure for SPSS Version 4.2 beta *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
 Y : WTP
 X : CT
 M : E_C

Sample
 Size: 115

OUTCOME VARIABLE:
 E_C

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,1092	,0119	1,3475	1,3628	1,0000	113,0000	,2455

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,6262	,3432	16,3927	,0000	4,9462	6,3061
CT	-,2527	,2165	-1,1674	,2455	-,6817	,1762

OUTCOME VARIABLE:
 WTP

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,4441	,1972	1000,3551	13,7547	2,0000	112,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-65,4124	17,1873	-3,8058	,0002	-99,4669	-31,3578
CT	19,6645	5,9344	3,3136	,0012	7,9062	31,4228
E_C	11,2856	2,5631	4,4030	,0000	6,2071	16,3642

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
19,6645	5,9344	3,3136	,0012	7,9062	31,4228

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
E_C	-2,8524	2,5436	-8,0627

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
 95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals: 5000

----- END MATRIX -----

Mediation Model H3c - PQ

***** PROCESS Procedure for SPSS Version 4.2 beta *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
 Y : PQ
 X : CT
 M : E_C

Sample
 Size: 115

OUTCOME VARIABLE:
 E_C

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,1092	,0119	1,3475	1,3628	1,0000	113,0000	,2455

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,6262	,3432	16,3927	,0000	4,9462	6,3061
CT	-,2527	,2165	-1,1674	,2455	-,6817	,1762

OUTCOME VARIABLE:
 PQ

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,5362	,2875	2,5108	22,5938	2,0000	112,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2845	,8611	-,3304	,7417	-1,9906	1,4216
CT	1,9345	,2973	6,5066	,0000	1,3454	2,5235
E_C	,3068	,1284	2,3888	,0186	,0523	,5612

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
1,9345	,2973	6,5066	,0000	1,3454	2,5235

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
E_C	-,0775	,0928	-,3115

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
 95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

----- END MATRIX -----