SUSTAINABLE MARKETING IN THE FASHION INDUSTRY

A study of consumer behavior towards sustainability in the fashion industry to optimize sustainable marketing in Europe during and post Covid-19

Anh Ngoc Tran

International Business
Bachelor’s Thesis
Supervisor: Dominika Mirońska
Date of submission: 30 March 2021

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**ABSTRACT OF BACHELOR’S THESIS**

**Author:** Anh Ngoc Tran  
**Title of thesis:** Sustainable Marketing in the Fashion Industry  
**Date:** 15 March 2021  
**Degree:** Bachelor of Science in Economics and Business Administration  
**Supervisor:** Dominika Mirońska

**Objectives**  
The main objective of this study was to develop a sustainable marketing model by predicting the consumer behavior trends under the influence of Covid-19 in the fashion industry in Europe. Furthermore, another important objective was to determine consumer attitude towards sustainable fashion based on age, salary, gender and Internet platform usage, and whether or not these factors fortify sustainable marketing activities.

**Summary**  
This paper studies the effects of Covid-19 on fashion consumer behavior in Europe, which aids the development of consumer-centric sustainable marketing model. Both primary source which is an online survey and secondary data including books, scientific articles, reports, blogs and websites were used for the thesis.

**Conclusions**  
Based on the findings of literature review and primary research, fashion companies will continuously apply sustainable approaches into their business models and marketing strategies. Consumers, likewise, are more environmentally conscious and under a great influence of sustainability advertised via internet platforms regardless of age, gender, or monthly salary range. As a result, a consumer centric marketing model has been designed to aid marketers in such a competitive industry like fashion in the time of a pandemic.

**Key words:** marketing, sustainability, social media, consumer behavior, online shopping, fashion, Covid-19  
**Language:** English  
**Grade:**
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1. INTRODUCTION

1.1. Background

Sustainability can mean a great number of things, and it should be fully understood and applied in various angles. Knowing the importance of sustainable practices in the field of Marketing and having a great passion for fashion, the author aims at developing a new sustainable marketing model that is consumer centric and value-driven in this study.

Undoubtedly, detrimental effects on the environment emphasize on the great significance for any corporation to tackle these problems, as their operating activities are the main causes of such adverse influences. In the current years, the urgent call for business strategists to develop ethical plans to utilize natural resources and prevent climate change, global warming and pollution has been intensively discussed.

Along with the outbreak of the Corona pandemic, a change is needed more than ever (Hahn, 2020). On one hand, this call is deeply linked with the fashion industry, since it has done significant, if not the most, damage to natural resources (McFall-Johnsen, 2019). Consequently, it is high time such unethical activities came to a halt. Fashion companies should consider to not only transform the whole production process but also their marketing strategies. A green marketing strategy that meets the demand of Sustainable Development Goals (SDG’s) is crucial for an explicit focus throughout the entire fashion industry (Thorisdottir & Johannsdottir, 2019). On the other hand, consumers and their overconsumption behavior also play a vital part in promoting unsustainable brands.

Therefore, a new sustainable marketing model will act as a guidance for companies to take the first steps in making profits without damaging the environment and for consumers to be more environmentally-conscious and make better decisions when shopping.
1.2. Research Problem

The alarming problems surrounding unsustainability originate from both demand and supply parties. In that, the issues of unsustainable fashion businesses often explicitly or implicitly promoting overproduction and unethical manufacturing process have been under discussion for several years. According to Gazzola et al. (2020), the emergence and fast-growing popularity of fast fashion, a new trend with huge influences on the field, leads to more issues, namely water overconsumption, chemical wastes and labor rights violations. Even though a great number of clothing consumers in Europe are now more aware of the seriousness of the matter, and a certain number of whom expect from fashion brands to be more transparent towards the entire operation system as well as marketing strategy, the majority of consumers do not reflect the same in their shopping activities (De Pelsmacker et al., 2005). This contradiction between awareness and actions amplifies further problems surrounding excessive buying and overconsumption among Europeans in the context of clothing.

Regardless of the urgent call to minimize textile waste and protect the environment for the sake of sustainable development, European consumers are still prone to remain their excessive spending on clothing. The amount of consumption expenditure has been relatively high, increasing from 301 million euros in 2008 to 319 million euros in 2016 (Shahbandeh, 2020). The outbreak of Coronavirus has had, however, detrimental effects on the economy of EU countries which has been statistically proved by Eurostat (2020) with a low record of GDP Annual Growth Rate of -13.90 percent in the second quarter of 2020. This has consequently forced European consumers to reduce in-store clothing consumption due to governmental strict restriction of social distancing. Unsurprisingly, according to Ecommerce News (2020), there is an increase of 10 percent of European shopping online compared to before the emergence of Covid-19. Therefore, if there exists a correlation between the convenience of ordering apparel online and overconsumption, the imprudent over-buying habits of Europeans will continue to strongly increase, which goes against the highly-needed sustainable development goals of the fashion industry.

Therefore, one potential problem of European clothing market is the unforeseen upcoming trend of consumer behaviors post Covid-19. It can be predicted that
consumers may engage in more bundle shopping activities, since their urges to shop have been ‘locked down’ during Covid-19. Consequently, the issue is the lack of sustainable marketing model and strategy. Several clothing brands have been using online platforms to promote their products, yet lacking sustainability awareness advertisement. It is high time that fashion companies followed the code of ethics and invested in sustainable advertisement to create ‘greener’ profits.

Evidently, when facing the matter of unsustainability in the garment industry, European consumers tend to blame it on marketing. The study of Heath and Chatzidakis (2012) has shown that almost all Europeans agree that marketing tactics encourage them to buy more than they need, while more than half of whom strongly believe in such notion. This means that several consumers perceive marketing as a manipulative and misleading tool to increase unnecessary purchases. Though marketing is not the sole cause of unsustainability, it still plays a vital role in aggravating the problem.

The outbreak of Corona virus has marked an abominable start of a new decade, yet sheds an awakening light on the issue of unsustainability. Especially in the textile industry, there is no place for unsustainable businesses and marketing practices, as it only focuses on the now instead of a long-term goal. Sustainable development goals (SDGs) are needed more than ever, as it is the optimal way for companies to not only survive the pandemic but also thrive during the aftermaths.

1.3. Research Questions

By studying the existing literature surrounding both demand and supply parties of the clothing industry and conducting primary research on fashion consumer behavior in Europe, the author can broaden the knowledge of sustainability, including sustainable marketing and sustainable consumption. As a result, a new sustainable marketing model can be fundamentally developed.

Furthermore, the research explores further the main drives of the attitudes among consumers towards sustainable fashion during the time of a pandemic in terms of both external and internal factors, namely age, gender, salary, internet platform usage and Covid-19. Therefore, this paper will answer the main following research questions:
1. How does covid-19 affect European consumer behavior in the fashion industry?
2. To what extent will this change of consumer behavior remain post Covid-19?
3. On the basis of the above results, how should marketers react to the change in buying habits after the corona pandemic in the fashion industry?
4. What is the new marketing model for a sustainable fashion brand post Covid-19?

The answers to these questions will be the focused objectives of the paper, and can be answered by reviewing the existing literature and conducting a primary survey. In order to achieve such goals, the literature review and survey analysis will help answer the following sub-questions:

1. To what extents does Covid-19 affect European consumer behavior in the fashion industry in general?
2. How social media affects purchasing patterns during Covid-19?
3. To what extents will there be significant differences in attitudes based on age, gender and salary range among European consumers?

2. LITERATURE REVIEW

2.1. Introduction

With the goal to better understand the need for a newly developed sustainable marketing model in the fashion industry, this literature review is designed to scrutinize this alarming issue from two main points of view: the demand and the supply in the European fashion industry during the Corona pandemic. The literature review will be used to study fashion consumption theory and to demonstrate the excessive buying behavior of consumers in Europe as well as examine several green conceptual frameworks by many authors; while at the same time, focus on studying marketing strategy concepts and current competitive advantages of companies who are environmentally-conscious and actively following the code of ethics.
2.2. Demand side: Consumer behavior and consumerism

This first part of the literature review will focus on the demand side of the fashion industry including fashion consumption theory, wasteful and sustainable consumption and consumer behavior. This section sheds light on consumer concepts studied by many authors as a critical approach towards sustainable consumption behavior.

2.2.1. Fashion consumption theory

It is clear that fashion consumption theory is broad, as each definition is somewhat similar in its core, it is, however, distinctive in a wide range of fields and in different settings. The sociologists Veblen and Simmel made the first attempt in the early 70’s to define fashion consumption theory as a process of public imitation, that is initially started from the upper class and mimicked by the lower grades within the context of same culture and social norms (Kawamura, 2015). The anthropologists Doughlas and Isherwood (1979) seemed to somewhat agree with the sociologists that fashion consumption is a social and cultural habit of a specific community that is inherited through generations, though not affected by social status.

However, psychologists Vaughn and Hogg (1983), in accordance with sociology professor Finkelstein (1996) completely contradicted the Veblen-Simmel model by believing that the consumption and appreciation towards fashion acts as a mediator between individual identity and public interpretation. In other words, fashion consumption is a means for individuals to show their true color and reflect their personalities in the eyes of the public. People do not have the intention of socially conformation, but instead using society as an inspiration to develop their own personal styles. Overall, researchers Heath and Potter (2005) came to a conclusion that both aspects are the main drives of fashion consumption whether to represent how different individuals are from society or to fit in and adjust to the change of environment. Though studying fashion consumption theory is a necessity, this literature review rather aims at further analyzing the roots for sustainable consumption in the context of fashion development.
2.2.2. Wasteful consumption behavior and the emergence of Fast Fashion in the clothing industry

2.2.2.1. Wasteful Consumption

The alarming issue of wasteful consumption has been in discussion for several years. According to the Marketing Ph.D. Zhu (2011), the definition of waste in consumption is the explicit gap between what people think they need and what is actually needed. This can, indeed, lead to two main outcomes, either the act of buying more goods than required or an inefficiency in the usage of goods. Such definition of wasteful consumption is further agreed and explored by the Economic Growth (2020) which is paying for any type of goods and services that we eventually do not consume. Human desires are limitless, while the capacity to consume them is limited, hence the imbalance between what we purchase and what we actually use is simply waste.

2.2.2.2. Wasteful fashion consumption

As wasteful fashion consumption is clearly one of many aspects of wasteful consumption, the definition above applies with no exception. According to Austgulen (2015), the one leading industry that accounts for European pollution is the textile industry in which people buy more clothes than what they actually wear. The statistics given by European Parliament (2020) prove likewise that the amount of clothing purchased per capita in Europe has almost doubled since the early 2000s, in which 40 percent of used clothes is discarded within a year of purchasing, which will either be exported to Africa or dumped and cremated in landfills. However, these disposed pieces do not reflect the full picture of wasteful textile consumption. Being cognizant of the shortened life span of clothes, the sociologist Woodward (2007) has proved that textile waste is not always discarded directly to landfill, but instead being left untouched in the wardrobes. Thus, it is better understood that consumers play an undoubtedly significant role in creating unnecessary waste while making a buying decision.

2.2.2.3. The paroxysm of fast fashion
One of the main drives of this wasteful consumption behavior in Europe is the paroxysm of fast fashion. After having a close look at the historical development of the fashion industry, Fletcher (2008) gave a succinct definition to the fast fashion concept as cheap clothing collections dependent on recent luxury clothing trends, in other words, a rapid reflective process that implicitly promotes discarding. In addition, the fashion journalist Stanton (2018) also emphasized that fast fashion is an intensive process of designing, manufacturing and marketing a huge quantity of garments. This production is known to use low quality materials to create cheap and trendy clothing items to meet the increasing demand of being in-style among customers. As a result, this fast fashion system takes absolute advantage of consumer desires and convences customers to buy clothes more often and discard almost promptly. With a full understanding of the cost of fast fashion, the economist and sociologist, Juliet Schor cited in the documentary The Minimalists (2021) highlights that;

“The era of fast fashion in which we are making clothes in sweatshops, so we are not paying the true labor costs, and we are not paying the ecological costs of these things, drove the price of apparel down so far that used apparel became worthless. I like to think rice and beans cost more than used apparel. In historical terms, that’s the world upside down. And that represents the economics of such an extreme and profound unsustainability.”

Admittedly, fast fashion is such an alarming business model that gradually destroys the planet. Hence, it is crucial to further acknowledge what needs to be done from the perspective of consumers

2.2.2.4. The European textile overconsumption

The Statistical Office of the European Union (Eurostat) report on European textile consumption (2016), together with the analysis on the most clothing polluted European countries by Labfresh (2020), provides adequate information on the wasteful consumption among European citizens in the garment industry. These two reliable sources included not only crucial and broad data of all European consumption habits but also needed statistics and ranking information in regards to the excessive consumption of the top 15 European nations who are the avid polluters of garment
waste. Unlike other scholarly sources that are conducted within American clothing industry, the data and analysis from Labfresh are strictly related to European excessive consumption in the current situation. The finding revealed that Italy is the most wasteful country in terms of clothing consumption, followed closely by Portugal and Austria.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Yearly Textile Waste</th>
<th>Textile Waste per Person</th>
<th>Of which recycled</th>
<th>Of which Landfilled</th>
<th>Annual spending on clothing</th>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Italy</td>
<td>465.525 t</td>
<td>7.7 kg</td>
<td>0.8 kg</td>
<td>4.4 kg</td>
<td>£920,60</td>
<td>100.0</td>
</tr>
<tr>
<td>2</td>
<td>Portugal</td>
<td>81.715 t</td>
<td>8.0 kg</td>
<td>0.8 kg</td>
<td>4.6 kg</td>
<td>£682,10</td>
<td>96.9</td>
</tr>
<tr>
<td>3</td>
<td>Austria</td>
<td>62.448 t</td>
<td>7.0 kg</td>
<td>0.7 kg</td>
<td>4.0 kg</td>
<td>£1,082,80</td>
<td>84.9</td>
</tr>
<tr>
<td>4</td>
<td>United Kingdom</td>
<td>206.456 t</td>
<td>3.1 kg</td>
<td>0.3 kg</td>
<td>1.7 kg</td>
<td>£980,50</td>
<td>59.1</td>
</tr>
<tr>
<td>5</td>
<td>Belgium</td>
<td>169.949 t</td>
<td>14.8 kg</td>
<td>1.5 kg</td>
<td>8.4 kg</td>
<td>£810,00</td>
<td>51.7</td>
</tr>
<tr>
<td>6</td>
<td>Czech Republic</td>
<td>108.273 t</td>
<td>10.2 kg</td>
<td>1.0 kg</td>
<td>5.8 kg</td>
<td>£298,40</td>
<td>49.7</td>
</tr>
<tr>
<td>7</td>
<td>Denmark</td>
<td>18.134 t</td>
<td>3.1 kg</td>
<td>0.3 kg</td>
<td>1.8 kg</td>
<td>£844,10</td>
<td>47.0</td>
</tr>
<tr>
<td>8</td>
<td>Spain</td>
<td>98.881 t</td>
<td>2.1 kg</td>
<td>0.2 kg</td>
<td>1.2 kg</td>
<td>£578,60</td>
<td>45.7</td>
</tr>
<tr>
<td>9</td>
<td>Finland</td>
<td>14.934 t</td>
<td>2.7 kg</td>
<td>0.3 kg</td>
<td>1.5 kg</td>
<td>£750.30</td>
<td>44.4</td>
</tr>
<tr>
<td>10</td>
<td>Germany</td>
<td>301.752 t</td>
<td>4.7 kg</td>
<td>0.6 kg</td>
<td>2.7 kg</td>
<td>£775.60</td>
<td>43.5</td>
</tr>
<tr>
<td>11</td>
<td>Netherlands</td>
<td>102.261 t</td>
<td>5.9 kg</td>
<td>0.6 kg</td>
<td>3.4 kg</td>
<td>£869.70</td>
<td>41.6</td>
</tr>
<tr>
<td>12</td>
<td>France</td>
<td>210.001 t</td>
<td>3.1 kg</td>
<td>0.3 kg</td>
<td>1.8 kg</td>
<td>£571.20</td>
<td>39.0</td>
</tr>
<tr>
<td>13</td>
<td>Ireland</td>
<td>22.944 t</td>
<td>4.7 kg</td>
<td>0.5 kg</td>
<td>2.7 kg</td>
<td>£648.00</td>
<td>34.1</td>
</tr>
<tr>
<td>14</td>
<td>Poland</td>
<td>103.683 t</td>
<td>2.7 kg</td>
<td>0.3 kg</td>
<td>1.6 kg</td>
<td>£341.00</td>
<td>28.3</td>
</tr>
<tr>
<td>15</td>
<td>Hungary</td>
<td>23.190 t</td>
<td>2.4 kg</td>
<td>0.2 kg</td>
<td>1.4 kg</td>
<td>£213.20</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Figure 1: Top 15 biggest garment polluting European countries (Labfresh, 2020)

2.2.3. Sustainability and sustainable consumption behavior in the context of clothing

2.2.3.1. Sustainability

On the contrary, sustainability has long been the important goal for both companies and consumers in Europe. The researchers Hák, Janoušková, and Moldan (2015) have emphasized that only when the sustainability goals are continuously achieved, the human living standard can be improved. Hence, the understanding of sustainability is needed for this thesis to develop a green framework for both companies and consumers in the European clothing industry. During the World Commission on Environment and Development, the Brundtland report (1987) has provided the classic definition of sustainability as to fulfill the current needs but do not hinder future generations to also fulfill their needs. Like many authors, Subramanian Muthu (2018)
was in complete agreement with the Brundtland report and further discussed the sustainability concept in three main pillars: social, economic and environmental. In his book, the social drive of sustainability is to target at promoting equalities among people around the world, followed by the economic drive which is to produce enough goods and services to meet the demands of the global population, and finally, the environmental drive highlights the importance of environmental conservation for the future generations to inherit.

![Diagram of sustainability pillars](Muthu, 2018)

With a more idealistic approach, sustainability authors Ehrenfeld and Hoffman (2013) suggested the potentiality for human beings together with other living creatures to blossom to eternity. In their further explanation, sustainability, by nature, acts as a metaphor that represents well-being, happiness and everything of which people perceive is a good life, while in exchange, displays the health of the natural world. That is, the idea of sustainability evolves not only around human beings, but also the animals and their natural habitat. Therefore, it is crucial for this thesis to scrutinize all three pillars of sustainability to develop a complete ethical model of green consumption.

2.2.3.2. Sustainable fashion consumption

Besides sustainability, there has been an increasing number of studies of sustainable fashion consumption with the intention of examining the drives that convince people to have a greener mindset while shopping. The fashion professor Thomas (2008) has
clarified that sustainable fashion consumption is not simply a synonym for environmentalism, but rather a broader concept. Prior to Thomas, Joergens and Barnes (2006) gave a more explicit understanding of sustainable fashion consumption, in that consumers buy clothes made by labor forces who receive a standard working condition, working hour and minimum wages. These garments also have to be made from clothing materials that do little to no harm to the environment. With a succinct explanation, the United Nation (2020) regards sustainable consumption and production as to do more with less, which means to make the most use of what we have by improving efficiency and supporting sustainable lifestyles. Indeed, along with the idea of sustainability, sustainable consumption in the clothing industry is the practice that should be applied in every aspect of life among European fashion consumers. By enriching the knowledge on sustainable fashion consumption in Europe, this thesis can further predict the future trends of consumer behaviors in the field of ethical involvement as well as the transition from an ethical mindset to an ethical set of actions among European consumers.

2.2.4. Consumer behavior in the European fashion industry during Covid-19 pandemic

2.2.4.1. Consumer Behavior

Prior to studying consumer behavior in the European fashion industry during the pandemic, it is essential to initially understand the concept of consumer behavior. In fact, being cognizant of the how’s and why’s consumers making a purchasing decision will help marketers predict the shopping trends, hence improving the marketing strategies within organizations. Hawkins and Mothersbaugh (2010) proposed a conceptual model of consumer behavior. The model suggests that human beings develop their own perspectives and create their own lifestyles accordingly dependent on a wide range of internal (including physics and psychology) and external (including sociology and demographics) effects. As a result, people develop daily wants and needs which usually involve shopping decisions in order to satisfy. The thinking process and final decisions will result in lessons and experiences that influence internal and external aspects, followed by a swift or fortification in our present perceptions and ways of living.
On the basis of this conceptual framework, Babin and Harris (2017) essentially added to the model the central determinant of consumer behavior as known as values. By accepting all the internal and external factors suggested by the general model above, the authors eventually concluded that values are directly linked with consumption. In fact, how people value a product or service is highly personal, as it is what consumers want and need based on their perceptions and lifestyles. Though many authors have made an attempt to conceptualize consumer behavior, the two assessed models seem to be the most complete and relevant to the thesis with the goal to study in detail European consumer behavior in the fashion industry.

Figure 4: Consumer Value Framework (Babin & Harris, 2017: 26)
2.2.4.2. Consumer Behavior in the clothing industry with respect to sustainability

The initial understanding of consumer behavior enables the author to explain the reasons why individuals purchase a clothing item. The decision might depend on their own internal and external factors, in this case, in line with the preferences towards the materials, the design, the brand, the price and the color of a piece of clothing. Indeed, there are several manners that consumers could behave in every industry including fashion. As mentioned above while reviewing the literature on fashion consumption theories, people tend to buy clothes with the intention of either satisfying emotional need to conform and fit into an environment or showing off their personalities and creating an identity (Heath & Potter, 2005). However, with the relevance towards sustainable approach, Birtwistle and Moore (2007) claimed that the reluctant behavior of customers when buying sustainable clothes results from the insufficient awareness towards the abominable effects of the fashion industry on the environment. Seems to be in line with this idea, Austgulen (2015) also states that a possible reason for such a sparse set of actions from customers towards sustainability is the lack of relevant knowledge on the matter. In conformity with these researchers, Schor cited in The Minimalists (2021) emphasizes;

"We are not material enough. We are too materialistic in the everyday sense of the word, and we are not at all materialistic enough in the true sense of the word. We need to be true materialists, like really care about the materiality of goods. Instead, we are in a world in which material goods are so important for their symbolic meaning, what they do to position us in the status system based on what advertising or marketing says they are about."

While other authors might be likely to agree with such statements, a group of marketing professionals De Pelsmacker, Janssens, Sterckx and Mielants (2005) has proved that the theory cannot be applied in Europe. Their statistics and analysis show an unfortunate reality where more than half of European consumers are said to be eager to spend extra money on ethical products while the final market share only accounts for less than one percent. This means that while most European customers are in full awareness of the importance of making a sustainable decision while buying clothes, their actions do not reflect this positivitiy. In an attempt to explain this phenomenon, Vaughn and Hogg (1983) have analyzed this contradiction of self-awareness and real actions by simply concluding that individuals are able to have contradictory behaviors,
yet there will always be a more superior attitude that dictates their actions. In other
words, most Europeans can be fully aware of the detrimental effects of the fashion
industry, but their behaviors will tend to be more influenced by their superior
materialistic value. The finding of this complicated behavior ultimately reinforces the
necessity for better developed marketing strategies to convince people to bring a
sustainable mindset into real actions.

Furthermore, several researchers have also studied consumer behavior towards
sustainability in fashion in terms of age and gender differences. Elbert (2019) stated
that women are more environmentally conscious than men as they actively search for
and buy clothes from more ethical clothing brands. In agreement with Elbert, Gazzola
et al. (2020) have proven that European female consumers are likely to be more
sustainable than male counterparts. In the same study, Gazzola et al. (2020) also
claim that the sustainable behavior towards fashion is the same between young people
(less than 26 years old) and older people (more than 26 years old). However, Aflalo
cited in Saner (2017) believes that Gen Z consumers are more sustainably-conscio
us and are more eager to learn more about how their products are produced compared
to millennials and baby boomers. In order to test this pattern more explicitly especially
during the time of pandemic, more research papers need to be designed and further
studied.

2.2.4.3. The behavioral shift towards sustainable clothing during Covid-19
pandemic

Even though there are several Europeans having contradictory attitudes towards
sustainable fashion and differences in behavior among people of different ages and
genders, the outbreak of the global pandemic has proved to have a sense of positive
impact on sustainable development. Before the emergence of Coronavirus, many
Europeans have experienced guilt and shame when engaging in excessive buying.
Pascarella (2018) believes that wasteful consumption gradually develops guilt among
most customers which eventually builds a source of unhappiness. Long before this
explanation, the economist Schumacher (1973) already explored that this guilt, if being
prolonged in a period of time, can and will affect the general well-being of an individual.
Hence, this exploration gives more credibility to the quite recent statement of Pascarella.

The awareness of sustainability and the existence of guilt towards overconsumption among consumers have been put into test when the pandemic hit in the early 2020. In the recent interview with Forbes, the international president of luxury goods, Sarah Willersdorf cited in Danzinger (2020) strongly believed that there is no direct connection between the Corona virus with the concept of sustainability, yet it will tremendously reinforce the attention on the matter. She then continued to further emphasize on the foreseeable change in consumer behavior that people will spend way less than before with a more selective thinking process considering quality and sustainability. These factors, if being translated by the Babin and Harris model of consumer behavior, are added values in this present time. In consonance with Willersdorf, Wright (2020) initially admitted buying more clothes online during lockdown, and soon regretted the decisions by changing her attitudes towards fashion. Looking at a fully-stuffed wardrobe did not bring her content, but rather stressed her out until she decided to declutter unused clothes by selling and donating. In order to explain this new trend among fashion consumers, the Chief Executive, Wolfson cited in McIntosh (2020) proposed that nobody would want to buy new clothes to just stay at home, which supports the previous argument of the psychologists Vaughn and Hogg that people dress to show off to the society. Therefore, it is clear that regardless of all the adverse effects the pandemic has put on the society, it somewhat acts as an immediate drive of creating realistic actions among consumers to tackle the alarming issues of the fashion industry. This is, indeed, an urgent call for every fashion company to adapt and keep up with the change in the consumer behavior in the pursuit of real sustainability.

2.2.4.4. The proposed conceptual framework of green fashion consumption by many authors

There have been several attempts among researchers to create and develop an official framework of sustainable fashion consumption in order to act as a guidance for consumers with a specific set of actions. Though there is, in fact, no global accepted
conceptual framework on this matter, an outstanding framework has shown to be fundamental for consumers in the fashion industry. According to Haanpää (2007), there are three main factors that affect the ethical fashion consumption such as contextual, individual and personality factors. This model is particularly consistent with the previous Conceptual Consumer Behavior models proposed by Hawkins and Mothersbaugh (2010) and the Consumer Value framework by Babin and Harris (2017), since a sustainable selection made by an individual while shopping essentially can come from an external factor or contextual factors; an internal factor, in this case, individual factors and personality factors including values and beliefs. However, this model seems to be on a more theoretical basis rather than practical, since it does not provide effective and efficient guidelines that can be applied on a daily basis.

With a more practical approach, Brismar (2016) introduced her green fashion consumption framework in the form of seven applicable methods for consumers to pick and choose what best for them in everyday life. In this model, Brismar suggests that the first and foremost step of becoming a more environmentally-conscious consumer is to take the initial action by only buying clothes that you really need. These items can also be customized instead of mass-produced. Hence, custom-fitted clothes, or made-to-order garments, will be strictly made for your own taste and your own size that you need will serve you for a long period of time. The second choice is to purchase clothes from brands that can fully guarantee a green production process, that is using legal laborers having standard working time and wages as well as good quality materials. Another form would be to buy high quality clothes that can stand the

Figure 5: Sustainable consumption framework (Haanpää, 2007)
test of time, followed by ethically-made clothes, which means clothes that were produced in a traditional way that poses no threat to the environment namely handcraft. These two approaches can be somewhat difficult for the majority of consumers, as they require a big budget, and not so many people are willing or able to afford every time they shop for clothes. Yet, the rest of the proposed model suggests more affordable ways. Individuals, who are keen on designer clothes but cannot afford to buy them, can reach for second-hand and vintage shops that offer used but high-quality clothes. Others, who might not care for new luxury products, can repair and alter their old clothes to create a new look or rent outfits for special occasion as well as swap clothes with their friends or family members. It can be said that these suggestions are relatively approachable and can be put into practice in the present time.

Figure 6: Green strategy model (Brismar, 2016)

In compliance with Brismar, Lang and Armstrong (2018) have further tested the popularity of the two forms of sustainable consumption in the context of clothing, namely renting and swapping. Their study has reinforced the belief that fashion leadership and the need for exclusiveness on swapping and renting clothes have a positive influence on renting/swapping; while materialism has a negative impact. These three dictators were proven to be of great significance in consumer behavior and their intention on choosing whether to rent and swap clothes or not. Yet, the respondents of the study were American citizens who do not reflect the behavior of all consumers, which may suggest a different picture among European consumers.
With a full understanding of vintage consumption as one of many forms of sustainable purchasing decision, a group of fashion editors Ryding, Henninger and Cano (2018) focused on examining the effect of fashion blogs on persuading consumers into buying vintage clothes. The research has clearly shown that fashion blogs can provoke nostalgic feelings which contributes to the decision to buy vintage clothes. This will, inevitably, mean that social media plays a vital part in promoting vintage clothing products and target customers in a creative and digital approach.

In short, studying in-dept all the concepts related to the demand side of the fashion industry enables researchers to fully understand how and why fashion consumers make a purchase, and the economic, social and environmental effects that go with it.
All mentioned frameworks of sustainable fashion consumption are necessary for this thesis to further study the marketing strategies of fashion companies. The knowledge of European fashion consumers will then inspire and direct the development of fashion companies to reach the goal of mutual sustainability.

2.3. Supply side: Companies and their marketing strategies

This second part of the literature review will be concerned with the supply side of the fashion industry in which sustainable marketing and everything related will be examined.

2.3.1. Related marketing concepts

Prior to exploring the development of sustainable marketing, it is crucial for this thesis to take a brief look into the related marketing concepts as a whole from the viewpoint of sustainability. Kotler (2001) defined marketing as a trading process to please the wants and needs of individuals, which, he added, the goods and services exchanged are of good values to the receiving end. The Chartered Institute of Marketing (CIM) cited in Charles (2007) clarified the term marketing in more detail, in that marketing is a strategic business plan that is consumer-driven. Companies do this by understanding values, growing brand image, promoting creativity, and encouraging effective communications. Prior to Kotler and the CIM, Borden (1964) already had a basic idea of marketing and introduced the concept of Marketing Mix which contains the 4P’s of marketing: Price, Place, Promotion and Product. This framework implies that these four elements represent values, and it is a challenge for companies to maximize the values of their products in order to satisfy the wants and needs of their customers. Undoubtedly, these definitions are of great importance for the literature review as a whole to further study the marketing strategies of current fashion companies.

The marketing model, to which Kotler (2010) has succeeded in developing, showed a clear growth in the marketing concept: from Marketing 1.0 which solely focused on increasing sales and profits to Marketing 2.0 that is more consumer-led, and now the era of Marketing 3.0 where companies are aware that consumers are not just a target
segmentation but an intelligent stakeholder with emotions, experiences, values and beliefs.

Figure 9: The development of marketing (Kotler et al., 2010)

In accordance with the marketing development model of Kotler, yet with a more sustainable approach, Belz and Peattie (2012) suggested a marketing model that is more sustainability-driven. The model showed that the link between relationship marketing, modern marketing and environmental/societal marketing with respect to sustainable marketing are strong and direct. The most important concept that is linked with sustainable marketing is clearly environmental/societal marketing. While environmental marketing focused on raising awareness of the influence on the environment from organizations and creating environmental-friendly products; the societal marketing targets at satisfying the wants and needs of customers with long lasting benefits.

Figure 10: Towards sustainable marketing model (Belz and Peattie, 2012)

Though scrutinizing previously researched concepts of marketing is crucial, the central focus of this thesis is to deepen the knowledge on sustainable marketing. Therefore, the general concepts of marketing have been explored above, it is time to further study the essence of sustainable marketing.
2.3.2. Definitions by several authors of Sustainable marketing

It is true that the respective concepts of marketing and sustainability have emerged and developed for a long period of time. However, the compiled term of sustainable marketing is still in the fresh stage of the fashion industry, hence, it requires from companies a prompt response. With one of the pioneering attempts to conceptualize the notion of sustainable marketing, Sheth and Parvatiyar (1995) suggested the focus of sustainable marketing is to encourage companies to create ethical products and consumers to have sustainable behavior. Nevertheless, after more than two decades with several proposals from different researchers, the idea of sustainable marketing has been better clarified. The so-called father of modern marketing, Anderson (1957) and the AMA (2017) suggested that fashion companies need to take actions to minimize threats to the environment, ensuring the well-being of all stakeholders and remaining a responsible economic development throughout the whole production process. Strictly in line with this profound definition of sustainable marketing, the Marketing 3.0 phase that Kotler (2010) proposed can somewhat be the representative model of such definition. Therefore, sustainable marketing is clearly an important and supporting part of modern marketing that aims at fortifying the economic, environmental and social development.

2.3.3. Current sustainable marketing strategies

2.3.3.1. Positioning

Positioning, or product positioning, is a vital part of a marketing strategy. Professors Kotler and Keller (2006) considered positioning as a tool to design a brand image acquiring uniqueness in the eyes of consumers. Further explained by professors Hawkins and Mothersbaugh (2010), positioning is a marketing decision to acquire a competitive brand image in a specific segment, in other words, marketers will become deciders of how consumers perceive a certain brand among the market competition. In the reflection of sustainable marketing, positioning strategy is highly important which helps dictate the sustainability commitments of clothing brands with respect to forming the consumer behaviors.
2.3.3.2. Competitive advantage

Another important aspect of marketing strategy is competitive advantage. Also enlightened by Kotler and Keller (2006), a company is known to have a strong competitive advantage by having the capability to outperform its competitors. Prior to this succinct definition, in the manner of sustainable development, Porter (1985) has provided clear guidance for companies to achieve sustainable competitive advantages, in that a company must carefully design strategic goals and operations which align with the perceived values of all employees. He then further identified the most important factors contributing to a sustainable competitive advantage, namely cost leadership, differentiation and focus: Cost leadership being companies offer practical values that go with reasonable prices; differentiation means producing better qualities than others which can be the quality of the products, services or communication; focus will simply mean that a company targets the market better than other companies. Clearly, the two definitions have given a deeper insight into sustainable marketing strategy.

2.3.3.3. Segmentation

The final crucial part of creating a successful marketing strategy is segmentation. Professors Hawkins and Mothersbaugh (2010) once again highlighted that it is a strategic process of classifying potential consumers into groups with the same values that a company can provide with its products. The two professors also advised that segmentation should be analyzed and developed before the final stage of launching a product, and continued throughout the process even when the products have already been introduced in the market. Through a sustainable point of view, Emery (2011) proposes that segmentation strategy should be primarily based on the present level of awareness towards sustainability and their ability to change behavior while shopping. Thus, Emery has somewhat helped direct companies to a more rational focus, in that not only targeting environmentally conscious consumers but also all potential customers as a whole whose level of sustainability awareness can be different.

The study of sustainable marketing as a theoretical concept is crucial, yet, the advantages of having sustainable marketing strategies in a time of pandemic still need to be further explored.
2.3.4. Immediate advantages for companies applying sustainable marketing strategies during the Covid-19 pandemic

After reviewing important theoretical concepts of sustainable marketing strategy, we can somewhat conclude that it can be beneficial for clothing companies in various ways, especially when facing the outbreak of a pandemic and the aftermaths.

2.3.4.1. Sustainability attracts potential employees

Willersdorf (2020) suggests that the sustainable future of the fashion industry is not only consumer-oriented but also employees-focused as well. In her words, those people, who work in fashion companies in their professional lives, also live as a customer and consumer in their personal lives. Hence, as soon as the whole corporate partners namely CEO’s, managers and employees share the same values towards sustainable development, it can change the dynamics of not only these clothing companies but ultimately the society in the time of pandemic. Seven years before the outbreak of Corona virus, Jones and Willness (2013) already proved a similar point, in which adopting a sustainable business model and sustainable marketing strategy can help companies recruit more talents. By asking career fair attendees, most of whom are university undergraduates looking for jobs, Jones and Willness have concluded three main reasons how companies with a clear sustainable direction can attract talents. First of all, it is a root for pride. Secondly, it is an implication that the companies care about the well beings of employees and treat employees with ethics and fairness. Finally, it nurtures shared values between companies and employees in terms of sustainability. Therefore, knowing about fashion companies through their sustainable marketing strategies as well as working for them can improve engagement, motivation and productivity among employees.

2.3.4.2. Sustainability can enhance company reputation

There is no doubt that sustainable marketing strategy, if designed in a proper way, can enhance positive brand image, thus leading to stronger reputation. During his recent lecture given to Aalto University students, brand management professor Marcio Mota (2021) cites Wang (2010) suggests that brands that apply sustainable marketing strategies and business models possess stronger brand equity and performance. In
accordance with this mindset, Willersdorf (2020) also highlights that such sustainable fashion companies are the ones holding a competitive advantage. It is true that with a more selective mind and a better awareness of the true costs of unethical fashion, consumers will be after more sustainable choices and make better decisions.

2.3.4.3. Sustainability can help enter new markets

With the ambition to enter new markets, fashion companies can surely achieve through sustainable marketing strategy even when facing the pandemic. Regardless of strict social distancing regulations and lockdowns by governments, sustainable clothing brands still have their ways into marketing their brands via social media (Marriott, 2020). Business analyst Sherman, interviewed by Thomasson (2020), informs that the revenue of Zalando, the most famous sustainable online fashion platform in Europe, yielded to more than 20 percent of European sales during the outbreak of Corona virus which is expected to reach almost 40 percent by the end of 2030. According to Segarra (2020), another example outside of Europe is ThredUp, an online thrift store founded in the US where its sales increased by 20 percent during the peak of pandemic. As mentioned earlier regarding the new consumer trend, several people are quarantined at home tidying up their apartments as well as decluttering their wardrobes. Thus, more clothes are donated to thrift stores which creates opportunities for online thrift shops to have more to offer and promote buying second-hand clothes. This is, indeed, a big chance for fashion companies to adapt to the new normal by adopting sustainable marketing strategy and redesign their business model.

2.4. Conclusion and Conceptual Framework

2.4.1. Summary of the important aspects of both consumers and marketers in the fashion industry

The literature review has clearly shown a consistent relationship between consumers and companies in the fashion industry. Due to the nature development of sustainability and the outbreak of Corona pandemic, the consumer behavior has potentially taken a drastic change from wasteful clothing consumption behavior and the habit of buying fast fashion to a more responsible and sustainable mindset and actions. At the same
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time, fashion companies are somewhat more aware of the importance of sustainable business models and sustainable marketing strategy in order to keep pace with this acknowledgment among consumers. Especially during a time of pandemic, social media has acted as a mediator for companies to sustainably promote their products to potential consumers. As said by Willersdorf (2020), the real winning companies are the ones who acknowledge the significance of sustainable marketing and take advantage of this critical time to improve brand image and brand equity in such a competitive industry like fashion. Those online-based fashion platforms such as Zalando and ThredUP are not only adapting to the new sustainable consumer behavior but their marketing strategies are the leading examples for other fashion companies to learn from. Therefore, sustainable marketing facilitates a global trend which puts a continuously positive effect on society.

2.4.2. Conceptual Framework

This conceptual framework of sustainable behavior and sustainable marketing is designed as a result of studying the previous concepts and practical examples of the matter. The framework consists of two main stakeholders of the fashion industry namely consumer behaviors and fashion companies. On one hand, the fashion consumers play an important role in which they need to adopt a healthy and sustainable lifestyle in order to increase the demand for eco-friendly clothing. On the other hand, fashion companies are responsible for advocating for sustainability through marketing and produce good quality and sustainable fashion. The framework
will be tested in this research to measure the effects of Covid-19 on the two parties and to see if they are closely linked in every step of the way, since sustainable lifestyles can be marketed by companies and vice versa, while likewise, demand creates supply and vice versa.

3. METHODOLOGY

This chapter explains the methodology applied in the primary research. The first section focuses on the research methods and data collection. The second section discusses the survey questions design for the research, followed by the sampling methods. Finally, the last section covers the methods used in the data analysis.

3.1. Research Methods and Data Collection

Through the parallel literature review on both demand and supply points of view, this paper has managed to clarify the notions of sustainable consumer behavior and sustainable marketing strategy as well as notable related concepts in the scope of European clothing industry. This examination has enabled to see how the concepts are measured to guarantee economic, social and environmental development, and what encourages continuous sustainable actions from both parties. However, the literature review is not sufficient in providing all information regarding the effects of Corona pandemic on European consumer behavior as well as fashion marketers, as the time of researching is still in the early stage of Corona pandemic. Therefore, with the goal to enrich the knowledge of possible changes in fashion consumer behavior when facing the pandemic in Europe, a primary survey was conducted.

3.2. Survey Questions Design

With the intention of testing the hypotheses proposed above as well as finding the answers to the main research questions, a survey questionnaire was designed. The survey acted as a quantitative data collector of consumer buying behaviors when shopping for clothes during the time of pandemic along with their willingness to lean towards sustainability. To maximize the effectiveness of the survey research, the Webropol 3.0 software was in use during the process of designing the list of questions.
In total, the survey consisted of 9 pages with 22 simple questions. The detailed information regarding the survey questions is listed in Appendix A.

The survey was intentionally divided into four main parts. Within the first part of the survey, participants were asked to answer simple and general questions regarding their buying habits over the past year, such as the frequency of buying clothes, types of clothes they usually purchased and what actions they would consider to do before throwing away unused clothes. This part also included the simple definitions of sustainable clothing, high-end clothing and fast fashion clothing. The aim of the given definitions was to provide respondents with basic understanding of the terms. Accordingly, the focus of the first part was to identify a pattern of frequency in purchasing clothing items.

The second part focused on the concerns towards unethical matters regarding the fashion industry before and post Covid-19 as well as the willingness to pay for sustainable clothes among participants. This part also included a simple definition of sustainable consumers. In addition, the respondents who gave positive or partially positive responses towards the willingness to pay higher price for sustainable clothes would be directed to the question regarding the factors that would influence their sustainable purchasing decisions. Furthermore, this part also included case scenarios questions in order to study the frequent price range for sustainable clothes that respondents would be willing to pay. Hence, the aims of the second part were to indicate the sustainability index and measure sustainable buying behavior versus actions among respondents.

The third part aimed at indicating the possible changes in buying habits of consumers with respect to the purchasing platforms. The questions were designed to see whether respondents purchased clothing via online or physical stores before and during Covid. In addition, participants were also asked to identify which online platforms influenced their purchasing decisions. Moreover, this part ended with a question regarding whether participants would have any changes in purchasing behavior in terms of frequency, platforms and sustainability after Corona pandemic came to an end. Therefore, the goals of this third part were to identify the possible changes in consumer
behavior before and during Covid-19 as well as to predict the potential changes for the aftermaths.

In the final part of the survey, participants were asked to give general personal information, such as age, gender and salary, which were used to answer the proposed sub-question: To what extents will there be significant differences in attitudes based on age, gender and salary range among European consumers.

### 3.3. Sampling

In view of the limited time to conduct the survey and to gather a certain number of responses, non-probability, or more specifically, voluntary response sampling was used. The link to the survey was sent out via several Facebook groups and a personal Instagram post. Although this type of sampling might result in biased findings, yet it seems to be appropriate for the purpose of the study as to indicate the possible changes in consumer behavior in Europe in the context of clothing.

Moreover, the survey generated most people coming from Finland and France in the European market. The reason was that the author has studied in France then moved to Finland until present, which has given the author the ability to collect data from personal social networks from both countries.

The survey eventually collected 217 responses in total (n = 217). Since all the questions in the survey were designed to be completely voluntary, some of the respondents did not respond to all questions given. Yet, the question with lowest numbers of respondents still generated 160 responses.

### 3.4. Data Analysis

IBM SPSS Statistics Software was used to analyze the gathered data. For the purpose of this paper, descriptive statistics were used to analyze the data, namely frequencies, reliability analyses, independent sample T-test and Chi-square test. While the frequencies are important in the frequency analysis section to give an overall survey finding, the reliability analysis was efficiently used to test the consistency of
sustainable behavior among respondents in order to further create a sustainability index. Accordingly, T-test and Chi-square were in good use to answer the sub-question: To what extents will there be significant differences in attitudes based on age, gender and salary range among European consumers.

4. FINDINGS

4.1. Frequency Analysis

The total number of respondents to the survey equals to the number of people responding to the question regarding country of origins (n=217). In that, 125 respondents came from Finland, which accounted for 57.6% of the total respondents, followed by 76 people coming from France, which equaled to 35% of the total respondents. The rest came from other European countries, and one respondent came from Canada. Since the purpose of the survey is to study the consumer behavior of people living in Europe in the context of clothing, the number of responses used in the analysis was 216.

<table>
<thead>
<tr>
<th>What country are you currently living in? Please name one country only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>Valid</td>
</tr>
<tr>
<td>Belgium</td>
</tr>
<tr>
<td>Canada</td>
</tr>
<tr>
<td>Estonia</td>
</tr>
<tr>
<td>Finland</td>
</tr>
<tr>
<td>France</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Ireland</td>
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<td>Italy</td>
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<td>Norway</td>
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<td>Poland</td>
</tr>
<tr>
<td>Spain</td>
</tr>
<tr>
<td>Sweden</td>
</tr>
<tr>
<td>UK</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Figure 12: Country of origins

Though the total number of respondents was 217, 10 people did not respond to the question regarding gender. Therefore, the number of responses used to analyze based on this data was 207. Though the study did not intend to target at female respondents, the dominant gender was female of which percentage accounted for almost 72.5% while the percentage of male respondents was around 26% due to the nature of voluntary response sampling.
The number of people responded to the question of ages equaled to the total number of respondents (n = 217). In that, the youngest respondents were 18 while the oldest was 46 (M = 25.31, SD = 5.32). For the purpose of answering the sub-question: To what extents will there be significant differences in attitudes based on age, gender and salary range among European consumers, and to be consistent with the literature review, people from the age of 18 to 24 will be grouped as Gen Z while people from the age of 25 to 40 will be grouped as Millennials. Hence, 3 responses at the age of 41, 43 and 46 were not counted in the analysis as shown in figure 14.
The number of responses for the question regarding monthly salary was 213. In that, more than half of respondents (n = 119) possessed a monthly income of less than 1000EUR. This can be explained by the fact that the link to the survey was mainly shared on students’ Facebook groups.

![Figure 15: Monthly income distribution](image)

When being asked about the frequency of purchasing clothing items and the effect of Covid-19 on such a pattern, 100% of respondents participated. In that, almost 72% of surveyed people only purchased clothing once every few months, which can be explained further by the effect of Covid-19. More than half of respondents claimed to shop for clothes less or way less during the time of pandemic, while only the minority of respondents said to buy clothes more or way more.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once every few months</td>
<td>156</td>
<td>71.9</td>
<td>71.9</td>
</tr>
<tr>
<td>Once per month</td>
<td>29</td>
<td>13.4</td>
<td>85.3</td>
</tr>
<tr>
<td>A few times per month</td>
<td>32</td>
<td>14.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>217</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
When being asked what types of clothes respondents usually purchase, around 70% of surveyed people admitted buying fast fashion clothes, while high-end clothes were the least to be chosen. This can be explained by the majority of the respondents being from 20 to 30 years of age.

With regards to the willingness to pay a higher price for sustainable clothes, 191 out of 217 respondents fully agreed or agreed under conditions. These respondents were then directed to the next question regarding the specific factors that would influence them to pay a higher price for sustainable clothes. On a rate of 1 to 5, 1 as not important at all, and 5 as very important, high quality and reasonable price were ranked at the top with the mean of more than 4, while the least favored factor was influencers (\(M = 2.06\)).
In order to further test the willingness to pay a higher price for sustainable clothes, three case scenario questions were designed. Among 217 total respondents, 191, 160 and 186 people answered to the first, second and third questions, respectively.

In terms of footwear item, on average, respondents were willing to pay double the price of a fast fashion foot wear, which was said to be 50EUR, for a sustainable substitute, with the highest price of 300EUR. Regarding a new outfit for a special occasion, on average, participants were willing to pay around 125EUR more than the fast fashion price for a sustainable outfit. Yet, the majority of respondents agreed with 100EUR
more, while the highest price was recorded to be 800EUR. With respect to a basic T-shirt, on average, respondents were willing to pay around 10EUR extra for a sustainable substitute, yet the highest price reached 100EUR.

**Statistics**

<table>
<thead>
<tr>
<th></th>
<th>Assuming that you need a new footwear item (including shoes, boots, heels etc.) for work, and a normal pair of shoes from a fast fashion brand is 50e, how much will you be willing to pay for the same shoes but are sustainably made (in Euro)?</th>
<th>Assuming that you need a new outfit for a special occasion (including dresses, suits, etc.), and a normal outfit from a fast fashion brand is 100e, how much will you be willing to pay for the same outfit but is sustainably made (in Euro)?</th>
<th>Assuming that you need a new T-shirt for everyday wear, and a normal T-shirt from a fast fashion brand is 20e, how much will you be willing to pay for the same T-shirt but is sustainably made (in Euro)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>N Valid</td>
<td>191</td>
<td>160</td>
<td>186</td>
</tr>
<tr>
<td>Missing</td>
<td>26</td>
<td>57</td>
<td>31</td>
</tr>
<tr>
<td>Mean</td>
<td>101.0471</td>
<td>225.6250</td>
<td>33.8172</td>
</tr>
<tr>
<td>Median</td>
<td>90.0000</td>
<td>200.0000</td>
<td>30.0000</td>
</tr>
<tr>
<td>Mode</td>
<td>100.00</td>
<td>200.00</td>
<td>30.00</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>46.06578</td>
<td>121.44149</td>
<td>12.90082</td>
</tr>
<tr>
<td>Minimum</td>
<td>50.00</td>
<td>100.00</td>
<td>20.00</td>
</tr>
<tr>
<td>Maximum</td>
<td>300.00</td>
<td>800.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Sum</td>
<td>19300.00</td>
<td>36100.00</td>
<td>62900.00</td>
</tr>
</tbody>
</table>

Figure 19: Willingness to pay for sustainable clothing

A total of 215 responses were collected for purchasing platforms. The results have shown that there was a big change in clothing purchasing platforms among respondents. Before the outbreak of Covid-19, only 40% of respondents purchased clothes online while the rest chose to go to a physical store. In contrast, during Covid-19, the percentage of people went online for fashion shopping increased to 70%. This can be explained by the constant lockdowns and restricted regulations of social distancing introduced by governments all around Europe.
A total of 216 respondents answered to the question regarding online platforms that influence their clothing purchasing behavior. In that, online clothing stores and Instagram ranked the highest by over 60%.

### Descriptive Statistics

<table>
<thead>
<tr>
<th>Platform</th>
<th>N</th>
<th>Sum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online clothing stores</td>
<td>216</td>
<td>143.00</td>
<td>.6620</td>
<td>.47411</td>
</tr>
<tr>
<td>Instagram</td>
<td>216</td>
<td>134.00</td>
<td>.6204</td>
<td>.48642</td>
</tr>
<tr>
<td>Facebook</td>
<td>216</td>
<td>86.00</td>
<td>.3981</td>
<td>.49065</td>
</tr>
<tr>
<td>Youtube</td>
<td>216</td>
<td>71.00</td>
<td>.3287</td>
<td>.47083</td>
</tr>
<tr>
<td>Fashion blogs</td>
<td>216</td>
<td>23.00</td>
<td>.1065</td>
<td>.30917</td>
</tr>
<tr>
<td>Pinterest</td>
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<td>18.00</td>
<td>.0833</td>
<td>.27703</td>
</tr>
<tr>
<td>Tik Tok</td>
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<td>15.00</td>
<td>.0694</td>
<td>.25480</td>
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</tbody>
</table>

Regarding the effect of social media on consumer behavior in Europe, the respondents were asked to rate a total of five statements on a scale of 1 to 5, as 1 being not important at all, and 5 being very important. All 217 responses generated the highest score of 4 for the statement ‘social media helps raise brand awareness’, followed by ‘social media raises my awareness of sustainability’ and ‘social media has a strong influence on my buying behavior’.
Figure 2: Social media effect on consumer behavior

Within the question regarding the potential trend among consumers when Corona pandemic comes to an end, 217 responses were recorded. Within the three statements, respondents were asked to rate from 1 to 5, 1 being strongly disagree and 5 being strongly agree. The result shows that the majority of participants disagreed with the first statement, meaning that they would buy less amount of clothing than they bought before the pandemic started. Moreover, the majority of respondents remained neutral with the second and third statements. Yet, on average, the percentage of people agreed with the second statement outnumbered the opponents, while the percentage of people disagreed with the third statement outnumbered the opponents. This means that participants are more likely to buy more sustainable clothes than they did before the pandemic started, yet they might prefer going to physical stores to shopping online for clothes once they pandemic is over.

Figure 23: The declarative change in consumer behavior after the pandemic
4.2. Reliability Analysis and Sustainability Index Creation

One of the main purposes of the survey was to collect data regarding the consumer attitudes and behavior towards sustainability and sustainable fashion. In order to do so, the sub-question: To what extents will there be significant differences in attitudes based on age, gender and salary range among European consumers was proposed, and could be broken into these three following hypotheses.

H1: There is a significant difference in attitude towards sustainable fashion in different age groups (Gen Z versus Millennials).
H2: There is a significant difference in attitude towards sustainable fashion in two gender groups (Male versus Female).
H3: There is a significant difference in attitude towards sustainable fashion among people with different salary ranges.

Accordingly, apart from the questions about personal information, frequency of purchasing clothing, willingness to pay higher price for sustainable clothes, social media influences and changes due to Covid-19, the survey also included three questions implying three main constructs: the concerns towards unfair wages, poor working condition, environmental pollution in the fashion industry; the concern towards sustainability before Covid-19 as well as during Covid-19 within the context of clothing.

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>.807</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>On a scale of 1–10, how concerned are you about unfair wages, poor working condition, environmental pollution and wastage in fashion?</td>
</tr>
<tr>
<td>On a scale of 1–10, how often did you consider sustainability when buying clothes before Covid-19?</td>
</tr>
<tr>
<td>On a scale of 1–10, how often have you considered sustainability when buying clothes during Covid-19?</td>
</tr>
</tbody>
</table>

Figure 24: Reliability statistics
As the survey focused on these three main constructs, the consistency of the responses to these constructs needs to be tested using the reliability analysis. With the help of IBM SPSS Statistics Software, the measure for internal reliability level was determined by Cronbach’s Alpha. According to the common rule, in order for a construct to be internally consisted, the numerical value for coefficient alpha must be above 0.7, even 0.8 or greater is considered better (Cortina, 1993). The above statistics show the Cronbach’s Alpha for all three constructs, which is 0.807. This level of coefficient alpha indicates that the constructs are reliable and consistent among all 168 responses.

4.3. Hypothesis Testing

As previously mentioned, the level of consistency in the above sustainable constructs was considered reliable. Hence, starting from this section, a sustainability index was made based on such values. As a result, the same sustainability index was used for testing the three hypotheses.

Within the first hypothesis, the null hypothesis is that there is no significant difference in attitude towards sustainable fashion in different age groups (Gen Z versus Millennials). As shown below in the independent sample T-test, age group 1 was for Gen Z, respondents from the age of 18 to 24, and age group 2 represented Millennials, respondents from the age of 25 to 40. It is essential to emphasize that the purpose of this hypothesis testing is to compare the survey result with that of the literature review. In this finding, the 2-tailed significance was 0.353, which is higher than 0.05. This means that the null hypothesis is accepted. This has given the same result as of Gazzola, P. et al. (2020).

<table>
<thead>
<tr>
<th>Group Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
</tr>
<tr>
<td>SUSTAINABILITY</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Within the second hypothesis, the null hypothesis is that there is no significant difference in attitude towards sustainable fashion in two gender groups (Male versus Female). An independent T-test was also created to compare the result of this paper to the literature review. As shown below, the 2-tailed significance generated a value of 0.027 which is lower than 0.05. As a result, the null hypothesis is rejected. This means that there is a statistical difference between male and female towards sustainable fashion, as female is considered to be more sustainable than male in the context of clothing. This result also supports the previous literature review.

Within the third hypothesis, the null hypothesis is that there is a significant difference in attitude towards sustainable fashion among people with different salary ranges. For the purpose of testing this hypothesis, all four main groups of salary were tested with Chi-Square. The result below shows that the 2-sided significance was higher than 0.05, which means there is no statistical difference among the attitude of people having less than 1000EUR per month, from 1000EUR to less than 2000EUR, from 2000EUR to less than 3000EUR and more than 3000EUR with respect to sustainable fashions.
5. DISCUSSION

This section will give a further discussion of the findings. The overall analysis will come first, followed by the perceived limitations of this research.

5.1. Overall Analysis

As previously mentioned, the paper started with the existing literature review, followed by a primary research. With a deep understanding of the marketing concept involving both the demand and supply parties, the author has chosen to review a certain amount of outstanding literature regarding the consumers and fashion companies in the field of sustainability. Furthermore, as consumers are perceived to be the center of the marketing and production process (Babin & Harris, 2017), the paper further studied the fashion consumer behavior with a quantitative research approach, a survey distributing to people living in Europe. The findings of the literature review have adequately answered the hypotheses as well as the sub-questions previously proposed. Yet, the author also provided some additional constructs that are highly relevant to the research.

In terms of testing the hypotheses, the results have been proven to be closely consistent with the existing literature. In details, the literature review has proven that there is a statistical difference between male and female with regards to sustainable behavior when making a clothing purchase. This study has shown the same result, in that female consumers are more sustainable than male counterpart in the context of...
clothing. Yet, this result might be affected by the same pattern between the two surveys that the participation ratio between female and male was 7 to 3, as there were significantly more women than men participating in the survey. Likewise, as proposed in the literature review, the attitudes towards sustainable fashion between Gen Z and Millennials have no significant difference. Regarding the rest of the hypothesis testing, the results have shown no statistical difference among respondents with different salary ranges.

Apart from the hypothesis testing, the findings have shown further patterns regarding the consumer behavior towards sustainable fashion. First of all, the findings have initially shown that more than 70% of respondents in Europe purchased clothing once every few months, which were explained by the effect of Covid-19. The majority of participants claimed to buy less or way less clothes than they once did before the pandemic, which once again, supported the result of literature review.

Another interesting phenomenon proven by the primary research is the swift change in clothing platforms where people purchase clothing. From 40% up to 70% of respondents purchasing clothes online due to Covid-19. Yet, most respondents remained neutral when being asked if they would continue this pattern when the pandemic comes to end. This could mean that Europeans might not restrict themselves in just shopping online with the pandemic being over, but rather have the freedom of choice in choosing which platform to shop, either online or physical stores.

As stated in the findings, internet platforms seem to play a significant role in shaping the consumer behavior towards sustainable fashion. With Instagram and online clothing stores being the most chosen platforms that influence the buying decision of consumers, marketers might consider focusing their major marketing tactics on these platforms. In that, using social commerce to link products information from Instagram posts can increase digital presence of the brands as well as increase conversion rate. Additionally, with online clothing stores being the most frequent choice for buying decision influencer, respondents seem to take part in organic search and get highly influenced by the websites of online stores themselves. This means building owned websites for clothing brands is a smart strategy that can increase customer engagement and personalization.
Moreover, with social media increasingly becoming popular among people when making a purchasing decision for clothing, the findings explicitly showed that the majority of respondents regarded social media as an effective tool to help raise brand awareness as well as sustainability awareness. Accordingly, it requires marketers to be more vocal online about sustainability and the long-term benefits that come with it among consumers.

Finally, as proven by Vaugn and Hogg (1983), there is a big gap between the awareness towards sustainability and sustainable actions. This has, once again, supported the findings of this research. As stated, a great number of respondents claimed to be aware of unsustainable issues of fashion industry, and they were somewhat concerned about unfair wages, poor working conditions and environmental pollution and wastage in the fashion industry. Yet, the number of respondents purchasing clothes from fast fashion brands ranked exceptionally high compared to the other types of clothing with more than 70%. This means that though people living in Europe are somewhat aware of the alarming issue of unsustainable fashion, they still follow the ‘easy way out’, as to buy cheap and poorly made clothes that come with highly affordable price tags. This has somewhat explained why when being asked about the factors that would convince the respondents to buy sustainable clothes, the majority of whom chose high but reasonable price tags along with high quality materials. As a result, pricing seems to be a key factor in influencing the buying decision among customers and consumers across Europe when shopping for clothes. As in the example of a basic T-shirt, most participants would agree to pay 10EUR more for a sustainably-made substitute, while those of footwear and full special outfit were around 50EUR and 100EUR, respectively. Hence, people are willing to pay more, but the quality needs to visibly high and the pricing needs to be reasonable.

5.2. Limitations of The Research

Given such a short period of time, the research is not without its flaws as there can be a lack of deeper knowledge on sustainable marketing and consumer behavior. Regarding the literature review, the reviewed sources are scholarly and reliable which have somewhat given a foundation for future studies. One possible limitation can be
worth mentioning is the language barrier since the scope of this research is based in Europe where potential sources could be written in a wide range of languages instead of English. Moreover, the literature review is not sufficient in providing all information regarding the effects of Corona pandemic on European consumer behavior as well as fashion marketers, as the time of researching is still in the early stage of Corona pandemic.

Moreover, in terms of the primary research, the sample size of the study was restricted to only 217 due to the limited time and resources as the author being the only researcher of the process. As the nature of a non-probability sampling, the results might be biased and do not represent consumer behavior in Europe as a whole. Furthermore, though some important terms have been given basic explanations within the survey, there still exists the possibility of respondents misunderstanding given questions and terms, as the study of consumer behavior during the time of pandemic is rather new and never been discussed in earlier studies. Nevertheless, the purpose of this study is not to finalize an optimal truth but rather to give a strategic prediction of sustainable development from the consumer trend and the implication of sustainable marketing into the fashion business model.

6. SUMMARY

This section aims at giving conclusions of the whole study. Firstly, the main findings will be restated in brief, followed by the proposed sustainable marketing model made by the author based on the findings. Finally, recommendations for further research will be made and emphasized.

6.1. Conclusion

After reviewing the existing literature and analyzing the main findings of the primary research on consumer behavior trends in the fashion industry in Europe during the time of a pandemic, it is somewhat plausible to predict the upcoming transitions. For fashion companies, there will be continuous applications of sustainable approaches in their manufacturing process and marketing strategy. As previously stated, the fashion industry has been under heavy criticism involving the abominable effects on the
environment, human health and labor rights. Nevertheless, the results of the research have shown hope for a more sustainable future. As consumers and customers being the center of any business model (Dellaert, 2018), the fact that consumers in Europe are more environmentally conscious and more selective towards fashion choices will exceptionally impact the future of the textile sector, which can be an increase in sustainable business models and marketing models.

For consumers, consumers across Europe are decreasing the frequencies of purchasing clothing and paying more attention to the quality of clothes as well as the sustainable image associated with the brands they choose to buy from as a result of Covid-19. Online platforms will continue to be an effective tool for fashion companies to enhance a deeper and more personalized connection with their customers and prospects, as own-based websites and Instagram being the leading influencers of buying decision. These platforms can be an effective tool to not only increase brand awareness and sustainability value linked with it, but also tighten the gap between perception and action when it comes to sustainable clothing.

### 6.2. Proposed Sustainable Marketing model

Along with the outbreak of Corona pandemic, the need for a newly-developed sustainable marketing model is needed more than ever in order to adapt to sudden changes in consumer behavior in the textile sector. This following model is the result of the literature review of existing marketing models, the marketing mix and the findings of consumer behavior trends from the primary research.

![Diagram of Consumer-centric Sustainable Marketing Model](image)

*Figure 28: Consumer-centric Sustainable Marketing Model (Tran, 2021)*
As Covid-19 has tremendously impacted the fashion industry for a long-term period with its certain residuals even if the pandemic comes to an end in the near future, consumers and their perceived values are placed in the center of the proposed sustainable marketing model. This means that all marketing activities will ultimately focus on one main goal: to bring values and solutions to the customers and consumers. This can be done by the extension of the 4P’s of the Marketing mix. Instead of price, place, product and promotion, marketers of sustainable fashion companies need to introduce a reasonable pricing strategy that reflect the true quality of the products as well as pay fair labor wages. Marketers should also adapt to the new situation and become more flexible of where and how to promote their products. Internet platforms, namely Instagram and own-based websites, are encouraged to be in use. These tools will become highly efficient if collaborated with high quality and personalized content for customers and prospects. Moreover, the products need to be ethically made with full disclosure of materials information. Eventually, these marketing approaches can be done with the help of detailed market research and environmental research. By understanding the effect of the fashion businesses on the environment as well as the targeted audience, buyer personas and buyer journey, marketers can increase conversion rate and sustainable digital presence of fashion brands, and ultimately, generate ‘greener’ profits.

6.3. Recommendations for further research

Further research is indeed highly recommended for the matter of sustainable marketing and sustainable consumer behavior during and post Covid-19. As this specific topic is rather new due to the drastic change in the context of a pandemic. Further research could certainly dig deeper into the main drives of sustainable buying decisions among consumers when purchasing clothes. For this reason, all proposed factors in this research should be added to the future studies to withdraw valid supporting or contradicting conclusions.

In terms of the scope, future studies can use an extension in timeframe for collecting data. In that, more responses from various countries of origins, age groups and monthly income ranges can be collected to suggest a more generalized conclusion.
towards consumer behavior. Additionally, other industries can be further studied under the effect of Covid-19, which enable researchers to put different industries into comparison in terms of sustainable marketing strategies.

Truly, other researchers can further study the relevance and effectiveness of the proposed consumer centric sustainable marketing model. Different internet platforms can be put into discussion to broaden the application of each channel to the marketing activities, which can eventually extend and develop the proposed model.

Ultimately, this research acts as an avid supporter of other researchers interested in the field to further scrutinize the sustainable marketing strategies of fashion companies and each important aspect of their business models. These studies will, undoubtedly, contribute a more extensive perspective of what can promote sustainability during and post Covid-19, and determine what will be the optimal marketing model to sustainably benefit the economy, society and environment.
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Part 1. Scientific articles and books


Part 2. Non-scientific articles including websites, blogs and reports


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APPENDICES

Appendix A.

Sustainable Consumption Behavior

This survey examines the current consumer behavior in the fashion industry during the Corona pandemic. This survey is completely anonymous and confidential.

Before answering a question, please read the question-specific instructions and definitions of terms.

This survey takes about 4 minutes to complete. Please read each question carefully and answer truthfully.

If you have any questions about this survey, please contact anh.a tran@aalto.fi.

By clicking the next button, you confirm that you have read these instructions carefully.

I appreciate your answer!

1. Over the past year, how often do you purchase clothing? (Including fabric clothing, accessories, shoes, hats, etc)

   ☐ Once every few months
   ☐ Once per month
   ☐ A few times per month

2. Over the past year, how has Covid-19 affected the frequency of your purchasing clothing?

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<thead>
<tr>
<th>Way less</th>
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<th>Remain the same</th>
<th>More</th>
<th>Way more</th>
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</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tbody>
</table>

Sustainable clothing refers to fabrics derived from eco-friendly resources, such as sustainably grown fiber crops or recycled materials. It also refers to how these fabrics are made. For example, no child labor is used and workers are paid fair wages.

High-end clothing refers to expensive clothing items and are not always sustainable. For example, high-end clothing refers to designer clothes such as Gucci or Louis Vuitton.

Fast-fashion refers to trendy clothing that is offered at affordable prices. For example, fast-fashion clothing includes Zara or H&M.
Sustainable consumers refer to people who are concerned with sustainable development, incorporating the economy, society, and the surrounding environment.

3. What types of clothing do you usually purchase? (please check maximum of 3 options)

☐ Sustainable clothes
☐ Thrifted or second-hand clothes
☐ Local/Lesser known brand
☐ High-end clothes
☐ Fast fashion clothes
☐ Others, please specify

4. Before deciding to throw away unused clothes, what actions do you consider to do? (please check the maximum of 3 options)

☐ Alter/repair these items
☐ Give away or swap them with friends or family
☐ Donate them to thrift stores or charity
☐ Sell them online via Marketplace, Depop, etc.
☐ Pile them up at the back of the closet and forget about them

5. On a scale of 1-10, how concerned are you about unfair wages, poor working condition, environmental pollution and wastage in fashion?

[Rating Scale]
Not at all concerned 5 Extremely concerned
6. On a scale of 1-10, how often did you consider sustainability when buying clothes before Covid-19?

Never 5 Always

7. On a scale of 1-10, how often have you considered sustainability when buying clothes during Covid-19?

Never 5 Always

8. Are you willing to pay a higher price for sustainable clothes compared to other types of fashion?

☐ Yes
☐ No
☐ It depends
☐ Others, please specify
9. Rate the factors that will influence you to pay a higher price for sustainable clothes

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not important at all</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Images/Values</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>High quality materials</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A higher but reasonable price</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Custom-fit design</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Free delivery</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Easy return and refund policy</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Fair wages and good working condition for fashion employees</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Your favorite celebrities/influencers wear these products</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Transparency of the clothing brands (advertising, marketing strategy etc.)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Others, please specify</td>
<td>○</td>
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</tbody>
</table>

10. Assuming that you need a new T-shirt for everyday wear, and a normal T-shirt from a fast fashion brand is 20€, how much will you be willing to pay for the same T-shirt but is sustainably made (in Euro)?

20

Same amount

More amount
11. Assuming that you need a new footwear item (including shoes, boots, heels etc.) for work, and a normal pair of shoes from a fast fashion brand is 50€, how much will you be willing to pay for the same shoes but are sustainably made (in Euro)?

[Scale: 50€]

Same amount

More amount

12. Assuming that you need a new outfit for a special occasion (including dresses, suits, etc.), and a normal outfit from a fast fashion brand is 100€, how much will you be willing to pay for the same outfit but is sustainably made (in Euro)?

[Scale: 100€]

Same amount

More amount

13. Before Covid-19, what percentage of your clothing was purchased online versus in a physical store? (Total must equal 100)

Percent purchased online

Percent purchased in store

Sum of numeric fields equals: 0

14. During Covid-19, what percentage of your clothing was purchased online versus in a physical store? (Total must equal 100)

Percent purchased online

Percent purchased in store

Sum of numeric fields equals: 0
15. What social media platforms influence your purchasing decisions? (please check the maximum of 3 options)

- Facebook
- Instagram
- Youtube
- Fashion blogs
- Pinterest
- Tik Tok
- Online clothing stores

- Others, please specify

16. Rate social media's influence on your fashion buying habit

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media has a strong influence on my buying behavior</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Social media helps raise brand awareness</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Social media raises my awareness of sustainability</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I get inspired by fashion influencers via social media</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>My favorite fashion influencers affect my purchasing decisions</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
</tbody>
</table>
17. After Corona pandemic comes to an end, how would the following statements apply to your behavior?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will buy more amount of clothing than I was buying before the pandemic started</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I will buy more sustainable clothing than I was buying before the pandemic started</td>
<td>○</td>
<td>○</td>
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<td>○</td>
</tr>
<tr>
<td>I will buy more clothes online than I was buying before the pandemic started</td>
<td>○</td>
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<tr>
<td>Others, please specify</td>
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</tr>
</tbody>
</table>

18. What country are you currently living in?

Please name one country only *

19. Please select your gender?

- ○ Male
- ○ Female
- ○ Others
- ○ Prefer not to say

20. What is your age?

Please write a number only *

59
21. How has Covid-19 affected your monthly income?

<table>
<thead>
<tr>
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<th>Way less</th>
<th>Less</th>
<th>Remain the same</th>
<th>More</th>
<th>Way more</th>
<th>More salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less salary</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

22. What is your current monthly income?

- [ ] Less than €1000
- [ ] From €1000 to less than €2000
- [ ] From €2000 to less than €3000
- [ ] More than €3000

Thank you for participating in this survey! Your participation provides valuable information about consumer purchasing habits in the fashion industry!