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**Understanding Consumers' attitudes toward sustainable Fashion :
Determination of Key factors of Purchase intentions : Application on Z
Generation****Abstract**

The Fashion industry is one of the most toxic industries and sustainability issues is becoming an important concern for the fashion industry and even at the forefront of some of the most stimulating reflections on fashion. The Current fashion industry is putting efforts into introducing ethics and sustainability in Fashion Apparel. This is due to growing consumer concerns about environnement and have generally shown an interest in ethical purchase reinforced by covid 19 Pandemic. However, most studies in the field of sustainable fashion focus on the design or production with little exploration of the consumers.

Understanding of the different roles of key factors in the building of consumer purchase intention towards sustainable Fashion is crucial in developing effective marketing strategies and for the development of this market. In order to adress the gap in the littérature, the purpose of this study is to explore the motivations underpinning purchase intentions.

Building on the theory of reasoned action and the theory of planned behaviour, with additional antecedents (Willingness to pay more, Ethical and Environmental knowledge, Products attributes), an consumer purchase intention model is proposed and tested. A litterture review is presented and an exploratory study is used in order to define attributes of the product expected by Gen Z.

A survey responses from GenZ, factor analysis and structural equation modelling will be used for data analysis and hypothesis testing. Managerial implications leads to Marketing Strategies for Fashion and garment industries managers and setting up a young sustainable fashion brand.

Keywords: Sustainable Fashion; Sustainable consumption purchase intention

Introduction

The sustainability had been around for decades, it was in the early 90's that designers and innovators first stepped outside of the archetype that encapsulated the fashion industry and explored possibilities beyond what had become the norm for clothing production and consumption. The idea that clothing could be made in a way that would maintain "ecological, social, and cultural diversity" and encourage "innovative business models" grounded what would become a sizeable movement and departure away from the phenomenon of "fast fashion" (Ozdamar, 2015).

The fashion and Apparel industry is the second most polluting industry in the world. This pollution is present throughout the value chain, from sourcing to the end of the product's life, through production and distribution. According to the United Nations, the fashion and industry is responsible for more than 8% of global greenhouse emissions each year. The fashion industry is the second largest water user in the world, and generates 20% of the world's water waste, according to the United Nations. According to Fashion Revolution, it takes 2,720 liters of water to make a t-shirt, which is the amount we drink over a 3-year period. The apparel industry consumes more energy than the aviation and combined transportation industry. According to the 2020 report of the NGO Climate Chance, the Apparel industry is responsible for one third of the releases of micro-plastics into the ocean.

At first glance, fashion and sustainability may seem like two inherently contradictory concepts. The discord between fashion and sustainability, has often referred to as an oxymoron (Black, 2009). Fashion is linked to Hedonism by shopping and fast renewing collection (Ertekin and Atik, 2015). Sustainable Fashion is linked to ethics, durability and reuse of products (Cervellon et al, 2010). Sustainable Fashion takes economic, enviromental and social issues into consideration starting from the material used in the clothing, to safe working conditions, employee rights and fair prices, and all the way to recycling and minimizing waste throughout the supply chain (Barbara, 2018). In addition to the production process and use of natural materials and renewable energy sources, sustainability in Fashion involves the way people purchase clothing (Webster 2017).

As fashion cycles become increasingly fast paced, some sectors of the fashion industry have adopted unsustainable production techniques to keep up with demand and increase profit margins. However, consumers are said to be more eco-conscious and to care more about unfair work behaviour. Designers and Marketing managers in the Fashion industry, have to adjust to consumers demand and Fashion Industry had to heed the call for sustainability. In order to alleviate the strain through sustainable fashion practice, deems this research necessary. Consequently, this research aims to explore fashion consumers'attitudes toward Sustainable Fashion.

Background of the Study and Justification

Interest in sustainability has grown over the past several decades and is expected to keep growing as human societies continue to face challenges with natural resources depletion and a growing population. Contrary to the concept of sustainability, our current economy is primarily based on growth; therefore business models are based upon coming up with new and better products and then selling as much as possible. To become more sustainable, there must be a shift in the economy where businesses are more focused on stability than on maximizing their growth (Crane, 2010). Sustainability in fashion is about balance and the way the business model is currently operating is unstable for the environment, therefore affecting people negatively.

One sustainability-related issue in Fashion and Apparel industry is our consumption behaviors. The rate at which humans consume things, especially North Americans and western countries, is not sustainable. We have created a throwaway society where many of the things we purchase are disposable or not expected to last a long time (Fletcher, 2010).

In the last decades, climate change has become a threat to humankind and the fast growth of production and consumption of fashion has increasingly been using up natural resources. Fashion industry become one of the world's environmentally destructive industries (Henninger, 2015). However, the industry and designers become more aware and concerned about negative impact of Fashion. This has been seen with designers like Jean Paul Gauthier, who distributed a letter to his audience during his last Fashion Week in February 2020, a letter that looks like a memorandum of intent.

« I think that fashion has to change. There are too many clothes and clothes that are useless, don't throw them away, recycle them! a beautiful garment is a living garment»,

This trend towards sustainability in fashion, on the designer side, has existed for some years with avant-garde activists such as Vivienne Westwood or Stella McCartney. Stella McCartney have focused on producing vegan products and establishing fair trade-based relationships. In 2020, LVMH acquired a part of Stella McCartney, which for her a sign of the growing importance of sustainable fashion and the shift in the apparel, fashion and Luxury industry.

The impact that fast fashion production has upon the environment has accelerated over the last year with numerous reports in the media and news (Agerholm, 2019; Seigle, 2019);

However, more recently and just before the health crisis, in 2019, the signing of the «Fashion Pact». The Fashion Pact is a global coalition of fashion and textile companies (ready-to-wear, sports, lifestyle and luxury) as well as suppliers and distributors, committed around a common core of major environmental objectives centered on three themes: halting global warming, restoring biodiversity and protecting the oceans. Prompted by a mission entrusted by French President Emmanuel Macron to François-Henri Pinault, CEO of Kering, it was presented to the Heads of State meeting in the framework of the G7 Summit in Biarritz. Many of these initiatives have been followed by companies such as H&M, Inditex (Zara), etc. or Stella McCartney (avant-garde Pioneer of sustainable Fashion).

From consumer perspective, the overlap of personal ethics and Fashion is not completely a new idea. The first anti-fur campaigns appeared in the 1980's. The Rana Plaza Scandal in 2013, at Bangladesh woke up consumer conscious and pushes some Fast Fashion companies like H&M,

and retailers to implement better monitoring and launching of Conscious Clothing. However, France, the country of Luxury and Fashion industry, with textile industry in the North, is not pioneer on sustainable consumption neither production. The consumer awareness is increasing (Read, 2019; Wilson-Powell, 2019) and the Fashion industry is going through sustainability

In recent months, there has been a growing discussions of whether covid19 will accelerate and support sustainability transitions (Cohen 2020 ; Bodenheimer & Leidenberger 2020).

On the consumer side The enthusiasm for the environmental cause is shown, for example, by the incredible success of «Time for the Planet», a citizens' fund that aims to raise €1 billion to finance companies that contribute to reducing greenhouse gas emissions. Launched at the end of 2019, it exceeded its targets with nearly €3 million raised from 2,000 contributors whose only return on investment is «to have a positive impact for the planet».

We are living in a period that has nothing to do with others. The global coronavirus pandemic has radically changed the way we live our daily lives, and there is no doubt that in the future, at least parts of our lives will change forever.

Some countries have seen clearer skies and better air quality, prompting researchers and citizens/consumers to reflect on how they live and the impact of man and industry on the environment and how we consume.

An Ipsos study reveals that, in 2020, nearly 2 in 3 French people (65%) surveyed said that "the commitment of brands and companies to sustainable development is an important criterion of choice when they buy fashion/clothing".

As part of the McKinsey survey, approximately 50% of Gen Z and Gen Y members expect to purchase used fashion items after COVID-19.

The growing demand for fashion products that are sustainably produced, it is important to understand consumers purchase intention of ethical and ecofriendly fashion. This study tends to contribute to the field by offering a perspective on the factors that influence purchase intentions.

The purpose of this research is to understand and explore key factors influencing attitudes towards Sustainable Fashion at particular Z Generation GenZ. In particular, this work will use the Theory of Planned Behavior with the addition of product attributes and Sustainability Knowledge.

The study will examine consumers' attitudes and purchase intentions toward sustainable fashion. Whether and how do young adult consumers' attitudes, subjective norm, and perceived behavioral control impact their purchase intentions toward sustainable fashion.

Justification of GenZ generation

With buying power of more than \$140 billion, Gen Z is the fastest-growing consumer segment. Generation Z, are those loosely born between 1996 and 2015, and they are current consumers, future business leaders and the future of this world. Generation Z have been brought up with

the internet and smart phones from an early age and are therefore tech-savvy. The Generation Z, which will be the most dynamic actors of the trade sector in five to ten years, can be defined as a mass that is not much affected by classical sales and marketing activities. Having a large impact into the market, it is important to know the expectations of this so called generation Zgeneration, or also mobile generation, in the fashion market. The young are an important part of the Fashion market.

According to a recent study conducted by the Consumer Goods Forum and Futerra, 90 percent of Millennials and Gen Z personally care if they receive honest information about products.

In December 2019, First Insight surveyed consumers in the U.S. on how sustainable practices are impacting shopping habits and purchase decisions. The results point to the growing expectation for sustainable models, with Generation Z making more shopping decisions based on sustainable retail practices than even Millennials and Generation X.

According to a 2020 report by First Insight, 73% of Gen Z consumers surveyed were willing to pay more for sustainable products, more than every other generation.

Having this important impact on the market and willing to set up a sustainable Business Gen Z oriented, it is vital to know the key drivers of positive attitudes toward sustainable fashion.

Littérature Review

The largest explortaion in the sustainable Fashion literature is in design, fashion brands, the supply chain and the retailing of grmants (Ertekin 2015, Fletcher, 2013) and little has been studied regarding the consumption of sustainable fashion, and purchasing decision process of consumer intentions and actual sustainable fashion. Indeed, limited research investigates attitudes and motivations drivings consumers of sustainable Fashion and some literature in the field looks down the supply chain (Fletcher, 2015, Pederson & Gwozdz, 2014).

Studies into purchasing behaviour have suggested that consumers have been showing increasing levels of ethical concerns of Fashion consumption (Pederson et al, 2016). In France, IPSOS Study..... Consumers have become more concerned with the social consequences of their purchases, espically when human rights in factories are violated. According to Fashion Revolution France....

As the fashion industry continues to be one of the major contributors to the environmental pollution, more and more initiatives are being implemented to combat it (Conca, 2015). Sustainable consumption has been increasingly argued as one of most impactful actions that individual consumers may take to reduce detrimental impact on the environment and demand offers of sustainable products from brands and retailers (Chi & Zheng, 2016; Ko & Jin, 2017)

Sustainable Fashion

Sustainability in the Textile and Apparel Industry

Sustainability is popularly defined as meeting the needs of the present without compromising the needs of the future generations (World Commission on Environment and Development-Brundtland Report, 1987). This common definition is used to help people better understand what sustainability means and what its goals are. The Oslo Round Table on Sustainable Production and Consumption (1994) recognized that sustainable consumption is an “umbrella term” that combines meeting needs, improved quality of life, increasing use of renewable energy sources, minimizing waste, and looking at the entire product lifecycle.

Defining Sustainable Fashion is complex because there is no standard for the fashion industry (Lundblad & Davies, 2016) and a single definition of sustainable fashion encompasses a variety of terms such as organic, green, fair trade, slow, eco ... (Cervellon, 2010), each attempting to highlight or correct a variety of perceived wrongs in the fashion industry such as animal cruelty; environmental damage and worker exploitation (Bianchi & Birtwistle 2010, Blanchard, 2013).

Through their research, Ho and Choi (2012), summarized responsible 5R fashion by examining the entire supply and use chain, Re-Think, Re-imagine”, Re-design, Reduce, Reuse fashion. These definitions refer to the “Zero Waste” sides.

Sustainable fashion can be defined as “a socially conscious movement that shifts the mindset of consumers from quantity to quality, thereby reducing the frequency of production and purchase” (Reimers et al, 2016). Sustainable fashion is a segment in the textile and clothing industry, created to respond to the environmental degradation associated with «Fast Fashion». Other research contrasts sustainable fashion with Fast Fashion in their definitions. (Ozdamar, 2015) defines sustainable fashion “a fashion that could be crafted in a way that maintains “ecological, social and cultural diversity” and would encourage innovative business models”, an important movement that would move away from the phenomenon of “fast fashion”. Chan and Wong (2012) define sustainable fashion as “the type of clothing that is designed and manufactured to maximize benefits to people and society while minimizing negative impacts on the environment.”

We will tempt to give our definition of Sustainable fashion which tends to be the most complete. « *Sustainable fashion is a fashion imagined, designed, sourced, transported, marketed and recycled with the objective of minimizing the negative environmental impact and respecting the human and wage conditions of the workers concerned throughout the chain and which aims to slow down the pace of product design, production and consumption* ». This definition is based on the principle of « Closed loop ».

The fashion industry has recently heeded the call for sustainability and ethically sound production. The textile industry emits 1.2 billion tonnes of greenhouse gases every year.

In the space of 15 years, the Western consumption of clothing has increased by 60%, while we keep them half as long due to Fast Fashion.

The counterpart of fast fashion for ethical fashion consumers is the emerging movement toward 'slow fashion' (Pookulangara and Shephard, 2013).

The three main components of slow fashion are: (1) an emphasis on local resources and economies; (2) transparency in the production system; and (3) creating products with a longer usable life (Pookulangara and Shephard, 2013). It has been described as the "farmer's market approach" to clothing.

Conceptual Framework and hypothèses

The theoretical framework for this study is the Theory of Planned Behavior with additional factors. The Theory of Planned Behavior was chosen to examine the different factors that affect a consumer's purchase intention toward sustainable Fashion. This theory has been applied in many studies examining environmental behavior.

Within the context of consumer behaviour TRA (Fishbein and Ajzen, 1975) and TPB (Ajzen, 1985) are the foundations of all research related to the study of human behaviour. TRA and TPB consider attitude, subjective norms and planned behavioural control to be the critical determinants of purchase intentions (Kautish et al., 2019). Ajzen (2011) defines behavioural intention as an indication of readiness or willingness to engage in or exert effort into a given behaviour. TRA considers the attitude and subjective norms while TPB extends the TRA by adding the third construct referred to as planned behavioural control.

Theory Planned Behaviour

TRA and TPB

In 1947, Fishbein and Ajzen demonstrated that there are correlations between attitudes and behaviors. For example, a general attitude toward sustainability would correlate with buying environmentally friendly products (Eagly & Chaiken, 1993). Based on this correlation between attitude and behavior, the Theory of Reasoned Action was created to provide "a model of the psychological processes that mediate observed relations between attitudes and behaviors" (Eagly & Chaiken, 1993). The Theory of Reasoned Action (TRA) uses attitudes and subjective norms as determinants for an individual's behavioral intention. This theory evolved to include perceived behavioral control and became the Theory of Planned Behavior (TPB) (Eagly & Chaiken, 1993). The Theory of Reasoned Action is still valid for behavior controlled wholly by desire, but this evolution of the Theory of Planned Behavior is applied to behaviors that are not completely under volitional control, such as purchasing behaviors where economic factors play a role in decision-making.

In a nutshell, TRA has three components : Intention, Attitudes and Subjective norms and has been improved by adding another construct called Past Behaviour Control (PBC).

Attitude

Attitude is a function of behavioral beliefs, which characterize the individual's supposed consequences of the behavior (Ajzen, 1991; Eagly & Chaiken, 1993).

Attitude is defined as an individual's expression of his or her "favorableness or unfavorableness" when responding to "an object, behavior, person, institution, or event" (Ajzen, 1993). Kingston (2016,) also defines attitude as "the tendency to think, feel or act positively or negatively towards objects in our environment".

In the context of pro-environmental study, environmental attitude is identified as an individual's beliefs, affection, and behavior regarding environmental issues and practice (Chen et al., 2018; De Medeiros & Ribeiro, 2018; Zhu, 2019). Particularly, in the pro-environmental context, purchase intentions could be identified as a consumer's willingness to purchase eco-, green, or environmentally-friendly products (Fauzan & Azhar, 2019), and environmental attitude is substantially associated with consumer intention (Yadav & Pathak, 2016).

Thus, based on the prior findings, the following hypothesis was developed:

H1: *Consumers' attitudes toward sustainable fashion positively affect their intentions to purchase sustainable apparel*

Subjective norms

A subjective norm, the perceived social force for carrying out a particular behavior, is a function of referent's beliefs, constituting social pressure placed upon consumers by their families, relatives, or close friends and is considered before an individual performs a behavior (Ajzen 1991). This norm reveals the extent to which an individual feels morally responsible for others by buying green products and how important positive social image is to consumers (Barber et al. 2014). Therefore, when purchasing products, a subjective norm plays a functional role in reflecting a consumer's perception of his or her close relationships, such as whether their referents think he or she should purchase a product and his or her motivations to conform to the referents (Noble et al. 2009). When their referents have strong negative feelings about a product, consumers are more likely to adjust their purchase intention; likewise, a customer's purchase intention would be elevated if others more positively reference the same product (Kotler and Keller 2006).

Subjective norm has direct, significant relationships with attitude, perceived behavioral control, and purchase intention of artificial apparel (Kim and Karpova 2010). Subjective norms not only play an important role in an individual's purchasing decision, but also are positively associated with a consumer's attitude towards certain types of behavior (Han and Chung 2014; Paul et al. 2016). Subjective norms are also important predictors for environmental-related behaviors (Ko 2012; Zheng and Chi 2015), second-hand clothing consumption (Xu et al. 2014), and green

product consumption (Paul et al. 2016). Therefore, when purchasing green apparel, consumers may be influenced by information from environmental awareness groups who make claims about the positive effects of purchasing eco-friendly apparel. Based on previous findings.

H2: *Consumers' subjective norms positively affect their intentions to purchase sustainable apparel*

Perceived behavioral control

Perceived behavioral control (PBC) reflects people's perception of how easy or difficult, it is to perform a behavior (Ajzen 2002). It reflects perception regarding access to resources and opportunities needed to accomplish behavior, including access to money, time, and other resources, and the focal person's self-confidence in the ability to carry out the behavior (Ajzen 1991; Taylor and Todd 1995). Consumers' PBC towards purchasing organic products positively influences their purchase intention (Kim and Chung 2011). If consumers consider the price for eco-friendly apparel is too high, they tend to purchase other traditional apparel instead of this sustainable apparel (Joergens 2006).

Although consumers have a positive attitude with green products, they might not always purchase the products influenced by PBC (e.g., price) (Mandese 1991). PBC is not only a powerful factor influencing to attitude and behavior change, but also is related to salient beliefs that have been regarded as important resources for decision-making (Armitage and Talibudeen 2010; Ajzen and Madden 1986). Roberts (1996) also argues that PBC can positively influence consumers' attitude and purchase intention. When a consumer considers that significant others may not agree to purchase a product, he or she may experience psychological obstacles to performing this behavior, negatively affecting to one's PBC (Kim and Karpova 2010). Therefore, this study proposes that the higher the PBC, the higher the purchase intention for sustainable apparel.

H3: *Consumers' behaviour control positively affect their intentions to purchase sustainable apparel*

Additional Variables

A conclusion of psychological research is that attitudes are only part of what predicts behavior; other factors such as resources and knowledge also inform behavior (Kang, Liu, & Kim, 2013). Four additional variables are incorporated to the Theory of Planned Behaviour in this study to better understand consumers' GenZ purchase intentions toward sustainable fashion.

Sustainable (environmental and ethical) Knowledge

Knowledge can be divided into subjective and objective knowledge. Subjective knowledge refers to how confident an individual is in his or her knowledge. Objective knowledge is only what the individual actually knows (Brucks, 1985, Corbett, 2006). Brucks (1985) states that both types of knowledge likely play a role in consumers' decision-making behavior. These two types of knowledge play into an individual's level of confidence when making purchasing decisions. If an individual has a lack of confidence, he or she might have an increased motivation to search for more information.

In recent years, accelerated deterioration of environment has attracted more consumers' attentions and environmental issues has been growing worldwide (Connell, 2010). More consumers are taking responsibility to change personal consumption behaviours with the hope that their efforts may have an impact on the environment. Lee (2011) proved that consumers' environmental concern influence 12% of Purchase Behaviour. Chan (2011) found that environmental Knowledge could moderate the relationship between attitude and purchase intention toward green products. Knowledge can have a role in sustainable consumer behavior, specifically apparel. Consumers are more aware about the impact of their clothing, then they could be more likely to make sustainable purchases. Kang, Liu, and Kim (2013) found that there is a positive correlation between the consumer's knowledge and perceived personal relevance of sustainable clothing, in particular organic cotton, and the purchase intention. More knowledge of consumers on Sustainable fashion and its environmental benefits could lead to consumers having a more positive attitude towards slow fashion products

H4: *Environmental and ethical Knowledge positively affect their intentions to purchase sustainable apparel*

Perceived consumer effectiveness

With the emerge of the LOHAS (Lifestyle of Health and Sustainability), lifestyle the criteria in fashion purchasing have turned towards fair working conditions and transparent conditions (Choi/Cheng 2015).

Perceived consumer effectiveness is one of the most studied variables and has been defined as "consumers' evaluation of the extent to which their consumption can make a difference in the overall problem" (Webster, 1975), and that contribute to solving environmental problems (Kang, Liu & Kim, 2013). PCE is the measure of individual's judgment in the ability of individual consumer effectiveness to affect environmental resource problems. Some studies found a positive correlation between perceived consumer effectiveness and purchase intention/adoption of green products (e.g., Gleim et al., 2013; Gupta and Ogden, 2009). Perceived consumer effectiveness was also found to influence consumer purchase intention. It was explained by the fact that consumers who think that their individual behaviour has a global effect on environment.

H5: *PCE affects consumer's purchase intentions to purchase sustainable apparel*

Willingness to pay more

Practical issues play an important role in ethical fashion consumption. Devinney et al. (2010) found that the most important factor affecting consumer behaviour was the price of the consumer item. A study of Hartmann (2009) for Accenture, showed that 85% of consumers are willing to pay a higher price for garments that have been economical-friendly and fair produced. Results of Chan/Wong's study (2012) support this point of view. In this study, we will test on French young generation.

Eco-friendly products are generally perceived as more pricey compared to the conventional ones (Smith & Paladino, 2010, Aertsens et al ; 2011). Benedetto et al. (2014) argued that price attribute can be a significant consideration for young consumers in consuming ecofriendly products. Consumers are demanded to be willing to pay premium price in order to consume green products (Rana & Paul, 2017). The higher their willingness to pay, the bigger their intention to buy the green products (Prakash & Pathak, 2017). Referring this, and the role of willingness to pay premium for sustainable products specially for young people, the sixth hypothesis is stated as follows:

According to a 2020 report by First Insight, 73% of Gen Z consumers surveyed were willing to pay more for sustainable products, more than every other generation

H6: *Willingness to pay premium positively influences purchase intention toward sustainable fashion*

Product attributes

Some research studied the relation between green products and purchasing, it has been found that product attributes positively influenced purchase of green products (e.g., Chen et al., 2012; Young et al., 2010). Taste, quality and healthiness of product have been reported as important attributes for consumers who purchase green food products (Cerjak et al., 2010). Only one study reported that product attributes were not related to green purchase behaviour (Chan and Wong, 2012).

In Fashion, a limited nombre of studies have been conducted to find out the major drivers when purchasing fashion. According to Strahle (2016), attributes, such as style and price are more important than a sustainable production when purchasing eco-friendly clothing. Rohlfing and Ahlert (2010) found out that the most important criteria when buying a fashion item are, style/design, quality of material, skin compatibility (Well being). Moreover, new-ness as well as uniqueness and an easy access (availability) are important drivers (Choi 2014) in particular for young consumers of generation (Huffigtonpost,2016).

-Style/Design

A study of young fast fashion consumers in Hong Kong and Canada (Joy, 2012) found that they were concerned with issues of sustainability and protection of the environment in general but they did not associate these ideas with fast fashion: "They talked in general terms about saving the environment, were committed to recycling, and expressed dedication to organic food" (Joy, 2012: 280), but they did not exhibit any qualms about purchasing clothes that were intended to be disposable and frequently replaced, the antithesis of sustainability. Eco fashion was perceived as unsuitable not because of its price but because it was not stylish.

Some Academic research has investigated how consumers deliberate fashion consumption from an ethical and sustainable position, and found that consumers are reluctant to sacrifice style over ambiguous allegations (Wiederhold and Martinez, 2018; Ritch and Brownlie, 2016; McNeil and Moore, 2015).

-Quality/Material

Perceived high quality of green products has a positive influence (Aertsens et al., 2011; Mondelaers et al., 2009), whereas perceived low quality of green products has a negative influence (Smith and Paladino, 2010; Tsakiridou et al., 2008) on consumer green purchase intention and behaviour.

-Availability

Another practical issue is simply the availability of ethical fashion and sustainable clothes. Low-cost, low-quality clothes made in Asian countries using unethical manufacturing processes are more readily available than ethically manufactured clothes which are often criticised as being unfashionable and unsuitable (Niinimäki, 2010). These clothes are likely to be purchased on impulse because they are readily available. Finding suitable ethical clothing often requires substantial research on the part of the consumer outside mainstream markets (Carrington et al., 2014).

-Transparency

Fashion production is somewhat obscured, not only from being located in developing countries that are geographically distant, and culturally diverse, but consumers have limited understanding of what fashion production entails.

Ortiz-Martinez and Crowther had stated transparency as « The external impact of the actions of the organization can be ascertained from that organization reporting ». Transparency can be financial or governance transparency. In fashion industry, the transparency is linked to materials and work conditions. Currently, many companies do not have complete interaction throughout their entire supply chain, giving no transparency to how materials or products are made (Chouinard & Brown, 2007). In this research, we consider the Governance Transparency, because it is what consumer tends to know. Holtz and al, 2008, defined transparency as the exposure of the rules and behaviour behind the business process. The Fashion Revolution (2018) standards, transparency includes information of the company's practices like Fair Trade,

gender equality, living wages of the workers and environmental sustainability. This lack of transparency in the supply chain is an issue because consumers passively trust manufacturer's tests of quality and sustainability, without questioning the traceability of the products they are purchasing (Hepburn, 2013).

Many of French consumers are eager to know conditions productions, this is proved by the success of « Transparency APP » like « Clear Fashion » or Viji., the « Yuka » for Fashion.

According to Frst Insight, 2020, for GenZeders Greenwashing' is very real and appears to be growing every day. Transparency is the best way to differentiate between a truly green company

-Brand Image

Brand image - Brand image in terms of green products can be defined as “a whole range of impressions, conceptions and apprehensions towards a brand in the customers' memory which is correlated to the sustainability and eco-friendly concerns” (Chen, 2010). Consumers generally have personal favourite brands and they prefer them over green brands (Young et al., 2010). This is more true in Apparel and Fashion clothing, and there very few studies were found to have investigated the influence of brand image on consumers' sustainable fashion purchase behaviour.

Consmuer Intentions Behaviour and sustainable fashion consumption

“Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much effort they are willing to exert, in order to perform the behavior. As a general rule, the stronger the intention to engage in a behavior, the more likely should be its performance” (Ajzen, 1991).

Consumption across many products is influenced by the human desire to express meanings about oneself and it is morely true in the case of clothing. The consumer awareness is increasing (Read, 2019; Wilson-Powell, 2019) and the Fashion industry is going throught sustainability.

Limited research within the literature investigates the motivations driving consumers of Sustainable fashion. The vast majority in the field looks down the supply chain (Cervellon et al, 2012).

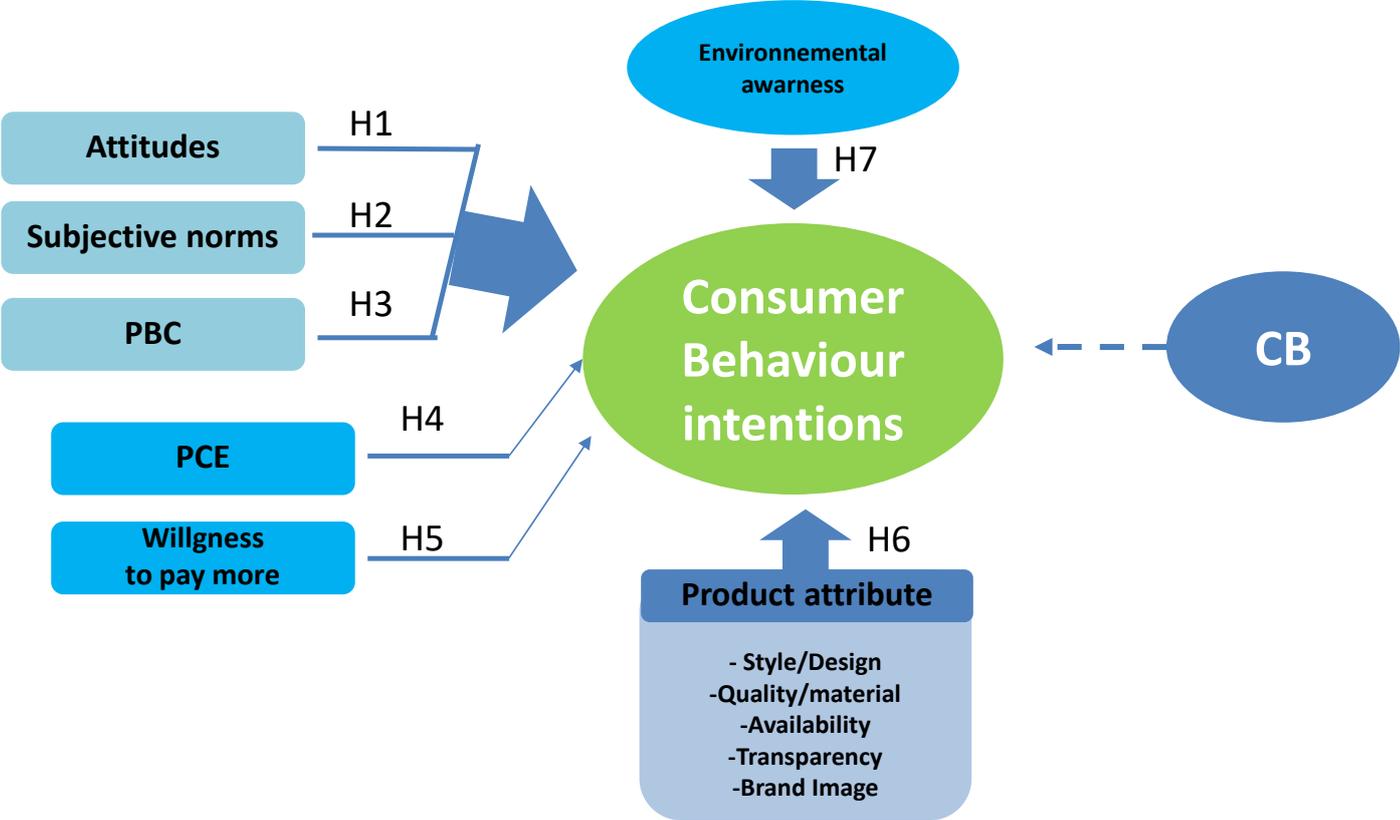
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As the fashion industry continues to be one of the major contributors to the environmental pollution, more and more initiatives are being implemented to combat it (Conca, 2015). Sustainable consumption has been increasingly argued as one of most impactful actions that individual consumers may take to reduce detrimental impact on the environment and demand offers of sustainable products from brands and retailers (Chi & Zheng, 2016; Ko & Jin, 2017)

Studies have suggested that consumers have been showing increasing levels of ethical concerns in the context of Fashion consumption (Fletcher, 2013). Studies have suggested that consumers have been showing increasing levels of ethical concerns in the context of Fashion consumption (Fletcher, 2013).

Sustainable consumer behavior constitutes a constellation of behaviors that are often enacted as part of a specific life style in which the individual is supported by social networks and appropriate institutions in her environment (Cervellon and Wernerfelt, 2012). It would be considered as an “umbrella term” that combines meeting needs, improved quality of life, increasing use of renewable energy sources, minimizing waste, and looking at the entire product lifecycle (Oslo Round Table on Sustainable Production and Consumption, 1994).

Conceptuel model



Methodology

A quantitative research methodology is employed. The empirical study is based on a questionnaire survey. The data were obtained from a questionnaire handed out to a sample of young consumers GenZ and Millennials. With the information obtained, and after the scales validation process and factor analysis, both t-test and regression analysis will be conducted with regard to the hypotheses proposed from literature. The generation Z and Millennials was chosen because they are the biggest consumers of Fast Fashion (Fashion Revolution, 2020). GenZ and Millennials are the most contradictory, they declare their attachment to environmental cause and at the same time they consume « Prêt à jeter » apparel. Therefore, it is important to know their attitudes and the factors that may lead them to sustainable Fashion.

Data collection, descriptive analysis and measurement

A pre- face to face questionnaire was tested on young consumers GenZ. 10 questionnaires have been tested on participants from a Cannes high school in order to assess wording, clarity and the measurement items. The product attributes, has been added as style and availability an important element for purchasing for Gen Z sample. An exploratory study has been set up and conducted with high school students.

A focus group and individual interviews by using the questions below, in order to capture the aspirations of these young generations towards sustainable fashion and their expectations from a new or already set up and big brands.

The final questionnaire will be administered online to high school students (GenZ) and student bachelor and Master degree at Business School.

Items will be measured using multiple items on a five-point Likert-type scale (1= Strongly Disagree to 5=Strongly agree).

The assessment of different constructs is used as below in table 1 :

Construct	Item	Reference
Attitude	I have a favorable attitude towards sustainable Fashion	
	I am positive toward sustainable fashion	

(Cognitive, affective, behavioural)	I like the idea of purchasing sustainable fashion	Park & Lin (2018), , Fielding, McDonald, & Louis, 2008)
Subjective norms	My family and close friends expect me to buy to buy SF	Lee (2010), (Vermeir & Verbeke, 2008) Yamoah, Duffy, Petrovici, & Fearn, 2016;
	People who i listen may influence me to buy SF	
	Important people in my life expect me to purchase SF	
PBC	Purchasing sustainable Fashion is entirely within my control	Taylor & Todd (1995)
	I handle the ability to buy SF	
	I have the control on number of sustainable clothes i would buy	
PCE	By buying purchasing SF, I can have a positive effect on the environment.	Nilsson (2008)
	Every person has the power to influence environmental problems by purchasing SF	
Sustainable Knowledge	I know that some clothing are produced with negative environment effects	Barbarossa & Pelsmacker, 2016)
	I know that some clothing are produced with unethical conditions and respect of human rights	
Willgness to pay more	I intent to pay more for SF	(Aertsens et al., 2011; Lea & Worsley, 2005).
	I am willing to spend more money to buy ST	
Product Attributes		
-Design/style	Style is the most important factor to me when shopping for apparel	(Hiller Connell, 2010; Joergens, 2006)
-Quality	Quality is the most important factor to me when shopping for apparel	

-Transparence	Knowing environmental and ethical conditions is the most important to me to buy SF	
-Availability	I know where to purchase Sustainable fashion apparel.	
	I am ready to wait to have my sustainable fashion product	
-Brand Image	An appealing and pleasant Brand image is the most important for me to buy SF	
Purchase intentions	I intend to buy Sustainable Fashion in the future	(Kumar et al, 2017, Park &Lin, 2018)
	I will try to buy SF	
	I probably will buy SF	

Implication and future research

Expected Implications

The objective of this study is to explore the key factors of intentions behaviors of young consumers of sustainable fashion. Increased awareness about clothing products could encourage consumers to shop for clothing in a more environmentally and responsible way.

Investigating how consumers' knowledge affects their purchase intentions and what products attributes are more likely to encourage sustainable shopping, could reveal information for marketing managers about possible ways and strategies to encourage sustainable behavior.

Research in sustainability is very important as we continue to face issues with the increasing population, changing climate, and degradation of our environment. There is a need for a more sustainable alternative as the textile and apparel industry is driven by the low cost, low quality, high consumption model that fast fashion operates on (Fletcher, 2010).

This research intends to reveal the factors that influence the purchase intention of green products among GenZ and Millenials by using TPB, the result of this research provides more understanding about the factors influencing the purchase intention toward sustainable fashion.

Theoretical Implications

To contribute to the existing body of literature by providing a holistic framework which determines the main antecedents of purchase intentions for sustainable clothing.

The Theory of Planned Behavior is used to examine how attitude, subjective norm, and perceived behavioral control influence behavior in the context of sustainable fashion. The first theoretical contribution of this study is that it expanded upon the theory to understand sustainable fashion and test the theory. The Theory of Planned Behavior has been used in apparel research (Kang et al., 2013; Salazar et al., 2013) but not in the context of slow fashion. This study expanded upon the body of literature related to slow fashion using a sample of young consumers GenZ.

The second contribution of this study is the use of the Theory with the addition of four variables.

Managerial implications

This study also imparts managerial implications. The results and empirical findings will guide companies to develop marketing strategies and promotional campaigns to cultivate and promote favorable attitudes among target consumers towards sustainable Fashion.

Due to this research, A « FasTainable » fashion and sustainable is set up by respecting the GenZers expectations. Being fashion and sustainable is a key element for these students.

Transparency as well is expected from the brand to go towards sustainable brands.

Future Research

Although this study provided a more systematic understanding of the formation french young consumers purchase intentions, toward sustainable fashion, it still have some limitations.

The generalisation of findings to other groups in french population. In order to go further in sustainable consumption, it 's crucial to understand the gap between intentions and behaviour in sustainable and eco friendly consumption by shedding light on the gap between purchase intention and subsequent purchase behavior of such clothes.

Conclusion

With sustainability being an increasingly socially relevant issue, the textile, Fashion and Apparel industry, which causes a substantial environmental footprint associated with unethical practices, needs to experience a paradigm shift. Thereby, identifying consumers' attitudes and motivations for buying sustainable clothing constitutes a major challenge.

Our study provides insights into the main antecedents of intentions behavior of sustainable fashion. Therefore, we extended the TPB with well-established constructs from green literature (environmental) and other constructs derived from prior exploratory findings through GenZ. The results may help managers to create a shift within young generation mindset in order to go further into fashion sustainability.

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